

2016 in 2016 Training



If you can't watch the video, here is an outline.

[Video](#)

1. OVERVIEW

- a. Once again we're doing an end of the year Enrollment Campaign. Thanks for being a part of it.
- b. Materials section of this email where lots of the stuff can be found that I'm talking about.

2. VISUAL THEMES

- a. We don't care what you do, just make something visual at your office and send us some pictures. We can send snowflakes!
 - i. Example from our office.
 - ii. On the snowflake, include: identifier (teacher, student, brother, grandparent, etc) &/or response to prompt question (ie. ...)
 - iii. Include the logo

3. DATA & REPORTING

- a. We're collecting data on these topics:
 - i. individual organization goals
 - ii. # enrolled / re-enrolled
 - iii. # assists (gave info to, answered questions for, appointments, sortof all encompassing)
 - iv. marketing question: "How did you hear about us?"
- b. We have provided tally sheets that might help keep track of these things.
- c. We have 2 reporting dates, Jan. 18, midpoint, and Feb. 1, final.

- d. Community Action Agencies and FQHCs will have their reporting data collected by their managers.
 - e. Other agencies can report through our online report (in this email).
 - f. Reporting is important! On time reporting is really really important so please do it.
4. SOCIAL MEDIA
- a. We're also trying to build momentum for this through social media. #2016in2016 is our social media hashtag. With each report out from us, we'll give some sample tweets to share and repost. We expect everyone to tweet and facebook as you are able!
 - b. Pictures are really great for sharing this stuff! Please take pictures and share them with us.
 - c. Anecdotes will be cool too! They paint a great picture of what we are doing on a daily basis.
5. CELEBRATION
- a. February 4th, 12:00 pm Webinar - link is already on the enroll-ne.org/events page
 - i. Speakers
 - ii. Report out on our work
 - iii. Outstanding Assisters
6. That's it. Thanks for participating and have a great day!

Materials

Data Collection Sheet
Jan. 18 Midpoint Reporting Survey
Feb. 1 Final Reporting Survey
Logo
Logo (Printable)
Social Media Hashtag Tracker
Sample Tweets