

RECOMMENDATIONS REPORT

Prosperity 2020 and Education First

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Introduction

Arête Huzzah—a team of Westminster College graduate students—researched and analyzed the current communications for Prosperity 2020 and Education First. The project objective was to discover ways to increase communication effectiveness regarding both education organizations and awareness among its target audiences.

Methodology

To gain insight into current Prosperity 2020 and Education First communications methods, we analyzed the current communications plan and past communication pieces; to understand the target audience, we conducted an online survey of the public and conducted interviews with Salt Lake Chamber members.

Recommendations

Through careful analysis of the collected data, we recommend the following:

Share news primarily via social media channels to reach the public:

Survey respondents, age 25–54, indicated social media as their preferred news source. Both organizations currently have multiple social media channels; regularly posting local education news and organization highlights will increase awareness of both organizations' goals and successes.

Share news via talk radio and television news stations to reach the public:

Survey respondents, age 25–54, indicated talk radio and television news as their secondary and tertiary news sources. Eliciting broadcast press coverage will increase awareness of both organizations' goals and successes.

Represent Prosperity 2020 and Education First with an educator to build credibility:

72 percent of respondents feel an educator would be the most credible authority or spokesperson to communicate with the public regarding education issues in Utah—followed by a school board representative, advocate/education organization representative, the governor, and a parent.

Communicate regularly with the public to increase awareness:

61 percent and 44 percent of survey respondents are familiar with Prosperity 2020 and Education First, respectively. 38 percent and 14 percent of survey respondents recalled hearing or seeing any news stories about Prosperity 2020 and Education First, respectively. Use social media, talk radio, and television news to reach the public.

Communicate regularly with Chamber members to increase awareness:

Of the Chamber members randomly selected to interview, none were familiar with Prosperity 2020 or Education First. Regular communications regarding both organizations' goals and successes need to be shared with Chamber members to not only increase awareness but support as well.

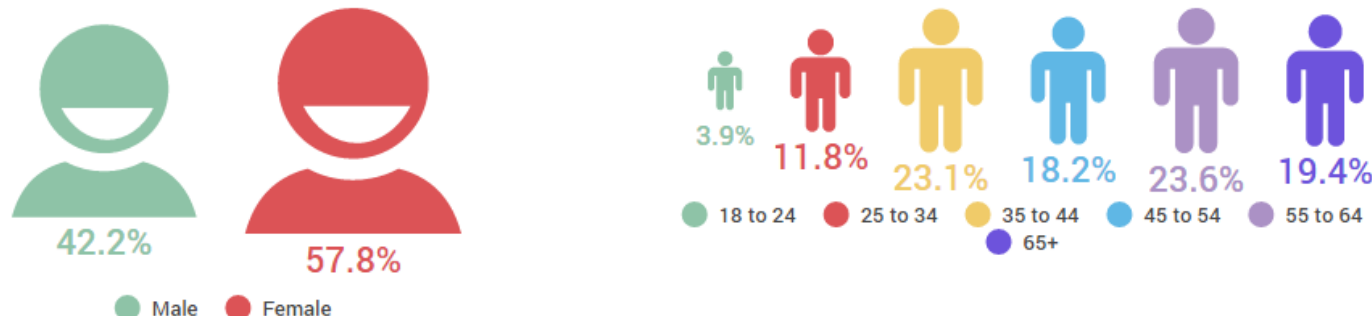
Recommendations Summary

The Salt Lake Chamber has an opportunity to increase awareness and stay in regular contact with both the public and Chamber members. Currently, both audiences have low awareness due to minimal communication from the organizations. Regular communication through the indicated communication channels above will help Prosperity 2020 and Education First build trust within the community and gain necessary support to achieve education goals in the state of Utah.

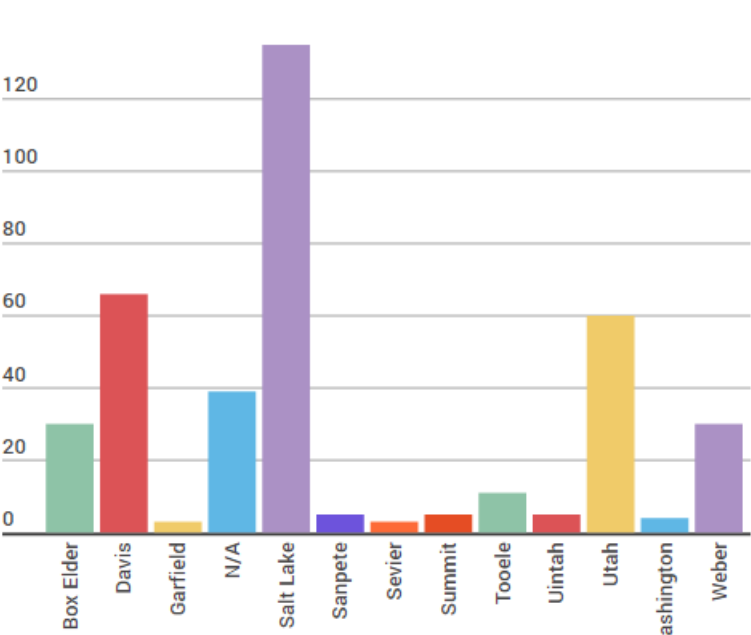
Survey Results for Prosperity 2020 and Education First

CONDUCTED | October 2015
SAMPLE SIZE | 414

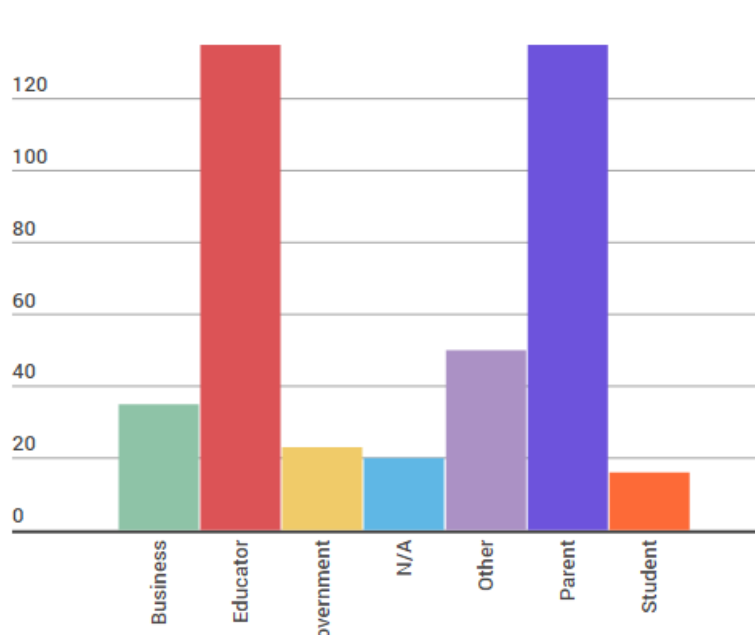
Respondent Demographics



COUNTY OF RESIDENCY | Respondents were primarily from Salt Lake, Davis, and Utah counties.



JOB CATEGORY | Respondents were primarily educators or parents.

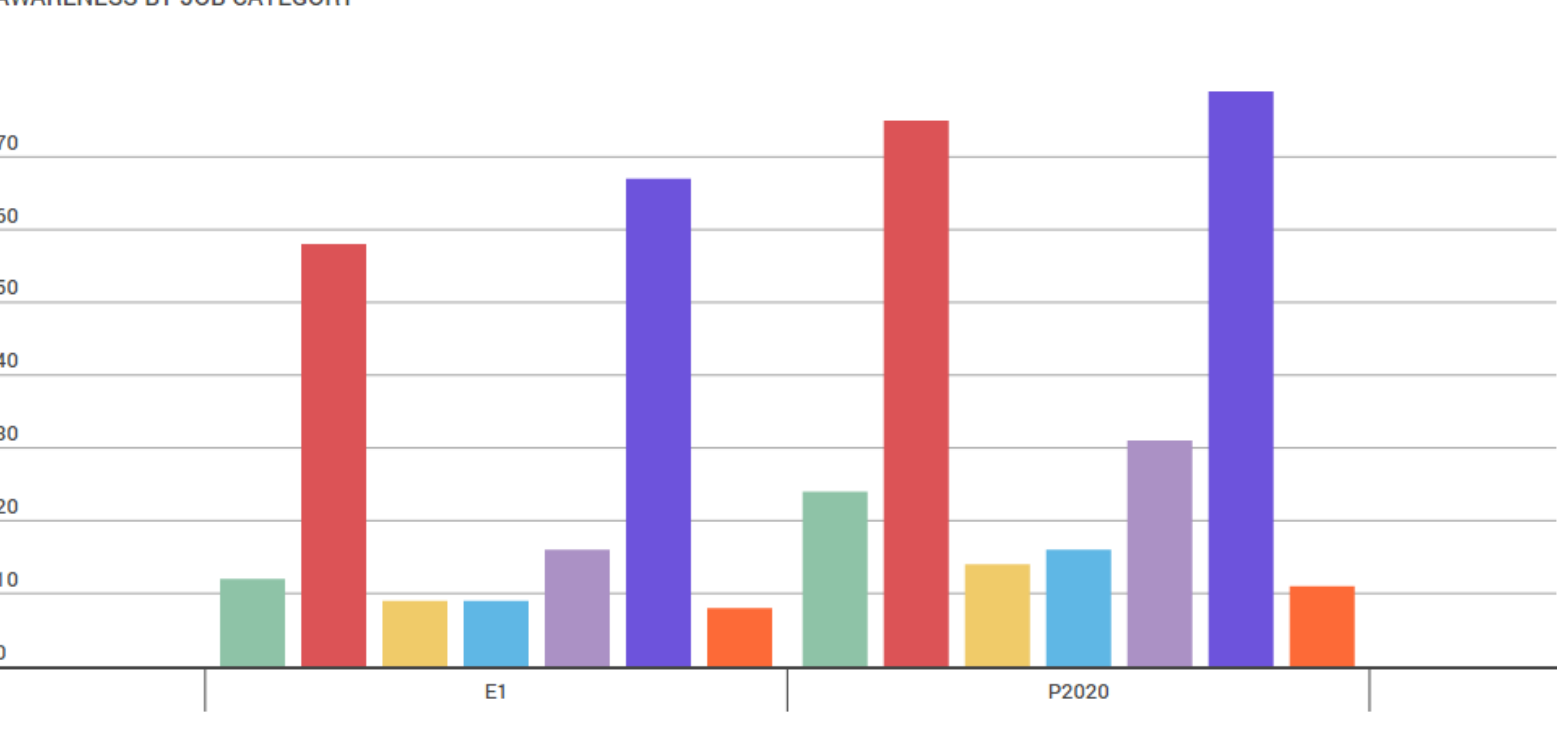


Awareness

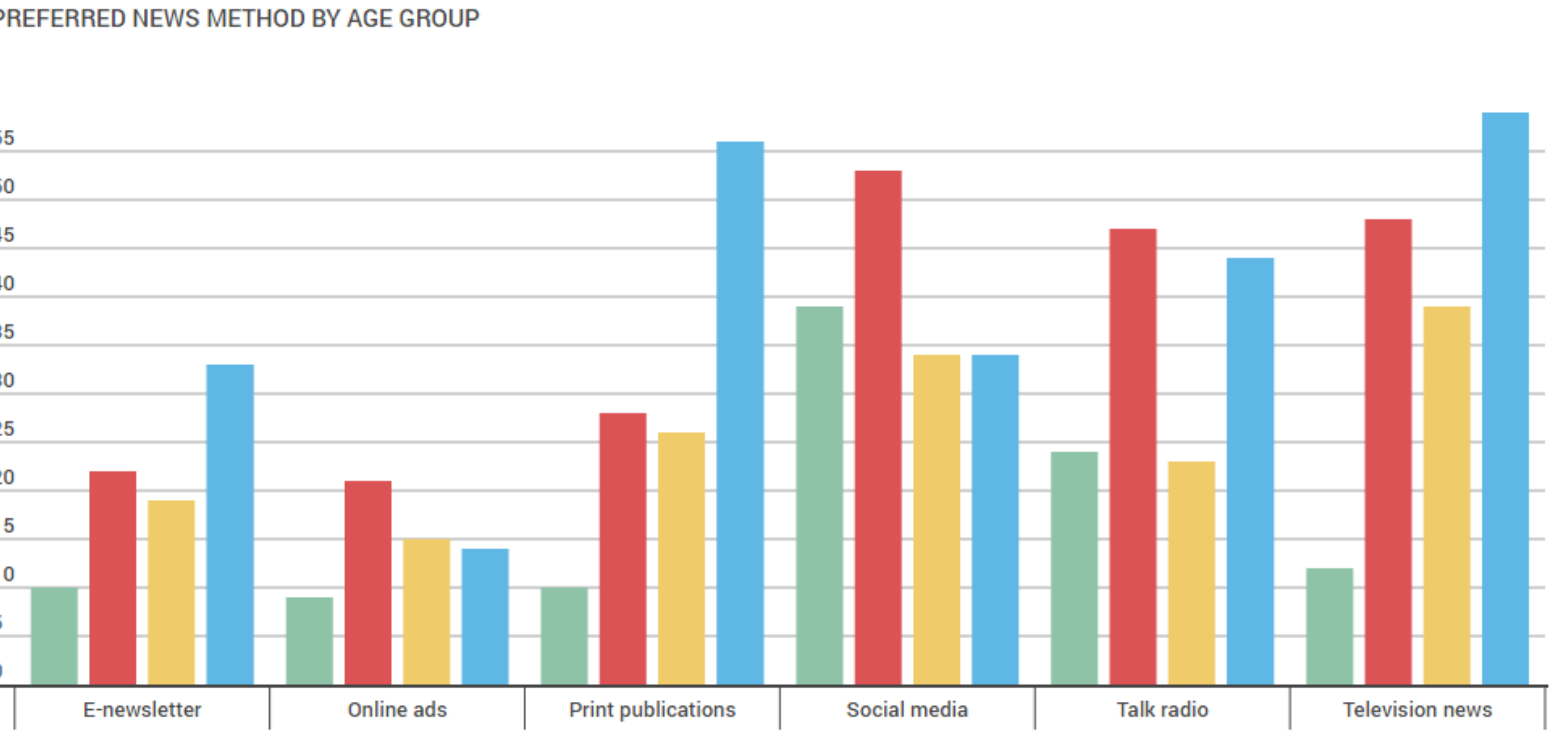
AWARENESS FOR PROSPERITY 2020 AND EDUCATION FIRST | Respondents were more familiar with Prosperity 2020 than Education First.



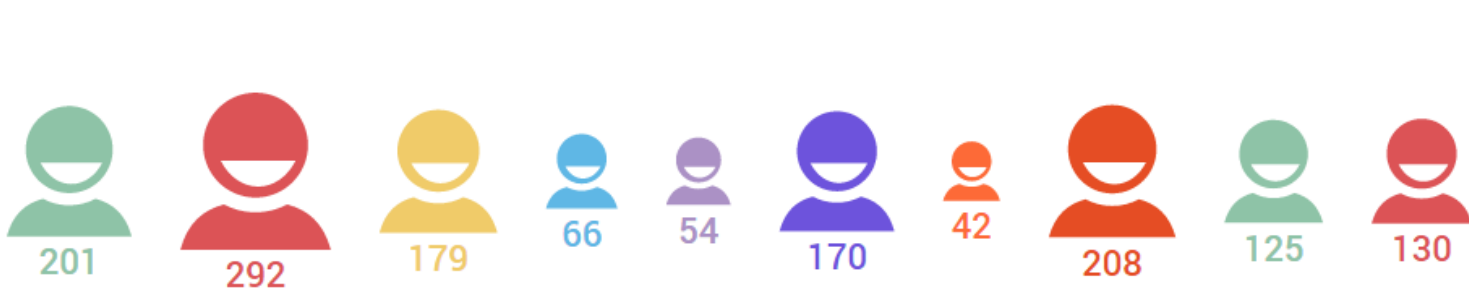
AWARENESS BY JOB CATEGORY



PREFERRED NEWS METHOD BY AGE GROUP

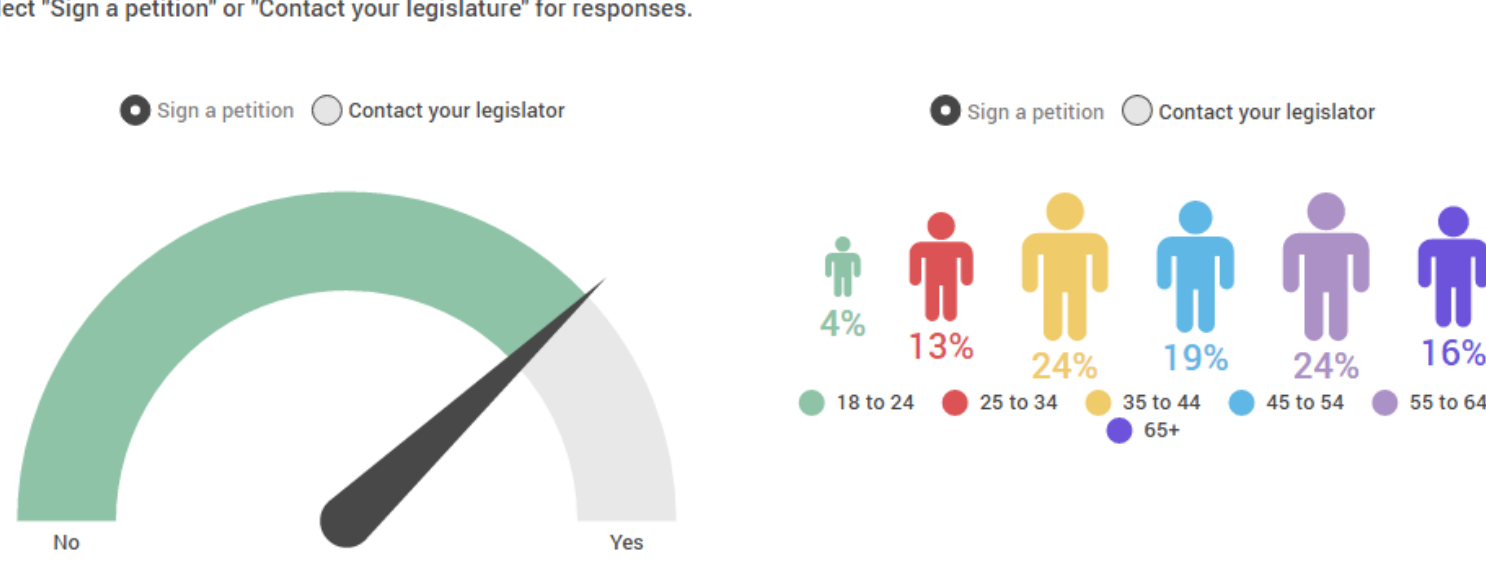


Who would be a credible authority or spokesperson to communicate with the public about education in Utah?



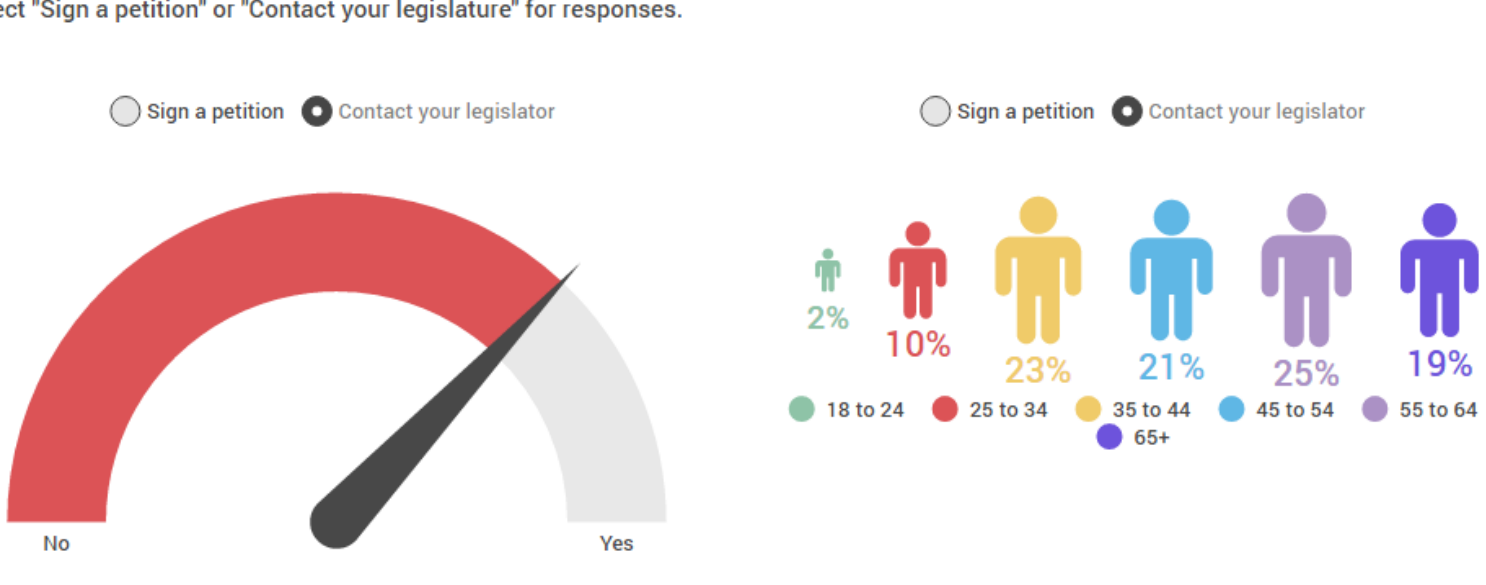
Would you support education priority bills in action?

Select "Sign a petition" or "Contact your legislature" for responses.

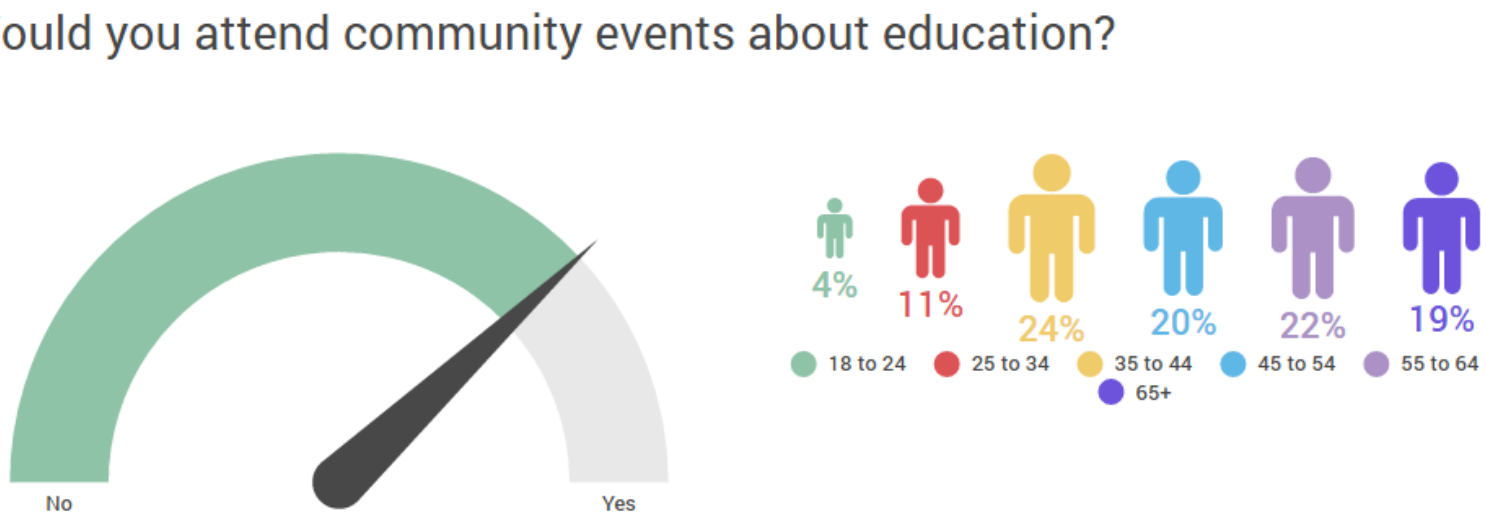


Would you support education priority bills in action?

Select "Sign a petition" or "Contact your legislature" for responses.



Would you attend community events about education?



Analysis Recommendation Summary

The Salt Lake Chamber has an opportunity to increase awareness and stay in regular contact with both the public and Chamber members. Currently, both audiences have low awareness due to minimal communication from the organizations. Regular communication through the indicated communication channels above will help Prosperity 2020 and Education First build trust within the community and gain necessary support to achieve education goals in the state of Utah.

For more information regarding this analysis, please contact EmJ Sorensen at emj.five@gmail.com.