

MARKETING AIC ACTIVITIES

There are a variety of AIC programs and activities that require a well-designed marketing plan to inform the school community of relevant information or the opportunity to participate in a project. Each AIC's marketing outlets might have unique strengths and weaknesses. The following suggestions are provided for an AIC to generate a marketing plan for any given activity. One recommendation is to always use multiple strategies to get your message out. Don't be satisfied with just one marketing venue such as school announcements when the school has a variety of ways to communicate within the community.

Topics	Tasks	Who Is Responsible	Time to Complete
Define objectives	<ul style="list-style-type: none"> • Use the activity to build awareness of and commitment to the AIC mission among faculty and students • Name the activity with marketing in mind • Include the AIC logo/motto to brand all marketing materials • Define the timeline to market the activity 		
Administration support	Get approval of activity and marketing plan from school administration		
Resources	<ul style="list-style-type: none"> • Determine a budget and funding for the marketing effort • Brainstorm "marketing talent" on the AIC or within the school community, such as poster artists, videographers, and tech support • Identify donations of paper, copying, and website editing that might support marketing 		
Marketing ideas	<ul style="list-style-type: none"> • Hall posters, flyers: <ul style="list-style-type: none"> • Clear message • Brand with AIC logo/motto • PA/School TV network announcements: <ul style="list-style-type: none"> • Student speakers • Well-developed script objective • AIC students sit at a lunchroom info table with posters, info flyers, and incentives • Announcement in student newspaper, website, AIC website/blog/Tweet • AIC representative announced in school assemblies • E-mails or Tweets to: <ul style="list-style-type: none"> • Teachers' e-mail lists • AIC members' electronic social networks • School bulletin board • Press release to local newspaper • Other 		
Reflection/evaluation	<ul style="list-style-type: none"> • Set aside time for all committee members who participated in the contest to reflect on the marketing process • Determine and record in the AIC file any suggestions to improve the marketing process in future • Keep a marketing notebook and record successful practices and how to repeat them. 		