



HOW TO MARKET STUDENT SUCCESS

Corporate America markets the end result of their products all the time. If you eat Wheaties cereal, you will look like the athlete whose face appears on the side of the cereal box. If you use a particular beauty product, you'll end up looking like a famous model! We challenge you to market the end result of ROCP...a successfully employed person. If you take ROP/ROCP/ROC...you will be more successful in your life! In order to do this, you have to market student success. When doing so, you have to make ROCP newsworthy! Here's an idea on how to accomplish that...

MAKE ROCP NEWS WORTHY!

Provided by Maxine Young, L.A. U.S.D. ROCP

Tie your strategies into today's history. Ask yourself, "What types of stories make the news each day? The media wants to cover "news"...something new, something tragic (most often it seems) and also something that ties into history for the particular day. We recommend you tie some of your marketing student success stories into holidays that are going on in your city, county, or nationally approved holidays. This should heighten your chances of gaining news coverage.

Here's an idea you might want to try!

Martin Luther King Jr. Day on January 15, might provide a good opportunity to disseminate press releases about a former ROCP student who "had a dream" and became a success. Better yet, spotlight some of your ROP alumni who "had a dream" and are now successful teachers because of their ROP training. Recruiting for the spring semester could also be a tie-in to King Day. "He had a dream, what's yours?" Tag line might read, "Only you can make your dream come true. SUCCESS STARTS HERE." As some of you know, Job Shadow Day now takes place on Ground Hog Day. The media coverage for the event has heightened greatly. Why? Because the group tied their activity into a day in history.

