ALL IN ALABAMA

Grantee Kick-Off Meeting
October 13, 2022

Alabama Commission on Higher Education

Request for Proposals from Public Institutions for Developing Digital Content related to the All in Alabama Campaign

Proposals due by September 26, 2022
Deliverables completed by December 15, 2022

I. PURPOSE AND OVERVIEW

The Alabama Commission on Higher Education (ACHE), the coordinating board for public higher education in Alabama, invites proposals from public postsecondary institutions (public universities and community/technical colleges) to develop digital content to support the All in Alabama campaign.

For its initial phase, the All in Alabama campaign will target current undergraduates at Alabama's public postsecondary institutions with content about living and working in Alabama after graduation. Results from surveys of undergraduates conducted in Spring 2021 and Spring 2022 indicate that a majority of students want to stay in Alabama, but their post-graduation plans are strongly influenced by career prospects and economic factors, followed by a sense of community and access to outdoor activities. This phase of the campaign aims at raising students' awareness of job opportunities in the state and showcasing the level of talent at Alabama's public higher education institutions to prospective employers.

II. INSTITUTIONAL GRANT OPPORTUNITY

ACHE seeks to partner with public institutions who have academic program offerings in graphic design, advertising, digital/multimedia communication, marketing, and/or related fields. Grants of up to $5000 are available to support work-based/experiential learning opportunities for undergraduate students in developing digital content to be used as part of the All in Alabama campaign. Grantees must be affiliated with a campus unit, such as an academic department, student-led design agency, student professional organization, or administrative office within an institution, as grants cannot be awarded to individuals. ACHE anticipates making 8-10 awards under this grant.

III. GRANT DELIVERABLES

Grantees will engage undergraduates in designing and producing digital content to be used as part of the All in Alabama campaign. Deliverables may include videos, images, graphics, posters, social media posts, influencer engagement, software or web-based applications, or other collateral materials that can be posted, amplified, and otherwise published to enhance the All in Alabama digital campaign. As undergraduates are the primary target audience for the campaign, ACHE invites institutional partners to recommend deliverables beyond what is imagined here.

13 Grant Projects

8 Universities
2 Community colleges

Earned Media for “Retain AL”

ACHE survey shows over 43% of university graduates in Alabama are not sure where they want to live and work following graduation. ACHE initiative aims at keeping them in the state.

1819NEWS.COM

Alabama striving to keep graduates in state …

The state is putting its best foot forward to address the …

‘Retain Alabama’ Effort Looks to Keep Bachelor’s Degree Recipients in State

ALABAMA POLITICAL REPORTER

OPINION

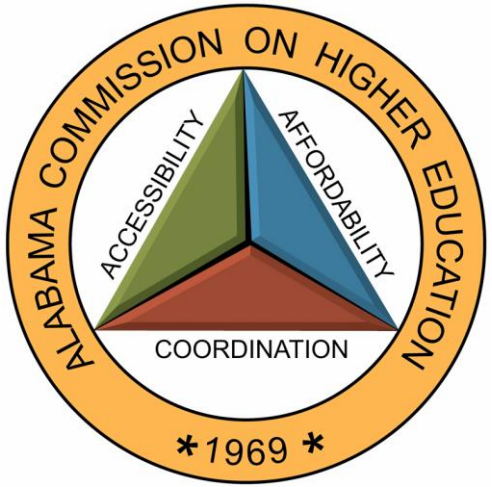
Opinion | Turning Alabama’s challenges into opportunities

> The brain drain is not a new phenomenon, but today’s mobile society seems to have accelerated the keep on moving mentality.

By **JIM PURCELL** • Published August 18, 2022 at 7:59 am • Updated 2:56 pm

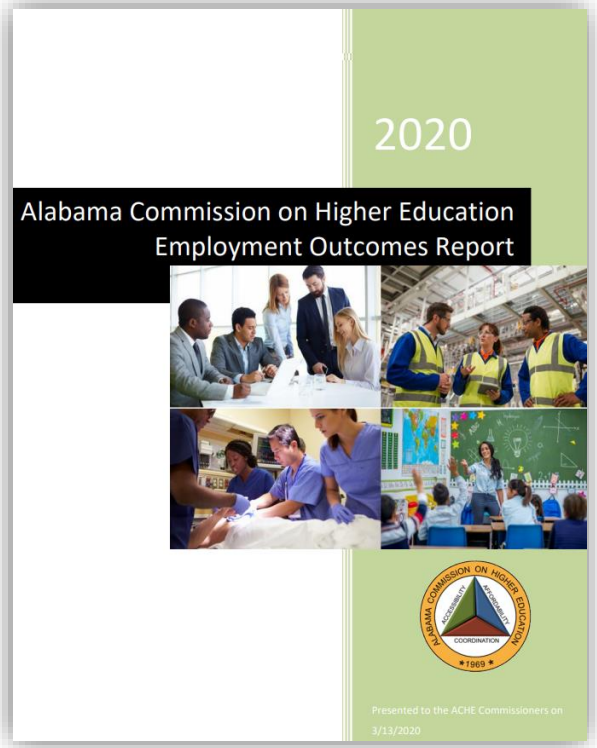
Retain Alabama 2.0

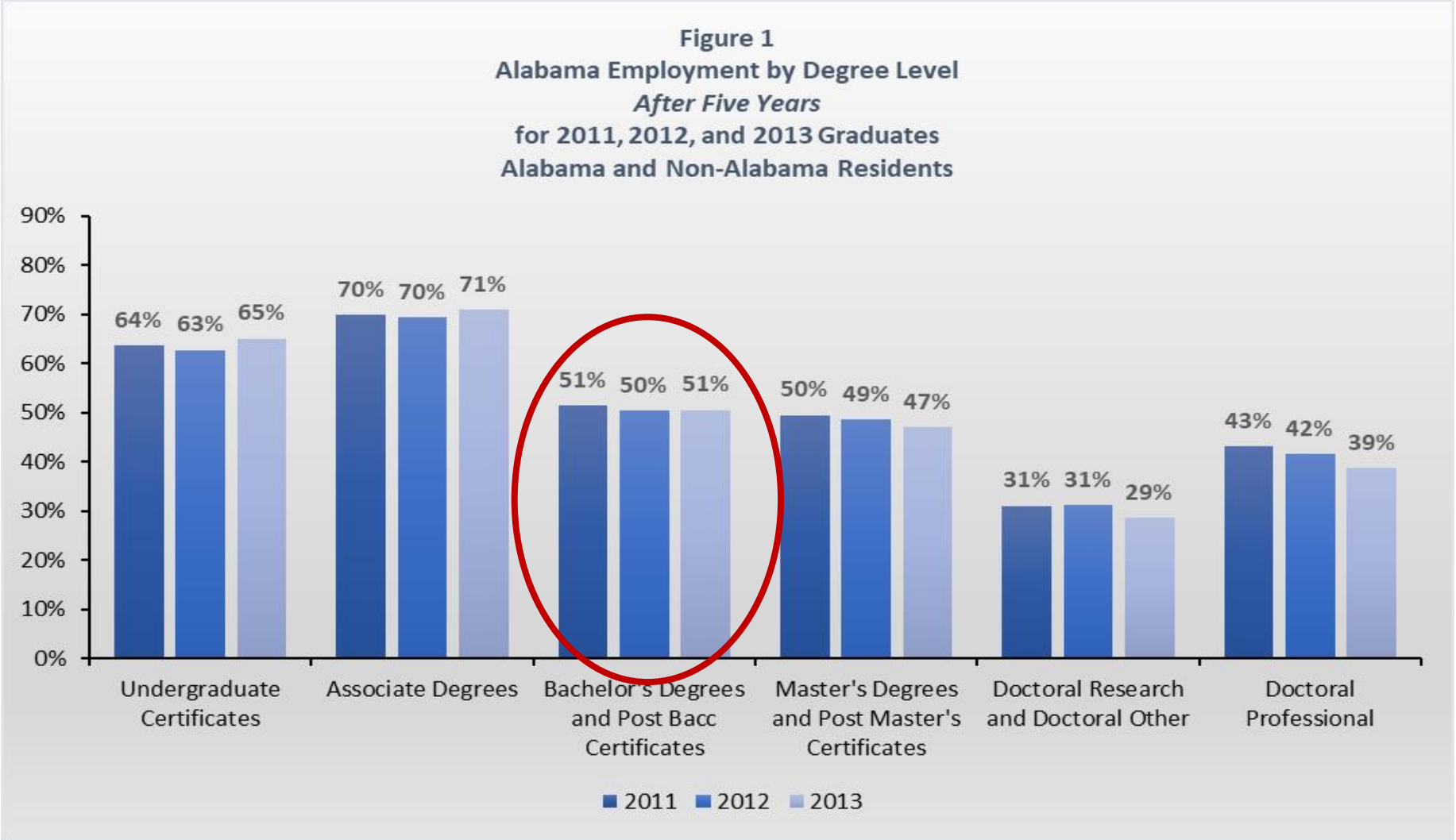
Survey Results 2022



Alabama Commission on Higher Education

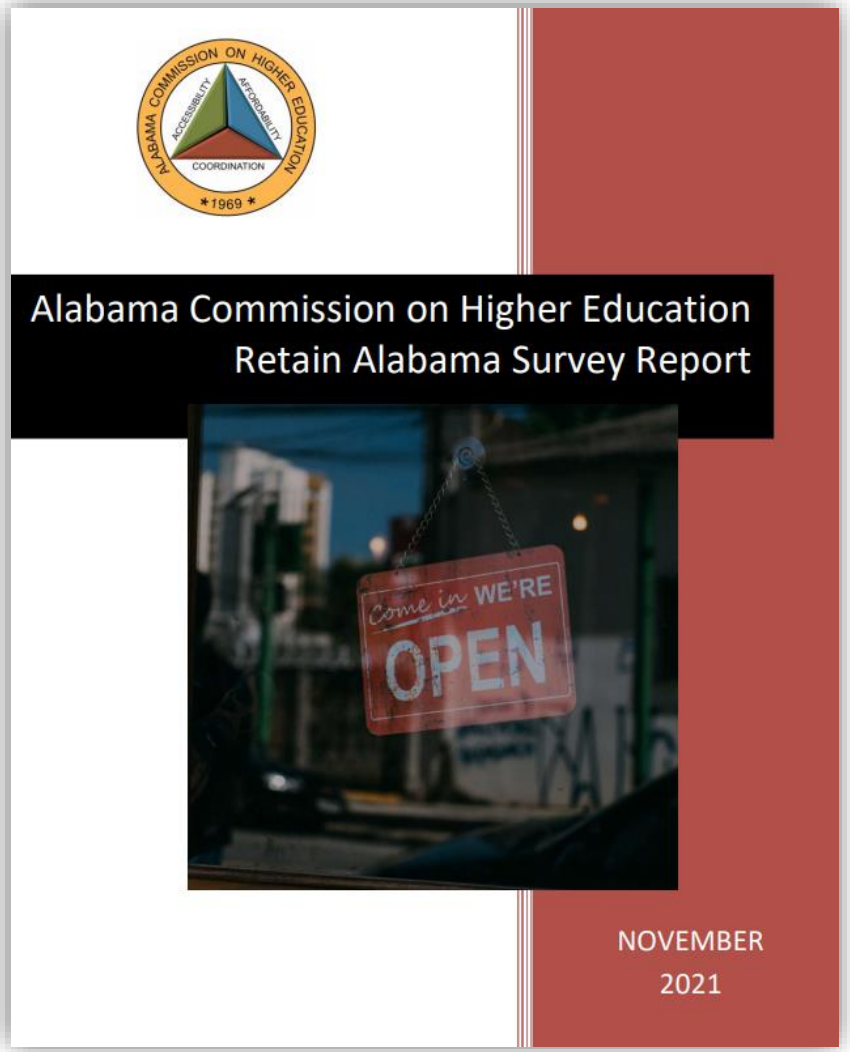
ACHE Employment Outcomes Report 2020





https://www.ache.edu/?page_id=14209

Retain Alabama Survey



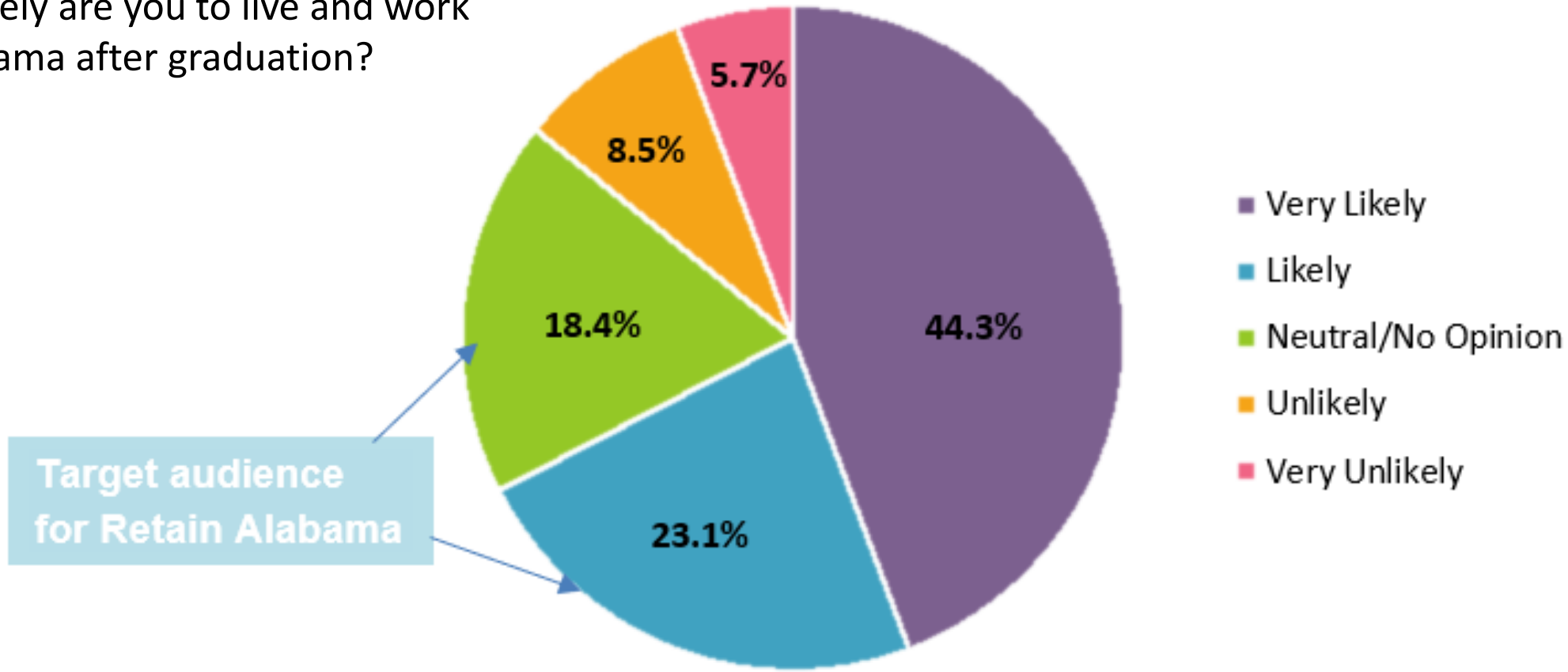
5 Parts of the Survey

1. Intentions to Stay in Alabama After Graduation
2. Career Prospects
3. Impressions of Alabama vs. Importance
4. Regions with Highest Positive Rating
5. Awareness of Alabama Strengths

https://www.ache.edu/?page_id=14209

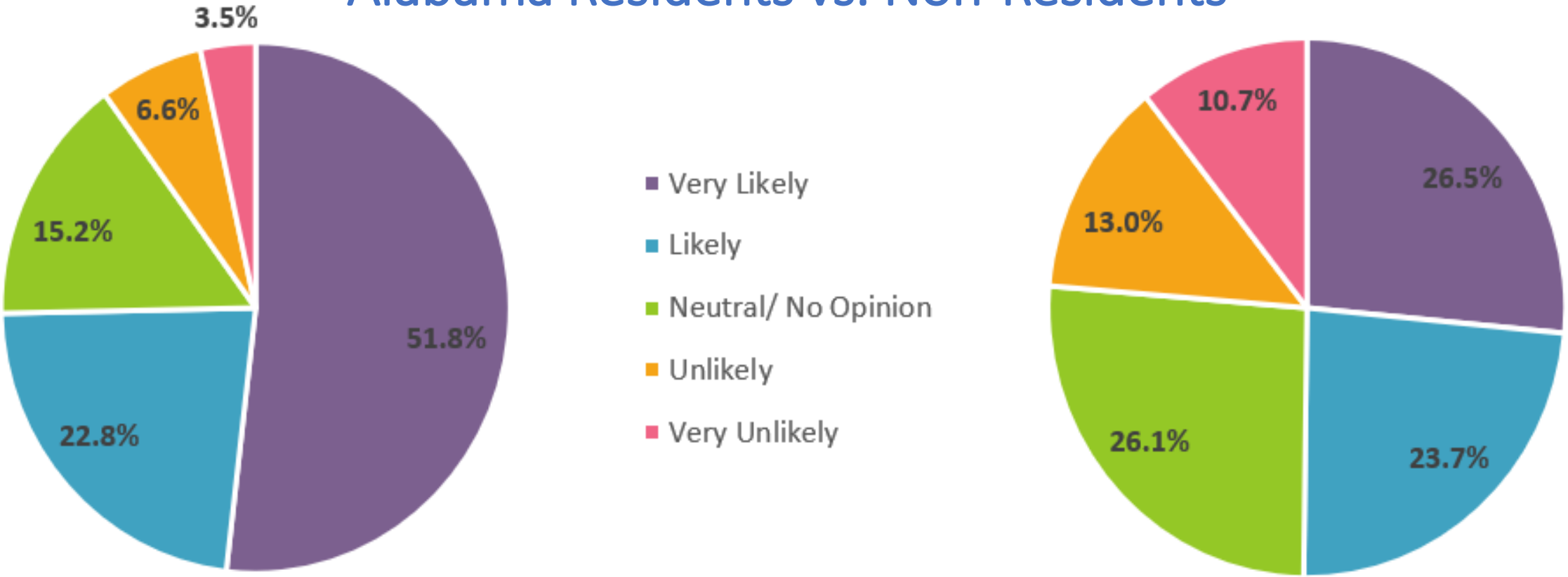
Retain Alabama Survey 2022 (n=6,807)

How likely are you to live and work in Alabama after graduation?



Retain Alabama Survey 2022

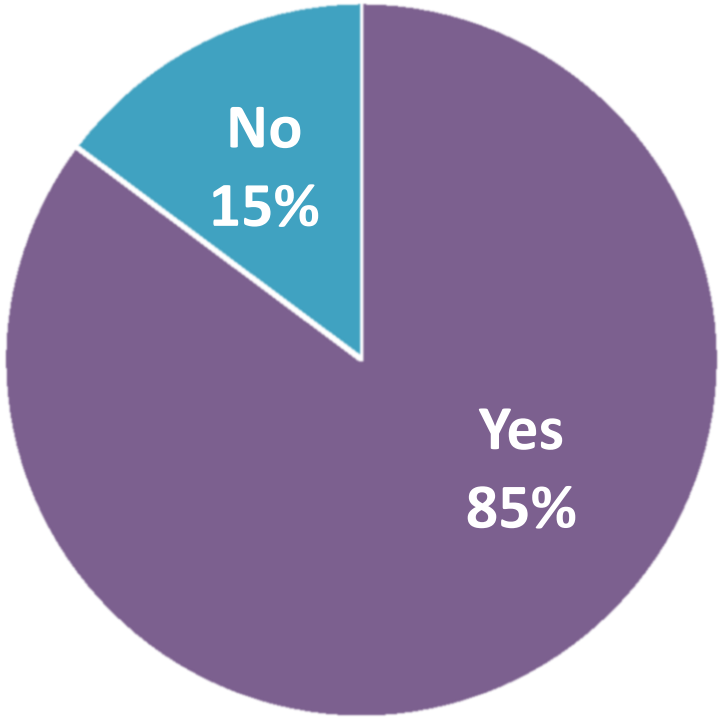
Alabama Residents vs. Non-Residents



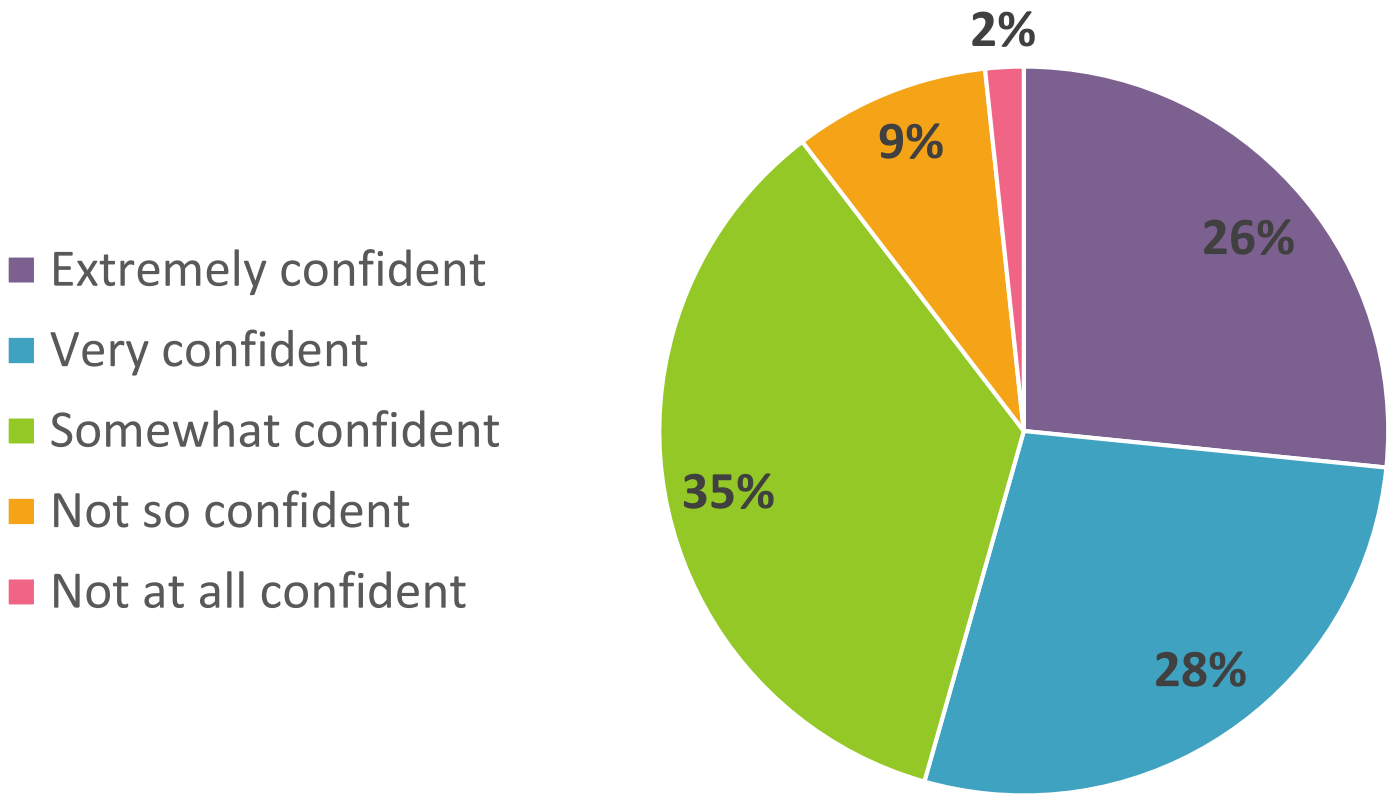
How likely are you to live and work in Alabama after graduation?

Openness to Career Opportunities in Alabama

Percentage of students interested in learning about career opportunities within their field of study (major) in Alabama

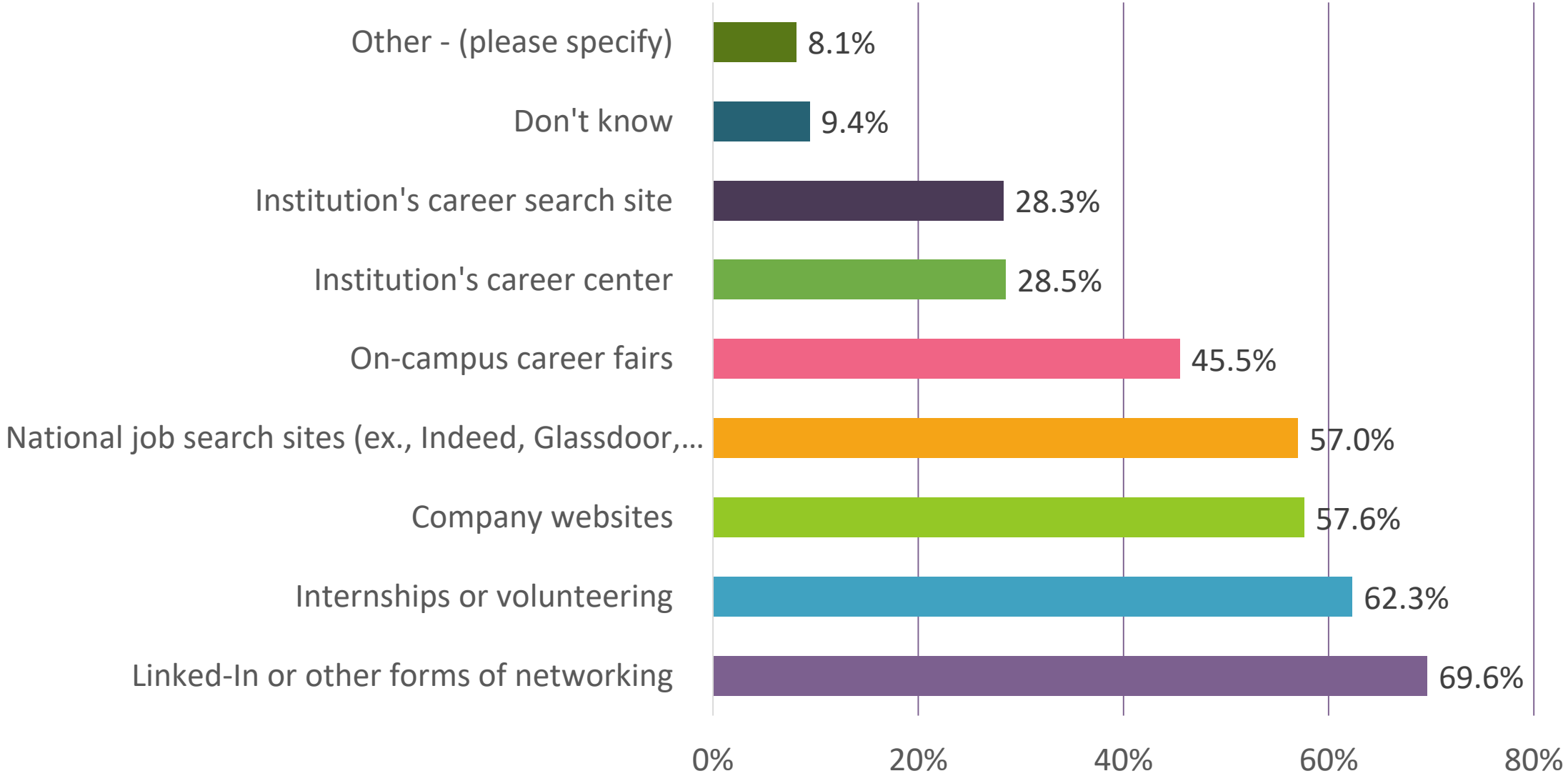


Percentage of Students Confident in Finding a job in their desired field immediately after graduation



Searching for Jobs – All Students

How do you plan to search for jobs? (select all that apply)



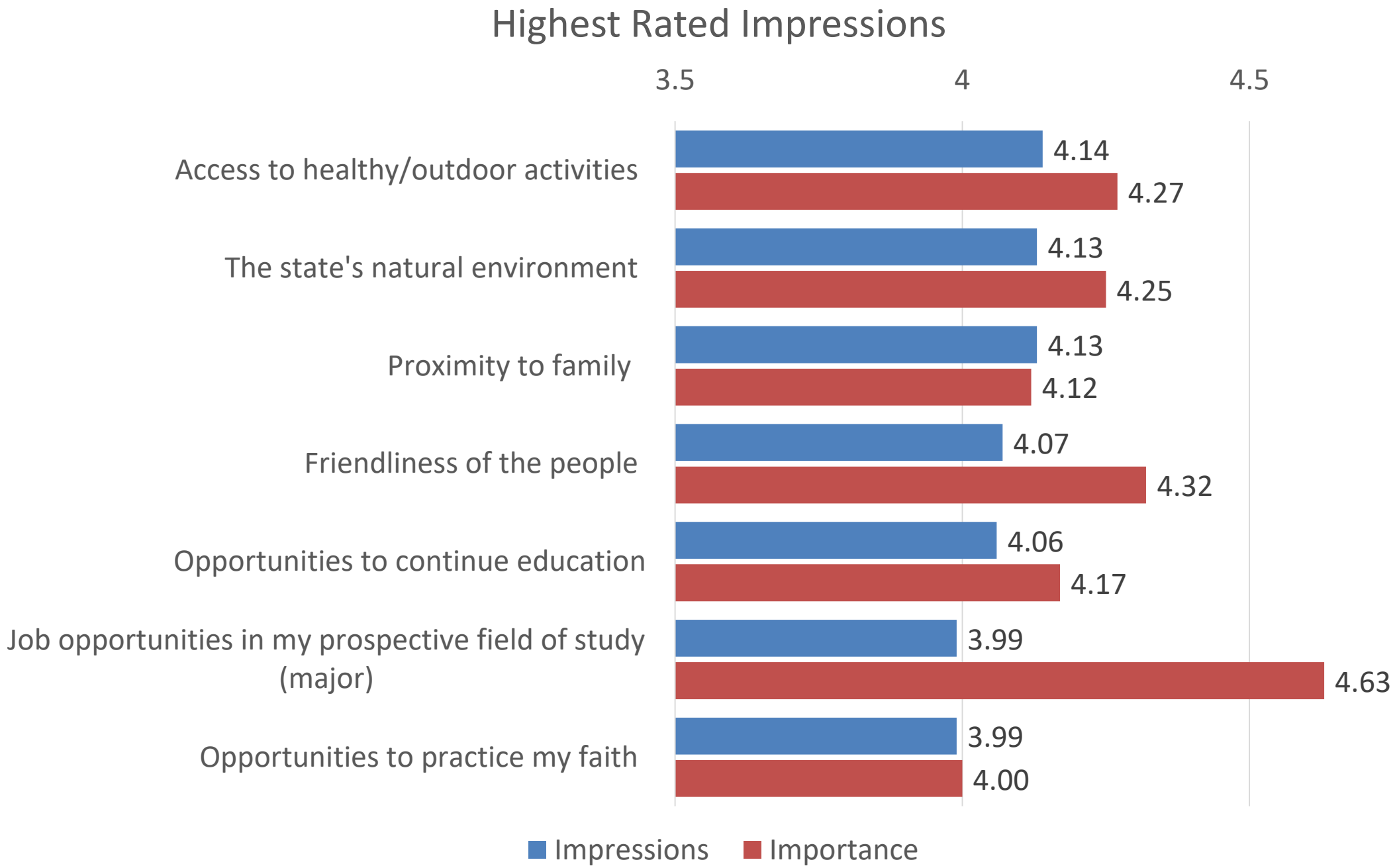
Impressions of Alabama vs. Importance

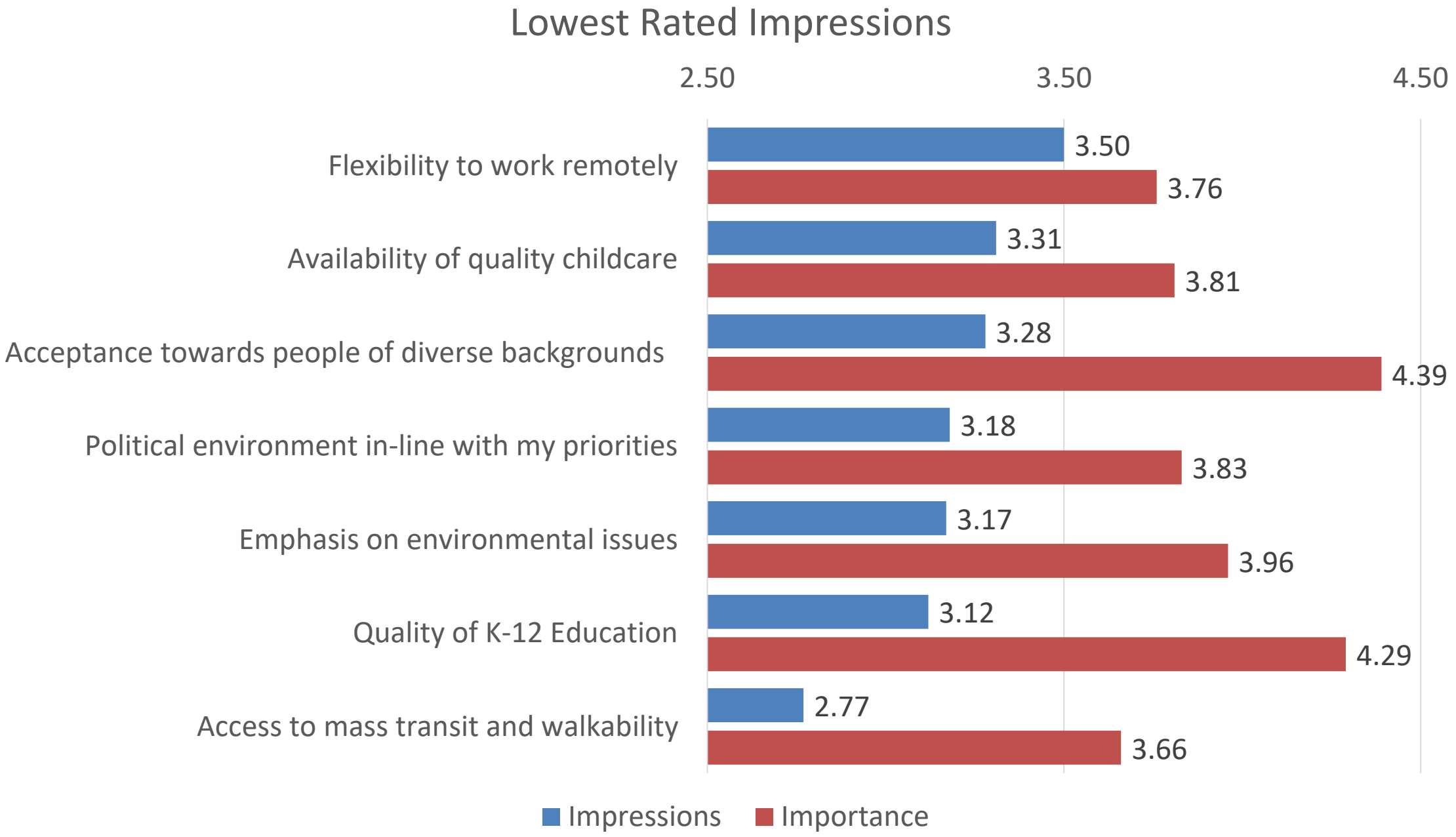
OVERALL	Alabama as a place to live	SOCIAL & COMMUNITY	Friendliness of the people
	Alabama as a place to work		Acceptance towards people of diverse backgrounds
	Overall social image or reputation		Opportunities to practice my faith
ECONOMIC	Cost of living		Proximity to family
	Overall public safety		Political environment in-line with my priorities
	Quality of K-12 education		
	Access to mass transit and walkability		Emphasis on environmental issues
	Availability of quality childcare	OUTDOOR & ENTERTAINMENT	Variety of dining options
CAREER	Job opportunities in my prospective field of study (major)		Access to cultural events/concerts
	Potential salary and employer-provided benefits		Access to sporting events (local/college/pro)
	Potential for career advancement		Access to healthy/outdoor activities
	Flexibility to work remotely		The state's natural environment
	Opportunities to continue education		Weather/temperate climate

Respondents rated career/financial items most important.

Importance of Characteristics Listed from Highest to Lowest

Item	Importance Mean Rating (Max = 5)
Job opportunities in my prospective field of study (major)	4.63
Potential salary and employer-provided benefits	4.55
Cost of living	4.55
Overall Public safety	4.49
Potential for career advancement	4.45
Acceptance towards people of diverse backgrounds	4.39
Friendliness of the people	4.32
Quality of K-12 Education	4.29
Access to healthy/outdoor activities	4.27
The state's natural environment	4.25
Opportunities to continue education	4.17
Proximity to family	4.12
Variety of dining options	4.03


Highest Rated Impressions
3.5
4
4.5
Access to healthy/outdoor activities
4.14
4.27
The state's natural environment
4.13
4.25
Proximity to family
4.13
4.12
Friendliness of the people
4.07
4.32
Opportunities to continue education
4.06
4.17
Job opportunities in my prospective field of study (major)
3.99
4.63
Opportunities to practice my faith
3.99
4.00
Impressions
Importance


Lowest Rated Impressions
2.50
3.50
4.50
Flexibility to work remotely
3.50
3.76
Availability of quality childcare
3.31
3.81
Acceptance towards people of diverse backgrounds
3.28
4.39
Political environment in-line with my priorities
3.18
3.83
Emphasis on environmental issues
3.17
3.96
Quality of K-12 Education
3.12
4.29
Access to mass transit and walkability
2.77
3.66
Impressions
Importance

How familiar are you with the following statements about Alabama?

How familiar are you with the following statements about Alabama?	Mean (Max = 5)
Alabama's aviation/ aerospace industry has been integral to U.S. space and defense programs for more than 50 years. It is the home of Airbus's only U.S. jetliner production facility (Mobile), as well as NASA's Marshall Flight Center (Huntsville), and is the future home of the new U.S. Space Command headquarters (Huntsville).	4.09
Alabama is home to 21 state parks, the world-class Robert Trent Jones Golf Trail, three MLB Double-A baseball teams, the Talladega Superspeedway, and the World Games 2022 (Birmingham).	3.65
Alabama is home to **13 Historically Black Colleges and Universities (HBCUs),** the highest number of any state.	3.59
Alabama is the **5th largest producer of cars and light trucks nationally**, with automotive assembly plants for Mercedes-Benz, Honda, Hyundai, and Mazda Toyota.	3.38
Alabama consistently ranks in the **top 10 states for doing business**, and in the past decade, companies such as Boeing, Lockheed Martin, Google, Amazon, GE Aviation, Polaris, and Blue Origin have established or expanded major Alabama operations.	3.36
Alabama's biosciences research institutions bring in nearly **$400 million dollars of National Institutes of Health (NIH)** funding annually, with the University of Alabama at Birmingham ranked among the top 25 medical institutions nationally in federal research funding.	3.32
Alabama has the **3rd largest timberland base in the U.S.** and is in the top ten producers of pulp, paper, lumber, and wood panel products.	3.01
Alabama's First-Class Pre-K Program has been consistently ranked among **the nation's best state-funded pre-kindergarten programs** by the National Institute for Early Education Research.	2.85

Alabama will focus its efforts in the following three ways:

1) Launching the All in Alabama outreach campaign, targeting those students open to staying in Alabama after graduation.

2) Making it easier for students to find high-quality job opportunities in Alabama.

3) Growing strategic recruitment partnerships between institutions and business & industry.

ALL IN AL

Social Strategy

10.07.22

GOALS & OBJECTIVES

Reach + Inform

Drive awareness for All in Alabama and promote Alabama as a desirable destination for college graduates with opportunities for growth in the careers of tomorrow

BIG

CONTENT STRATEGY

Organic Content

Curate a feed of relatable content for upcoming and recent Alabama graduates inspiring and influencing their future career plans in the state through connection, opportunities and state pride.

+

Paid Content

Implement both a reach and retargeting campaign targeting students throughout the state, adding behavioral and interest based targeting to reach students that are currently enrolled in the state.

TARGET AUDIENCE

Our primary audience is Alabama College sophomores, juniors, seniors and recent grads aged 18-24.

Our secondary audience is recent graduates who are intending to stay in the state or are undecided, particularly those within STEM majors.

CHANNEL STRATEGY

Why Instagram?

- 26% of Instagram's user base is 18-24 years old
- Resource access and organization tools (story highlights, boards)

What's the goal?

- Create quality educational infographics, carousels and videos using an empathetic and relatable lens
- Showcase Alabama's best aspects: nature, people, communities, cost of living, and job opportunities

How to measure success?

- Reach, Views, Saves, Shares

Why Tik Tok?

- 42% of Tik Tok's user base is 18-24 years old
- Fastest growing social platform

What's the goal?

- Create content illustrating the positive aspects of Alabama emphasizing lifestyle and work/ life balance
- Share quick, relatable content about job hunting, new careers, and living life after graduation

How to measure success?

- Reach, Views, Shares

BIG

Source: statista.com

MESSAGING

Confident 💪
We're confident Alabama is a great place to work, live, and play, and we're ready to show it off.

Casual 🤝
We're professional, relatable, and honest about Alabama opportunities and career growth.

Curious 🙌
We're eager to learn, grow, and meet new connections to broaden our knowledge and resources.

BIG

MESSAGING

KEY MESSAGING

It's all in Alabama.

Alabama has a wealth of career opportunities across the industries of tomorrow.

REASONS TO BELIEVE

1. Great jobs in the fields of tomorrow: tech, healthcare, aerospace, finance, and more
2. Rise fast with more space for growth
3. Quality of life–work life balance

SUPPORTING POINTS

- Alabama has a wealth of career opportunities across the industries of tomorrow.
- Rise faster and go further in the industries of tomorrow: tech, engineering, healthcare, finance.
- Job opportunities, connections, career growth and quality of life. It's all right here in Alabama for recent college grads.
- Beaches and breweries, rivers and real estate, wildlife and city life. It's all in Alabama.
- College grads, this is your way in.
- Rise faster in the careers of tomorrow.
- Live more for less in Alabama.
- Putting the life in work-life balance.
- Get so much more than a foot in the door.

MESSAGING PILLARS

ABOUT ALL IN AL

Share what All in AL is and how we can help connect college students & grads to jobs and opportunities

ALL JOBS

Curate high-quality jobs/internship opportunities, career fairs, seminars, panels, salaries information, and more with a focus on the Birmingham and Huntsville metropolitan areas.

ALL OUTDOORS

Celebrate the state's ecological diversity and variety of recreational activities across the state.

LIVE MORE SPEND LESS

Showcase lifestyle: cost of living, hospitality, night life, and community in the state, focussing on Birmingham and Huntsville metropolitan areas.

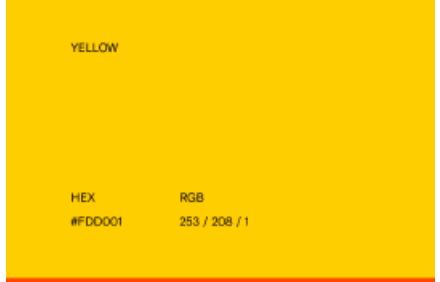
ALL PRIDE

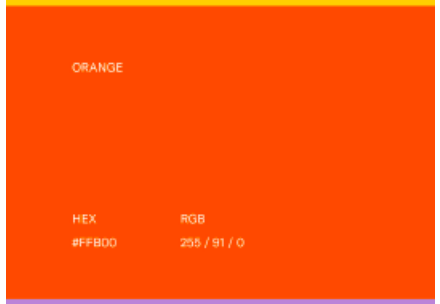
Highlight positive news from political to social that highlights the acceptance and diversity in the state to increase positive sentiment.

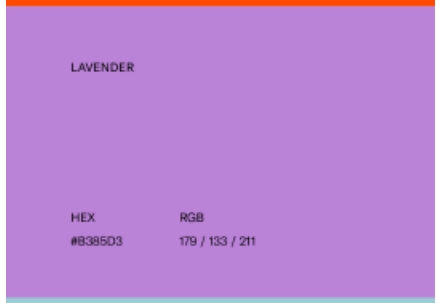
UGC / PARTNER CONTENT

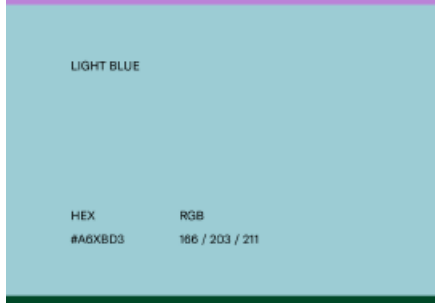
Share user-generated and partner content, which is typically the most engaging, to increase community participation and reach.

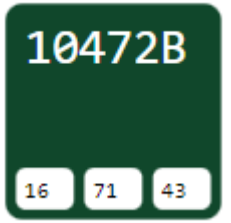
BRAND COLORS











FONTS & TEXT STUFF

Obviously

Designed by James Edmondson. From OH no Type Co..

Activate Fonts

Licensed for Personal & Commercial Use. Learn More.

```
body{
    font-family: "obviously",sans-serif;
    font-weight: 500;
    font-style: normal;
    letter-spacing: 0.4px;
    color: #000;
    font-size: 16px;
}
```

Obviously Regular

The quick brown fox jumps over

</> Deactivate font

Obviously Italic

The quick brown fox jumps over

</> Deactivate font

Obviously Medium

The quick brown fox jumps over

</> Deactivate font

Obviously Medium Italic

The quick brown fox jumps over

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Obviously Semibold

The quick brown fox jumps over

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Obviously Semibold Italic

The quick brown fox jumps over

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Obviously Bold

The quick brown fox jumps over

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Obviously Black

The quick brown fox

Obviously Black Italic

The quick brown fox

Obviously Super

The quick brown fox

College grads, this is your way in.

If you're graduating college soon, you'll only be asked "What's next?" a bazillion times from now until graduation. You can search far and wide for the answer, or you can find it all right here in Alabama. Career opportunities in tech. In engineering. In nursing. In manufacturing. In rocket-ing. All the careers of tomorrow. Alabama's lower cost of living, fun-filled cities, breathtaking green spaces, and the space to rise fast in your career are here, too.

So that leaves just one question: **ARE YOU IN?**

TEXT EFFECTS

"THE GROWTH I'VE HAD AS A SOFTWARE ENGINEER HAS BEEN EVEN GREATER THAN I ENVISIONED."

```
}
.drop-shadow-quote {
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    letter-spacing: .03ch;
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        2px 2px #000,
        3px 3px #000,
        4px 4px #000,
        5px 5px #000,
        6px 6px #000,
        7px 7px #000,
        8px 8px #000,
        9px 9px #000,
        10px 10px #000,
        11px 11px #000
    ;
    -webkit-text-stroke: 2px black;
    text-stroke: 2px black;
    text-transform: uppercase;
}

.section2 hl.shadowText{
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 letter-spacing: 6px;
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 font-weight: 900;
 font-size: 80px;
}
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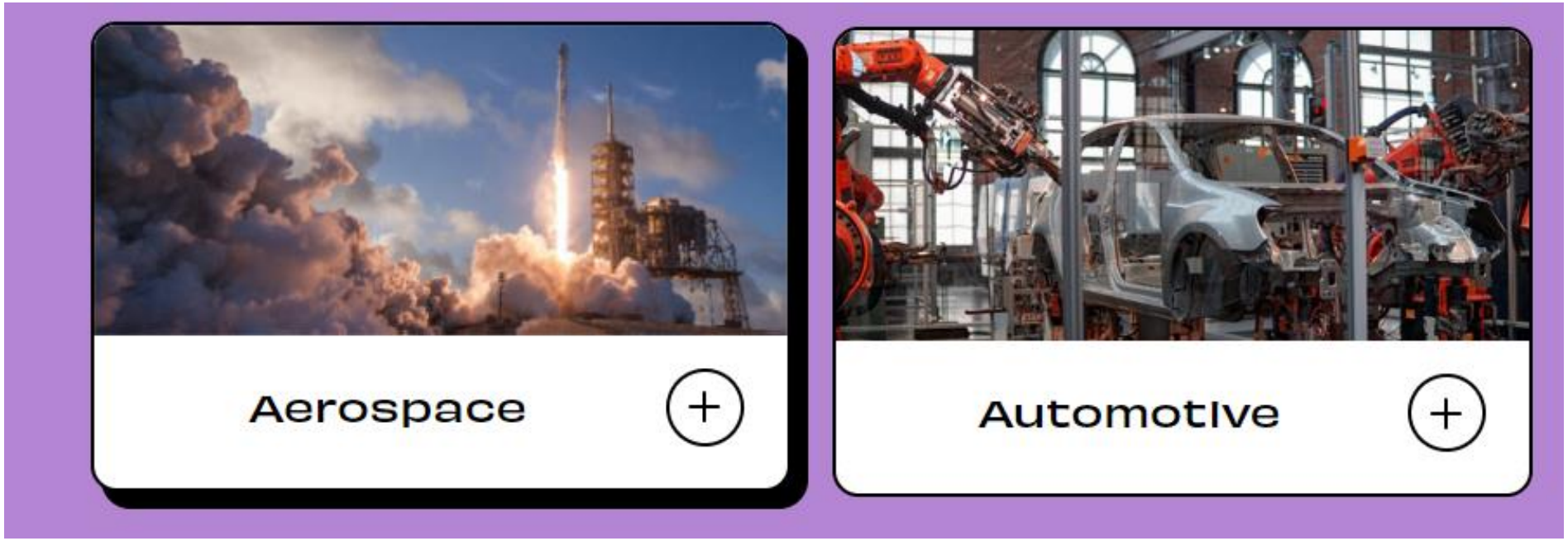

BOX EFFECT

```css
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    overflow: hidden;
    border:2px solid #000;
    background: #fff;
    margin-bottom: 30px;
    transition: 0.2s ease
}
.innerBox:hover{
    margin-top: -3px;
    -webkit-box-shadow: 8px 8px 0 2px rgba(0,0,0,1);
    box-shadow: 8px 8px 0 2px rgba(0,0,0,1);
    transition: 0.4s ease
}
```