

# Military Marketing Plan

## Overview:

This plan initially includes 42 ITT Technical Institute campuses that currently have a military enrollment of <sup>Redacted by HE</sup> . The plan anticipates <sup>Redacted by HELP Conn</sup> in incremental media expenditures and results in <sup>Redacted I</sup> incremental military starts.

## Background:

ITT Technical Institutes has a great opportunity to expand the current penetration into the military market by focusing efforts on this key demographic. The availability of additional educational funding through the new GI Bill as well as ITT/ESI participation in the Yellow Ribbon Program allow for more service members to qualify for tuition assistance than ever before. The fact that there are currently over 6,000 students enrolled at ITT Technical Institutes across the country who are either on active duty, veterans, reservists or dependents of service members indicates that program offerings align with their experience and their goals. And the fact that both resident and on-line programs are available offer this demographic the flexibility of continuing their education while on deployment which makes ITT a very logical and appropriate choice. With a concentrated marketing effort aimed at selective states, we believe we have an opportunity to increase the number of military starts in each college helping to grow the overall census.

## Objective:

Implement a program using on-line and off-line advertising as well as utilize local personnel (CRS) to penetrate the military market identified in the target areas. Establish a baseline for each college and evaluate the success based on achieving the goals set based upon market data.

## Strategies/Tactics:

- Develop a website specifically geared toward the Military population. Marketing features to include testimonials from graduates with military service; feature photos and bios on current ITT Technical Institute staff and personnel; FAQ's; Information on Tuition Assistance as well as Available Programs, Locations and "About ITT".

- Create a :60 television compilation spot using testimonials from graduates who served in one of the military branches which would be rotated into the local television creative mix in ALL markets. Redacted by HELP Committee
- Tag the following spots with the :10 military tag for the 27 markets in the “pilot test”; Robert Fyfe and Hurtha Johnson. Revise the current tag to reflect the opportunities now available to current military personnel, veterans and dependents of military personnel. Redacted by HELP Comm
- Design, produce and distribute to all ITT Tech staff members in five select colleges who served in the military an “insignia” to place on their name plate and on their business card to identify their branch of service. This would help promote the value of our programs to that demographic as well as build immediate relationships based on common experiences supporting the military-friendly atmosphere at the colleges. Redacted by HELP Committee
- Develop a “Military Presentation” for the CRS to deliver to appropriate base personnel with contacts generated by the MDOR in the 42 colleges selected as the pilot test group. The presentations would be set up to occur May through July when the CRS is not in the high schools. Initial contact information and training would be generated through Redacted by HELP Committee
- Test the publication “MilitarySpouse” running a full-age, 4-color ad in the February and March editions. To evaluate the results, the ad would carry both an “800” number and the web address as the call to action. If the results prove positive, run ads in the June, July, August and September issues totaling six for the year. Based on the space deadlines, these insertions would support the March, June and September starts. We also recommend framing the cover of the publication and the ITT Technical Institute ad and distributing it to each college to further identify the location as “military friendly.”   
Redacted by HELP Committee
- Implement a Radio P.I. program as well as identify specific internet opportunities in the local markets that are included in the test. Redacted by HELP Committee

Markets:

Seven states have been identified as the pilot test to begin marketing specifically to the military population. The seven states are: California, Florida, Indiana, Kentucky, Ohio, Texas and Virginia. Within in those seven states, there are a total of 42 ITT Technical Institutes who would

be involved in penetrating this market. Through research done by <sup>Redacted by HELP Co</sup>, the following has been identified as potential opportunity within each state and market:

California: 22 Installations  
Active Personnel: Redacted by HELP Committee  
Total Veteran's: **Redacted by HELP Committee**

Veteran's: Los Angeles <sup>Redacted by HELP Committee</sup>  
San Diego  
Sacramento  
San Francisco  
Fresno  
TOTAL:

Florida: 14 Bases, 17 Facilities  
Active Personnel: Redacted by HELP Committee  
Total Veteran's: **Redacted by HELP Committee**

Veteran's: Tampa <sup>Redacted by HELP Co</sup>  
Jacksonville  
Miami/Ft. Lauderdale1  
Orlando  
TOTAL: !

Indiana: 2 Installations  
Active Personnel: Redacted by HELP Committee  
Total Veteran's: **Redacted by HELP Committee**

Veteran's: Indianapolis <sup>Redacted by HELP Committee</sup>  
Evansville  
Ft. Wayne  
South Bend  
TOTAL:

Kentucky: 2 Installations  
Active Personnel: Redacted by HELP Committee  
Total Veteran's: Redacted by HELP Committee

Veteran's: Louisville Redacted by HELP Commit  
Lexington  
TOTAL:

Ohio: 3 Installations  
Active Personnel: Redacted by HELP Committee  
Total Veteran's: Redacted by HELP Committee

Veteran's: Cincinnati Redacted by HELP Committee  
Cleveland  
Columbus  
Dayton  
Akron  
Toledo  
Youngstown  
TOTAL:

Texas: 14 Installations  
Active Personnel: Redacted by HELP Committee  
Total Veteran's: Redacted by HELP Committee

Veteran's: Dallas Redacted by HELP Commit  
Houston  
San Antonio  
Austin  
TOTAL:

Virginia: 21 Installations  
 Active Personnel: Redacted by HELP Committee  
 Total Veteran's: Redacted by HELP Committee

Veteran's: Norfolk Redacted by HELP Committee  
 Washington D.C.  
 Richmond  
 TOTAL:

Baseline starts have been accumulated for all ITT Technical Institutes covering the period of December 2008 through September 2009. We anticipate all colleges increasing their starts within this demographic target audience with the availability of the designated website, the :60 compilation television spot and the additional tuition assistance that is now available and will report on the results after each start.

However, the goal for the 42 "pilot test" colleges who will also be implementing the :10 tag and initiating personal contact and presenting educational opportunities in various military outlets is a 20% growth in military starts. The baseline number of starts for these colleges is Redacted by HE; the goal would be an additional Redacted by HE starts for a total of military starts of Redacted by HE. By college that equates to the following:

State	College	Baseline	20% Goal	TOTAL
California	Clovis	Redacted by HELP Committee		
	Concord	Redacted by HELP Committee		
	Lathrop	Redacted by HELP Committee		
	Rancho Cordova	Redacted by HELP Committee		
	Anaheim	Redacted by HELP Committee		
	Oxnard	Redacted by HELP Committee		
	San Bernardino	Redacted by HELP Committee		
	San Diego	Redacted by HELP Committee		
	San Dimas	Redacted by HELP Committee		
	Sylmar	Redacted by HELP Committee		
	Torrance	Redacted by HELP Committee		
	<b>TOTAL:</b>	Redacted by HELP Committee		

Redacted by HELP Committee

Florida  
Ft. Lauderdale  
Jacksonville  
Lake Mary  
Miami  
Pinellas Park  
Tampa

**TOTAL:**

Indiana  
Fort Wayne  
Indianapolis  
Newburgh  
South Bend

**TOTAL:**

Kentucky  
Lexington  
Louisville

**TOTAL:**

Ohio  
Columbus  
Dayton  
Hilliard  
Maumee  
Norwood  
Strongsville  
Warrensville Hgts  
Youngstown

**TOTAL:**

Texas  
Arlington  
Austin  
Houston North  
Houston South  
Houston West  
Richardson  
San Antonio

**TOTAL:**

Virginia

Chantilly  
Norfolk  
Richmond  
Springfield, VA

Redacted by HELP Committee

**TOTAL:**

**GRAND TOTAL:**

Attached is the information for these colleges by start date. Fort Myers and Tallahassee have been excluded from the pilot test since they are start-ups. Also attached is the baseline starts for ALL colleges.