



New Mexico State University

# ARROWHEAD CENTER

LEADING ECONOMIC DEVELOPMENT FOR NEW MEXICO STATE UNIVERSITY

## Marketing Strategy and Implementation

National Security Preparedness Project  
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Submitted  
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Live, Learn and Thrive

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## 1.0 INTRODUCTION

This report documents the preparation of materials for 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. The materials and the marketing campaign build on the research that was previously completed, 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 September 30, 2010, as performance measure SF-3.1.3 (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 was the focus of deliverable 3.12, completed May 31, 2010. The marketing campaign is divided into DISCO (Discovering Intelligence and Security Career Opportunities) for the middle school age group and DISCO.....Your Way! for high school age groups. Both campaigns have an intertwined message that focuses on the education of 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 has been 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.

## 2.0 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 guidance counselors will each receive an informational DVD about career opportunities in national security at NNSA as well as contact information for NNSA. The DVD will 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 YouTube 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, stress balls, USB drives, 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.

### 3.0 DEVELOPMENT OF MARKETING COMPONENTS

#### A. DVDs for teachers and Guidance Counselors

The filming for the DVDs for distribution to New Mexico middle and high school teachers and counselors began in June following the development of the script and recruitment of actors. Filming was completed in a short period of time and the project moved into the editing phase. As the editing phase continued, it became apparent that additional expertise would be required to achieve completed material of high quality that is attractive. Advertising of the position has taken place and additional personnel have been hired to complete the editing phase for the DVDs, with a project completion date of October 15, 2010. Editing of the DVD is progressing more smoothly than originally planned and may be completed sooner. Although this date is beyond our original deadline of September 30, 2010, completion of the editing phase by October 15, 2010 will not delay the pilot testing of the entire marketing campaign which is scheduled to begin on October 19, 2010.

#### B. YouTube Videos for Students

The filming for the three videos for distribution on YouTube for New Mexico middle and high school students and counselors began in June following the development of the scripts and recruitment of actors. Filming was completed in July, along with the beginning and ending footage for all videos and DVDs and the project moved into the editing phase. As the editing phase continued, it became apparent that additional expertise would be required to achieve completed material of high quality that would be attractive for the three YouTube videos. Advertising for the position has taken place and additional personnel have been hired to complete the editing phase for the three YouTube videos, with a project completion date of October 15, 2010. Editing of the videos is progressing more smoothly than originally planned and may be completed sooner. Although this date is beyond our original deadline of September 30, 2010, completion of the editing phase by October 15, 2010 will not delay the pilot testing of the entire marketing campaign which is scheduled to begin on October 19, 2010.

#### C. Brochures

Brochures for distribution to all New Mexico middle and school students, teachers, and guidance counselors have been completed, are ready for printing, and will be used in the upcoming pilot testing for the marketing campaign. The different brochures describe national security career opportunities at NNSA and employee benefits, including employee educational opportunities, as well as NNSA's Web site location and contact information. All materials were developed using the theme, logo, and tag lines of the marketing campaign.

#### D. Souvenirs, Promotional, and Give Away Items

Items of interest have been identified for use during the upcoming pilot testing sessions. Student interest in each item will be gauged as it pertains to the theme of the marketing campaign, national security career opportunities, and employment at NNSA. Identified items will be included in the finalized marketing campaign.

#### 4.0 PILOT TESTING

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 beginning October 19, 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.

Preparations for the pilot testing have been completed. This includes introductory materials for the teachers and guidance counselors selected to participate in the pilot testing as well as feedback materials for the students involved. The locations for the nine pilot testing sessions have been identified.

#### 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 marketing campaign packet have been identified and will be fully developed for pilot testing by October 15, 2010. Further research will be performed during the pilot testing through follow-up discussions, observation, and feedback from teachers, guidance counselors, 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.

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.