



RECOMMENDATIONS

CState Consulting

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SCOPE



Tasked with helping Larimer County BGC solve for **staffing issues** within their **Loveland community** and **outreach issues** within the **Fort Collins community** with the overall goal of **servicing more kids**

AGENDA



01

OUTREACH

Solutions for community outreach in Fort Collins

02

STAFFING

Solutions for staffing in Loveland

03

INFORMATION

Information issues within BGC

04

QUESTIONS

Comments and concerns



01

OUTREACH

Within the Fort Collins community

FINDINGS



01

OPTIMIZATION

Website and social are not optimized

02

GOOGLE ADS

Not taking advantage of free google ads grant

03

INTERN

Need an intern to take over implementation tasks

04

SOCIAL ADS

Social ads are not targeted and ineffective

05

FINDINGS



05

BRANDING

Could add more value by focusing on extracurricular programs

06

UPDATES

It's imperative that the website is consistent with goals/messaging

07

TARGET MARKET


Lack of defined target market

08


DATA

Good data in spreadsheets for social media, but needs to be utilized more


OUR OUTREACH STRATEGY



Develop a two-year social media strategy with templates, task lists, and objectives



Hire an intern to take on implementation and free Jess up to work on strategy



Focus more on the value of extracurricular after school involvement in regards to branding

INTERN



ASSET MANAGEMENT

Collect and request
assets from clubs

CONTENT DEVELOPMENT

Utilize Canva templates to
develop content

WEBSITE MANAGEMENT

Update website as
needed

SOCIAL CALENDARS

Develop monthly
social calendars

GOOGLE ADS

Manage google ads - if
necessary

SOCIAL ENGAGEMENT

Manage social
engagement

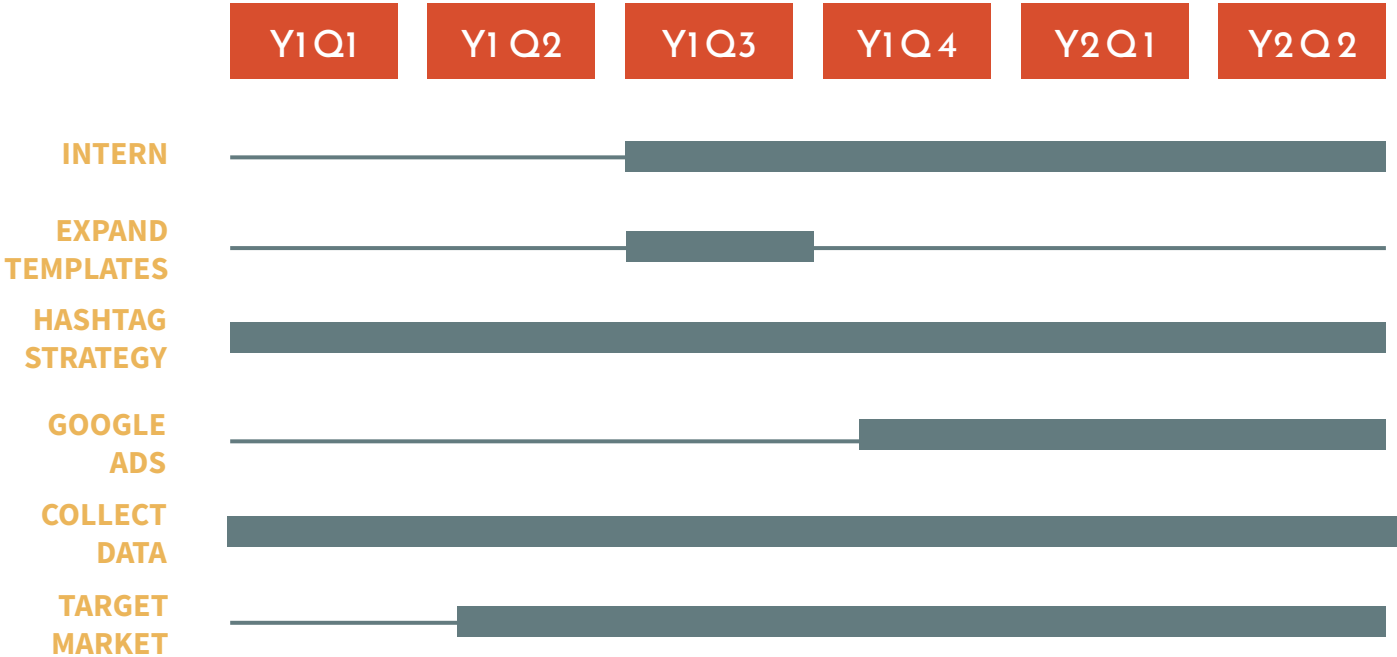


REBRAND

Focus more on showcasing extracurricular activities that the kids are involved with



TWO YEAR MARKETING STRATEGY



BUDGET

NEW ADDITIONS

Intern and increased ad budget

DENVER BGC

2% of total spend on marketing



VALUE ADD

Community awareness, increased membership, brand awareness

TOTAL INCREASE

25k increase- 38k total
Still less than 1% of total
>half of Denver BGC budget

VALUE ADD



01

MEMBERSHIP

Ads targeted to target market with conversion goal of signing-up

02

AWARENESS

Print and digital ads about your presence with the conversion goal of donations

03

DEDICATED CAMPAIGNS

Campaigns at July/August and November/December focusing on retention and awareness

04

UTILIZE FREE NON-PROFIT RESOURCES

Canva Pro & Google Ads



02

STAFFING

Within the Loveland community

FINDINGS

LICENSING

Loveland clubs must be licensed to work with school district

1 TO 15 RATIO

Staff must maintain a 1 to 15 ratio - non licensed staff can contribute but cannot be alone with kids

CANNOT HIRE

Require 460 hours of childcare experience

GETTING LICENSED

Staff can become licensed as they get 460 hours with BAGC

SOLUTION ONE



Develop relationships
with underrepresented
staffing pools



Develop strategy to
license folks as they
work at BGC



Shift hiring strategy to
hire unlicensed staff

UNDERREPRESENTED STAFFING POOLS



COLLEGE STUDENTS

At both Aimes and CSU - HDFS
and early childhood education
students



SENIORS

Utilize community groups
targeted towards seniors with
philanthropy requirements

SOLUTION TWO

Shift the strategy of working with Thompson school district - consolidate the clubs and bus students to one unlicensed Loveland Pulliam site

17 - REF. PG. 5



STAFFING BUDGET



NEW ADDITIONS

Social media
campaigning and print
materials



TOTAL

6K for a 3 month
campaign



03

INFORMATION ISSUES

Within BAGC



FINDINGS



Information was
inconsistent
(misinformation)



Data is not being tracked
and not being shared



Information is heavily
siloed

PROBLEM SOLVING CYCLE

These problems cause one another and solving information issues closes the loop



STAND-UP MEETINGS

20 minute weekly meetings where team members share high level:

- Progress since last meeting
- Ideas currently being worked on
- Roadblocks that are stopping progress



STAND UP MEETINGS

To increase cross-departmental communication and solve for misinformation and information siloing



All hands

All full time staff
Once monthly



DEPARTMENTAL

Once weekly
EX: All area directors



AREA

Once weekly
EX: All Loveland folks



ADMIN

Once weekly

STAND UP MEETING KPIs

ESTABLISH MILESTONES

Helps with accountability

PEER REVIEW

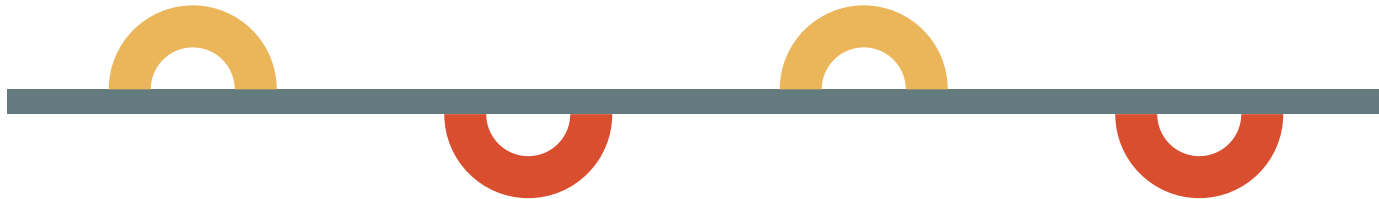
Gain alternative perspective
Avoid siloing

BRING ON OUTSIDE TEAM MEMBERS

Gain alternative perspective
Avoid siloing

SURVEYS AND FEEDBACK

Establish effectiveness of stand
up meetings



DATA



STORE

Keep all data in a centralized location accessible by all



SET GOALS

Every club should have individual data-driven goals set at the top of every year



TRACK

Exit interviews, list of partners, member and staff demographics, annual survey data



AUDIT

Audit the data to ensure everyone is contributing adequately twice yearly

VALUE ADD



MORE DATA & PRESENCE =
MORE STAFF, MEMBERSHIP, &
DONATIONS



TIMELINE

Please refer to handout



TIMELINE

2023

WEEKLY

Post 3x a week and prioritize engagement utilizing a hashtag strategy

Weekly department, area, and admin stand up

MONTHLY

All hands stand up - every month

Campus visits - Jan/March/May/Sept/Dec

Data audit - Jan/June

Reach out to community partners - Aug/Dec

Survey staff, families, and kids - May/Dec

Reach out to senior communities - March-May

Develop target market profile - June

Hire marketing intern - Sept

Expand templates for new branding - Oct

Google ads set up - Dec

YEARLY

Define yearly campaign timelines and objectives

Set club specific goals

TIMELINE 2024 & BEYOND

WEEKLY

Post 3x a week and prioritize engagement utilizing a hashtag strategy

Weekly department, area, and admin stand up

MONTHLY

All hands stand up - every month

Google ads check in - every other month

Campus visits - Jan/March/May/Sept/Dec

Reach out to community partners - Aug/Dec

Data audit - Jan/June

Survey staff, families, and kids - May/Dec

YEARLY

Define yearly campaign timelines and objectives

Set club specific goals



Thank you!

BGC & Annalise Mecham

SOLUTION SUMMARY



MARKETING

Hire intern

Rebrand from
childcare to
extracurricular
activities

Implement 2 year
strategy

STAFFING

Meet unmet
staffing pools

Shift strategy to
hire unlicensed
staff

Licence new staff
over time at BGC

INFORMATION

Make a plan to
collect and store
data in an
accessible space

Implement
cross-departmental
communication
strategy



Team Contact Info & Links

Links

[REFERENCE DOCUMENT LINK](#)

[BUDGET EXCEL LINK](#)

[TRACKABLE DATA EXCEL LINK](#)

[INFOGRAPHIC CANVA TEMPLATE LINK](#)

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