



New Mexico State University

ARROWHEAD CENTER

LEADING ECONOMIC DEVELOPMENT FOR NEW MEXICO STATE UNIVERSITY

Marketing Strategy and Implementation

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Live, Learn and Thrive

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1.0 INTRODUCTION

This report documents the marketing campaign that has been designed for middle and high school students in New Mexico to increase interest in participation in national security careers at the National Nuclear Security Administration. This marketing campaign builds on the research that was previously conducted, as well as the focus groups that were conducted. This work is a part of the National Nuclear Security Preparedness Project (NSPP) being performed under a Department of Energy (DOE) / National Nuclear Security Administration (NNSA) grant. This report is due on May 31, 2010, as performance measure SF-3.1.2 (Grant No: DE-FG52-07NA28084, "Proposal for FY 2009 Congressional Appropriation: Technical Proposal", September 1, 2009, Page 5).

Deliverable 3.1.1, completed March 31, 2010, included outcome analysis to determine appropriate marketing strategies. The analysis was based upon focus groups with middle school and high school students, student interactions, and surveys completed by students to understand and gauge student interest in Science, Technology, Engineering, and Math (STEM) subjects, interest in careers at NNSA, future job considerations, and student desire to pursue post-secondary education. Further, through the focus groups, students were asked to attend a presentation on NNSA job opportunities and employee requirements. The feedback received from the students was utilized to develop the focus and components of the marketing campaign that is the focus of this deliverable.

2.0 CAMPAIGN THEME AND TAG LINE

Defining a leading theme for potential opportunities in STEM as related to NNSA career opportunities is an important step in the focus and development of the marketing campaign. Several brainstorming sessions were conducted prior to determining the theme, logos, and tag lines for the marketing campaign. During the brainstorming sessions, it was determined that two campaigns with intertwined themes will be developed; one aimed at middle school students, and one aimed at high school students. As such, an attractive and non-traditional theme was selected to make the marketing message more appealing to the target audience. The tone and content of the marketing campaign grabs the attention of students within the targeted age groups and is immediately recognizable and relatable.

For middle school students, the theme of



was developed and will focus on the education of these students in the various national security career opportunities at NNSA using the STEM concepts and the notion that almost any career they can think of has a fit within NNSA. Further, a special emphasis will be placed on the importance of obtaining a national security clearance when working at NNSA and the steps that will need to be taken during middle school, high school, and college to be allowed this opportunity.

For high school students, the theme of



was developed and will emphasize the fact that almost any career the student is considering will have a place at NNSA. There are many national security career opportunities at NNSA and many times students fail to realize the broad range of career opportunities at NNSA. Students will be asked to consider their career ambitions within the context of opportunities at NNSA. Students will be encouraged to develop their career goals with a focus on career plans that leads to employment at NNSA and takes into account actions that are needed at both the high school and college level. An emphasis will continue be placed on the importance of obtaining a national security clearance when working at NNSA and the steps that will continue to need to be taken during high school and college to be allowed this opportunity.

For both logos, the font chosen for the marketing theme has a pleasurable, creative tone and the color chosen is a medium blue commonly found on the NNSA Web site. The letter "O" of both logos is a disco ball designed in metallic blue and silver to give the theme a more attractive, fun, and recognizable appearance.

3.0 MARKETING COMPONENTS

After analyzing data collected in the initial marketing research and developing a theme, logos, and tag lines for a middle and high school student marketing campaign, a set of components for the marketing campaign was considered. The components will each include the appropriate logo, tag line, and theme in a consistent manner. Components of the marketing campaign include information for both middle and school students and their teachers and guidance counselors and will be designed to be fun, interesting, and entertaining to capture the attention of the targeted audience.

Middle and high school teachers and high school guidance counselors will receive an informational DVD about career opportunities in national security at NNSA as well as contact information for NNSA. The DVD will also come with a supply of brochures about national security career opportunities at the NNSA for the guidance counselors to distribute. The information packet for teachers and guidance counselors will be self-contained and require very little preparation on their part. Additionally, informational video clips will be designed and listed on You Tube and referenced in the informational DVD.

For the student piece, a plastic bag with the marketing logo will be utilized to hand out multiple forms of information and fun souvenirs for students to use and will serve as a reminder of national security career opportunities NNSA. The materials inside will include a brochure describing national security career opportunities at NNSA and employee benefits, including employee educational opportunities, as well as NNSA's Web site location and contact information. The bags will also contain affordable, useful, and interactive souvenir items emblazoned with the marketing theme that may include pens, pencils, post-it notes, wristbands, and/or lip balm. These items are appropriate for middle and high school students that are the target of this marketing campaign and will serve as an interesting way to increase brand recognition and provide students with the opportunity to be reminded of their potential national security career opportunities with NNSA.

The overall goal of this marketing approach is to educate New Mexico middle and high school students on the career opportunities in national security with NNSA. Through the implementation of this marketing campaign, middle and high school students will begin to think of and pursue careers in national security at NNSA for their future.

4.0 IMPLEMENTATION OF MARKETING MATERIALS

This marketing campaign is designed to be available to and distributed to all middle and high school students in New Mexico, beginning with the fall semester of 2011. Prior to this action, the marketing campaign will be pilot tested at both public and private middle and high schools in the Las Cruces, New Mexico area during the fall of 2010. Adjustments will be made to the marketing campaign based on feedback from the pilot testing to ensure the relevancy and appropriateness of the marketing campaign.

5.0 CONCLUSION

With the research that has been performed and a through a rigorous brainstorming process, a marketing strategy has been developed for the National Nuclear Security Preparedness Project to be implemented with middle and high school students in the state of New Mexico to increase interest in and pursuit of career opportunities in national security at NNSA. Multiple components of the packet have been identified and will be developed for pilot testing. Further research will be performed during the pilot testing through follow-up discussions, observation, and feedback from teachers and students to ensure the overall effectiveness and success of the marketing campaign. Once the pilot testing has been completed, and the necessary adjustments made, the marketing campaign will be deployed across the state of New Mexico to all middle and high school students.