

# **LE3 Inc. Academy: Growing Enrollment**

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COM 650 – PR Management

Final Project - Team Campaign Proposal

Project Client: LE3 Inc.

## **Executive Summary**

There has been increased childcare fees across the United States. As a result, the average household spent \$700 per month on childcare during 2023 (Daily Connect, n.d.). Parents are opting to leave their jobs, limit work hours, or stop pursuing higher education and training to care for their children to decrease financial strain (Brickley, 2024). Families are in search of affordable, quality childcare that educationally enriches their children. LE3 has provided an alternative that gives families the opportunity for their child's success through the application of hands-on and inclusive learning. They have also upheld a financially affordable standard that meets the desires of Millennial families in the Buffalo area.

Despite LE3's efforts in the childcare industry, they have struggled to maintain consistent enrollment across all their locations. The organization aims to expand upon their goals by upkeep of affordable quality childcare and increasing enrollment by meeting the public relations standards of their audiences and standing out from their competitors.

## **Formative Research**

### **Analysis of Organization**

LE3 Inc. is a nonprofit organization dedicated to enriching educational experiences for children through academic programming and childcare services. Founded by Ellie Poleon, the organization's mission and vision are rooted in her personal experiences of educational struggles and her belief in creating a supportive and engaging learning environment. This personal connection enriches LE3's mission to provide engaging learning experiences that support children academically and socially.

With four locations in the Buffalo, NY area, LE3 offers tailored childcare services designed to foster early learning for children six-weeks old to 11 years. Each location, LE3 Academy North Forest, LE3 Academy Sheridan, LE3 Academy Englewood, and LE3 Academy Larkin emphasizes a "whole child" approach and provides guidance, support, opportunities for socialization, and fosters academic confidence in its students.

## Mission and Vision

The mission of LE3, “Locally Enrich Educational Experiences for all children through academic programming” emphasizes a community-oriented approach to providing children with academic support. Its vision to “make enriching and high-quality child care accessible to all children” underlines the organization’s dedication to inclusivity and equity, ensuring that families from all backgrounds can benefit from its services.

LE3’s mission and values as found on their website:

**Mission:** *LE3 is a nonprofit organization with the mission to Locally Enrich Educational Experiences for all children through academic programming.*

**Vision:** *Our work is guided by the vision of making high-quality and enriching child care accessible for all children.*

## Core Values and “Top 5”

A defining quality of LE3 is its core values: learn and play, empower and celebrate, engage and model, and excellence and quality, which emphasizes the organization’s focus on creating a positive and engaging environment for children.

LE3 aims to set itself apart in the childcare industry by prioritizing five key components - flexibility, accessibility, inclusivity, transparency, and affordability. Families benefit from customizable schedules, direct access to administrators, all-inclusive programs, and enriching activities. By actively listening to community needs and adapting its services, LE3 offers honest, fair, and reasonable family-centered care.

## Analysis of Situation

LE3’s newest academy - Larkin, has the organization’s lowest enrollment. LE3 Academy Larkin opened in September of 2023 and serves about 15 students per day; however, the academy has the capacity to serve 45 students. It is situated in the Larkintown neighborhood, a unique neighborhood due to its proximity to the central business district, downtown Buffalo, South

Buffalo, and West Buffalo. The academy is strategically focused on growth in enrollment, ideally meeting the daily capacity of 45 students - approximately a 200% enrollment growth rate.

Additionally, the academy's proximity to West Buffalo, a historically Latinx neighborhood, has caused LE3 to see a growth in interest from Spanish-speaking families. This presents an opportunity for the organization to enhance language accessibility and include Spanish into its strategic communication plan.

Lastly, LE3 seeks to subtly introduce thought leadership into its social media strategy by sharing unbiased insights about the childcare industry. This initiative would reposition the organization as an authoritative voice in the childcare sector while fostering trust and credibility among families and stakeholders.

By leveraging these key opportunities, LE3 is focused on expanding its reach, attracting new families, and continuing to set the standard for childcare in the Buffalo area.

## **Identification of Publics**

### **Customers**

- The focus of this campaign is on parents of young children, often within the millennial age range.
- LE3 aims to connect with both new and existing families in need of a reliable childcare option.
- LE3 seeks to expand its services to Spanish-speaking families within Buffalo, a key demographic in the area.
- LE3 also desires strong relationships with local organizations in need of childcare for their employees.

### **Enablers**

- Western New York (WNY) all-SUNY faculty, staff, and students (Buffalo State University, University at Buffalo, Erie Community College) should consider capturing enrollment from the campus childcare waitlist. Additionally, there could be a partnership with the campus to provide off-site faculty, staff, and student childcare for those seeking alternatives in case of on-campus threats or issues. Lastly, building an internship and career pipeline for Early Education students at all WNY SUNY campuses.
- The local Buffalo Niagara Medical Campus could also help develop a partnership that benefits LE3, as it has many millennial-aged employees who would benefit from access to a nearby childcare center.
- M&T Bank's hybrid enrollment model makes it an ideal workplace to target for partnerships and brand development for LE3.

### Competitors

- Kiddie Corner Child Care Center is located just a few miles from LE3. Their primary online platform is Facebook, as they do not have other social media accounts or a direct website.
- There are many in-home daycares in and around the Larkin location, which could make it challenging for LE3 to stand out and build strong connections with families.
- Universal Pre-Kindergarten (UPK) is a free state funded pre-kindergarten program, open to families via a lottery system. UPK can be found at nearby public and private schools and pose a challenge for LE3 based on consumer affordability. However, the quality of preschool offered at LE3 exceeds UPK programs offered at nearby schools.

### **Analysis of Key Public** – Millennials

- Individuals born between 1981 and 1996 (ages 28 to 43) (Dimock, 2019)
- In the United States Millennials are 60% White, 19% Hispanic, 14% Black, 5% Asian, and 2% Other (Korhonen, 2011)
- There are more than 22 million Millennial parents in the U.S., with about 9,000 babies born to them each day (Time, n.d.)
- Social media is frequently used by Millennials, with 87% using Facebook, 71% using Instagram, 52% using Snapchat, and 42% using X (Target Media, n.d.)

- Our team has decided to focus on Facebook and Instagram to reach the largest segment of our target audience
  - The best time to post on Facebook and Instagram is at 11:00 AM on Wednesdays, as this is when user activity on the platforms is at its peak (Bouchrika, 2024)

## **Strategy**

### **Vision for Success**

The Larkinville neighborhood in the city of Buffalo is home to various multipurpose businesses and organizations that serve a diverse community; LE3 Academy Larkin aims to become a cornerstone of childcare in this neighborhood. The academy will achieve full enrollment by providing exceptional, inclusive services tailored to the needs of families in the Larkinville neighborhood. With a focus on bilingual strategic communication efforts to support Spanish-speaking families, strategic partnerships with local and regional organizations, and innovative childcare solutions, LE3 will solidify its role as a trusted childcare provider. By sharing thought leadership through social media, LE3 Inc. will connect with millennial parents, build credibility, and drive meaningful conversations about quality childcare.

### **Goals and Objectives**

Our primary objective is to expand enrollment at LE3 Inc. Academy's Larkin location by strengthening relationships with parents of young children. To achieve this, we will implement both face-to-face and digital outreach strategies aimed at enhancing LE3's reputation and visibility in the Larkin region.

This campaign will strategically align current trends and legislation with LE3's messaging. There will be a focus on the key priorities of today's parents, incorporating their values into the brand communication. Issues such as health and safety, mental health, and parental engagement will be highlighted, as these are popular concerns for families seeking quality childcare in 2024.

The campaign will also address the needs of the local community, particularly by engaging Larkin's Spanish-speaking population. To demonstrate commitment to inclusivity, the campaign will include content that celebrates relevant events and holidays, such as Hispanic American Heritage Month. There will also be a use of Spanish hashtags, promotion community resources

for Spanish-speaking families, and engagement with additional inclusive organizations to ensure all families feel valued and supported by LE3.

To foster deeper connections within the Larkin area, LE3 will engage in local events, promoting cross-community partnerships. LE3 will host its own events and invite local families to join in the celebrations, further building relationships and developing connections with new audiences.

### **Proactive Strategies**

To achieve full enrollment and position LE3 Academy Larkin as a premier childcare provider in the Larkinville neighborhood, proactive strategies will focus on building visibility, trust, and meaningful relationships. These strategies will aim to attract new families, strengthen community ties, explore new partnerships, and elevate LE3's reputation.

1. **Enhancing Bilingual Outreach:** Integrating the Spanish-language into advertisements, student programming, and media outreach to attract and engage Spanish-speaking families within the area.
2. **Community Engagement:** Actively participating in and hosting face-to-face events to build connections and strengthen LE3's presence in the Larkinville Neighborhood.
3. **Build Mutually Beneficial Partnerships:** Collaborate with local organizations to offer childcare services. Partner with M&T Bank branch on Seneca St. to capitalize on its employee's work model needs, offering accessible childcare to employees to meet the needs of their hybrid work schedule. Collaborate with Buffalo Niagara Medical Campus (BNMC) to offer childcare services to medical staff and surrounding organizations. Collaborate with WNY SUNY Campuses (Buffalo State University, University at Buffalo, and Erie Community College) to offer childcare services to faculty, staff, and students, capturing enrollment from campus' childcare services waitlist and those opting for off-campus childcare services. Additionally, building an internship and career pipeline for Early Education students at all campuses.
4. **Thought Leadership:** Sharing industry insights and childcare trends on social media to establish LE3 as an authoritative voice in the childcare industry, especially among millennial parents.
5. **Tailored Communication, Advertisement, Marketing, and Social Media Content along with the Utilization of a Content Calendar:** Utilizing targeted traditional and

digital outreach through local news media, Facebook, Instagram, and LinkedIn to connect with parents and highlight LE3's unique services.

### **Reactive Strategies**

The reactive strategies will focus on addressing LE3's competitors and meeting community needs. These strategies aim to ensure that LE3 remains responsive to current and prospective families.

1. **Addressing Competitors:** distinguishing LE3's childcare services from Kiddie Corner Child Care Center and in-home daycares, along with differentiating LE3's preschool services from free UPK programs. This will be done with messaging that emphasizes exceptional quality childcare and unique benefits.
2. **Engaging Spanish-speaking families:** offering resources and analyzing feedback of spanish-speaking families to show responsiveness and reinforce the organization's commitment to diversity and inclusion.

### **Message and Media Strategies**

First, LE3 will ensure consistent messaging across all communication channels. Their online presence will be unified through their website and social media platforms, with a particular emphasis on Facebook and Instagram. LE3's accounts will feature the Kraken mascot, highlight the organization's core values, and incorporate their blue and yellow brand colors, along with rainbows. Fun, family-friendly hashtags and emojis will be used to create an inviting atmosphere for children and their guardians.

To maintain ongoing communication with existing families, LE3 staff will utilize the Brightwheel App, which is already in place. Brightwheel is a childcare management platform that allows real-time connection between childcare providers and families. In addition to the app's previous limited use, LE3 will focus on sharing news and events with families. This will help strengthen relationships and ensure consistent, unified messaging across the childcare community.



# Tactics

## Hashtags and Social Wall

### Hashtags

To align LE3's social media presence with the campaign's goals, the primary hashtag to be incorporated on Instagram and Facebook will be **#JoinLE3Larkin**.

To connect LE3's social media platforms and the organization's website, LE3's core values will serve as secondary hashtags: **#Learn&Play**, **#Empower&Celebrate**, **#Engage&Model**, and **#Excellence&Quality**.

To support the thought leadership component of the campaign, **#LE3ChildcareInsights** will be incorporated into corresponding posts.

Lastly, to integrate Spanish into the social media strategy, all hashtags will be translated into Spanish:

- **Primary Campaign Hashtag:** #UniónLE3Larkin / #JoinLE3Larkin
- **Core values as Secondary Hashtags:** #AprendeYJuega / #Learn&Play, #EmpoderarYCelebrar / #Empower&Celebrate, #ParticiparYModelar / #Engage&Model, and #ExcelenciaYCalidad / #Excellence&Quality.
- **Thought Leadership Hashtag:** #LE3PerspectivasSobreCuidadoDeNiños / #LE3ChildcareInsights

### Social Wall

The social wall will feature professional generated content (PGC) from the in-house LE3 Social Media and Marketing Coordinator and Development Manager. PGC is preferred for this social media campaign as it typically offers higher quality and accuracy compared to user generated content (UGC) (Gilardi & Lam, 2022). This content will include high-quality photos, videos, graphics, and captions designed to be impactful while aligning with the campaign's goals, as well as LE3's brand identity and messaging.

Using *Sendible*, a social media management tool, to create and schedule content, rapidly respond to comments and direct messages, and measure content performance and consumer engagement,

will enable seamless management of Instagram, Facebook, and LinkedIn. The content calendar feature found on Sendible will be especially impactful, allowing the campaign to optimize posting times and maintain a consistent and strategic presence.

### **Budget Breakdown:**

#### Sendible 1-Year Subscription for Small Businesses

- Cost: \$76/ month
- Total: \$912 for 12 months

Total Budget: \$912

### **Events**

To build and maintain community relationships and organizational partnerships with the aim of increasing enrollment at LE3 Academy Larkin, the academy will attend community and virtual events and host face-to-face events.

#### Community Events:

- **Fall Larkin Stroll:** hosted by Larkin Development Group/Larkin Square, this event showcases the businesses and organizations of Larkinville to Buffalo residents. LE3 will participate by hosting an open house during the stroll, inviting prospective families to tour the academy, meet staff, and learn more about LE3 Inc.'s childcare services.

#### Virtual Events:

- **Division of Child Care Services (DCCS) Community Conversation:** NYS Office of Children and Family Services will host its final virtual meeting in December for childcare providers, sharing important industry updates. LE3 Inc. will attend this meeting to be informed and, in turn, will educate its audience by sharing the information through social media.

#### LE3 Hosted Events:

These events currently hosted by LE3 Inc. add value to the campaign by supporting enrollment efforts and community engagement at the Larkin location.

- **“Boolognese” Dinner Party:** a family-friendly Halloween-themed event featuring a bolognese dinner, music, games, and prizes.
- **Trunk-or-Treat:** A safe alternative to traditional Halloween trick-or-treating, where LE3 staff and volunteers decorate their car trunks and provide candy to LE3 students and children in the Larkin neighborhood

#### Partnership Events:

These events will support enrollment efforts at LE3 Academy Larkin and solidify local partnerships.

- **M&T Bank LE3 Academy Larkin Hybrid Informational and Open House Event:** This event will be held in the early evening onsite at LE3 Academy Larkin.
- **Buffalo State University’s Part-Time-Job and Internship Fair:** Participate in this fall event as an employer to provide Buffalo State students, particularly Early Childhood Education majors, part-time job opportunities, internship, and student teacher placement.
- **University at Buffalo’s Future of Work Summit:** Participate in this event at UB’s North campus as a leader in the childcare industry, offering students valuable insights and trends in childcare careers.
- **Erie Community College’s Career and Internship Fair:** Participate in this event at ECC’s City Campus as an employer to offer ECC students, particularly Early Childhood Education Majors, career opportunities and internships.
- **WNY SUNY LE3 Academy Larkin Fall Informational and Open House Event:** This event will be held in the early evening onsite at LE3 Academy Larkin
- **BNMC Block Party:** LE3 will be a partner of this event, which brings together the BNMC community, including local businesses, organization, and vendors, to close out the summer and enjoy the medical campus.
- **BNMC LE3 Academy Larkin Informational and Open House Event:** This event will be held in the early evening onsite at LE3 Academy Larkin.

### **Timeline Breakdown:**

- August 1st: M&T Bank LE3 Academy Larkin Hybrid Informational and Open House Event
- August 15th: University at Buffalo's Future of Work Summit
- August 22nd: BNMC Block Party
- August 23rd: BNMC LE3 Academy Larkin Informational and Open House Event
- August 27th: Erie Community College's Career and Internship Fair
- August 29th: Buffalo State's Part-Time-Job and Internship Fair
- September 3rd: WNY SUNY LE3 Academy Larkin Fall Informational and Open House Event - University at Buffalo
- September 4th: WNY SUNY LE3 Academy Larkin Fall Informational and Open House Event - Buffalo State University
- September 5th - WNY SUNY LE3 Academy Larkin Fall Informational and Open House Event - Erie Community College
- September 28th: Fall Larkin Stroll / Fall Open-House
- October 25th: "Boolognese" Dinner Party / Trunk-or-Treat
- December 2nd: Division of Child Care Services (DCCS) Community Conversations

### **Budget Breakdown**

Brochures for all events

- Cost: \$1.42 / brochure
- Quantity: 500
- Total: \$680

Total Budget: \$680

### **Internal Communications**

Internal communication with LE3's employees play a crucial role in ensuring that consistent messages are effectively received. This practice helps create a unified voice for the brand,

aligning the team with a shared mission. As a result, it guarantees that the audience clearly understands the core values and objectives of LE3.

To streamline this process and keep everyone informed, Brightwheel will be utilized as the primary platform for communication for the staff. By integrating Brightwheel, staff members will have easy access to essential updates, campaign details, and childcare-related information (mybrightwheel.com). All internal communications, including daily correspondence, should incorporate relevant information about the ongoing campaign, important dates, and event times to keep the entire team aligned. This collaborative approach fosters a sense of unity, encouraging staff engagement and participation while ensuring that the most up-to-date and accurate information is consistently shared across all levels of the organization.

### **Budget Breakdown:**

Brightwheel

- Cost: \$7/child
- Quantity: 45 children
- Total: \$315

Total Budget: \$315

### **Timeline Breakdown:**

Weekly Communication with Families:

- August 15-Throughout the School Year:  
Connect with families each week to send news and updates about LE3.

Event Communication Timeline:

- 2 Weeks Before a Celebration:  
Reach out to families with information about the upcoming event.

- 2 Days Before a Celebration:

Send a reminder to families about the event.

- 1 Day Before a Celebration:

Send a final reminder to families about the event.

## **External Communications**

To engage with the public, LE3 utilizes various forms of external communications, including news media, advertising, and promotional content. These communication strategies provide the organization with opportunities to connect with and build relationships with the public. Through these efforts, LE3 can establish trust with key stakeholders and demonstrate its commitment to the families it supports.

By highlighting different aspects of external communication, LE3 can reach a wide audience. This enables the childcare center to share its mission and connect with individuals in and around the Larkin area, especially those who might not otherwise have access to such outreach efforts.

## **News Media**

News media informs the public about LE3 and its upcoming events. By utilizing digital media, the childcare center strengthens its relationships with the community and young parents. LE3 continues to leverage existing communication tools while also exploring new platforms to build new connections that will support the organization's growth and success.

LE3 will focus on showcasing its activities through LinkedIn, Facebook, and Instagram. Posts will be altered to fit all three platforms, with an emphasis on Facebook and Instagram Reels, as these formats are especially popular among Millennials. LE3 has chosen to use short videos to highlight its activities at the Larkin location and create visual content that reflects its efforts within the community.

## **Ideas for Instagram/Facebook Reels:**

- BJ's diaper purchases (bulk buying)
- Larkin Strolls / Open-house events

- “Boolgnesse” dinner (Halloween celebration)
- Halloween Trunk-or-Treat

### **Budget Breakdown:**

- Facebook Posts: \$0
- Instagram Posts: \$0
- LinkedIn Posts: \$0

Total Budget: \$0

### **Timeline Breakdown:**

Social Media Content Creation:

- August 1-7: Organize ideas for social media reels and posts.
- August 8-14: Create and draft content for the new school year, including reels and posts.
- August 15-17: Review, refine, and schedule content for posts (ensure all posts align with brand messaging).
- August 18-20: Finalize all social media content and schedule posts for the first month.

Ongoing Posting Schedule:

- September 1-March 31: Post weekly on LE3’s social media accounts (ensure consistency in posting times and themes).

### **Advertising and Promotional Media**

Advertising and promotional media will enable LE3 to connect with a broader audience. By utilizing both digital and print media, the childcare center can build on its existing audience. These strategies aim to present LE3 in a fresh light, showcasing the organization’s values and brand to the local community.

LE3 has already seen success with print media and will continue to develop simple materials such as posters and take-away items to promote the childcare center. Posters for upcoming

events will be sent home with families using LE3's services and will be displayed at local Larkin establishments. This approach provides a cost-effective way to increase brand visibility.

Another advertising opportunity that would further benefit LE3 is collaborating with *Step-Out Buffalo*, an online platform that promotes local events, activities, and businesses in the Buffalo area. Partnering with *Step-Out Buffalo* allows LE3 to enhance its reputation in the area and engage with a wider local audience ([stepoutbuffalo.com](http://stepoutbuffalo.com)). Additionally, LE3 will partner with other local media outlets, such as *Buffalo Spree*, *Buffalo Business First - Education*, and *WNED PBS - Education for Kids*, to expand their reach and demonstrate an ongoing commitment to the Buffalo community.

### **Budget Breakdown:**

#### Step Out Buffalo Ad

- Cost: \$1,660

#### Poster Printing

- Cost: \$1.20/poster
- Quantity: 500 copies
- Total: \$600

Total Budget: \$2,260

### **Timeline Breakdown:**

#### Step Out Buffalo Ad:

- July 30: Reach out to Step Out Buffalo and other media outlets about advertisements.
- August 15: Organize resources and budget for ads.
- August 20: Design artwork.
- August 23: Finalize design and obtain approvals.
- August 25: Send ad to the company for release.
- September 1: Confirm ad release with Step Out Buffalo and follow up if needed.



## Poster Printing:

- July 25: Organize design ideas for posters.
- August 1: Design artwork.
- August 5: Finalize the poster and get approval on the design.
- August 10: Send to printing company.
- August 20-September 5: Hang posters around Larkin area and distribute them to families.
- September 15: Brainstorm ideas for similar outreach for future events

## **Schedule Outline**

To ensure that the LE3 Academy Larkin Campaign achieves its community engagement, thought leadership, and enrollment goals while maintaining consistent communication with families and stakeholders, below is the campaign outline.

### **August: Kickoff and Event Preparation**

1. **Aug 1-7**
  - Finalize and organize social media content ideas.
  - Design posters and outreach materials.
2. **Aug 8-14**
  - Draft and create social media content (Reels, posts) to highlight LE3's offerings.
  - Confirm partnerships with Step Out Buffalo and other media outlets.
3. **Aug 15-17**
  - Review and refine all communication materials (social media, event posters).
  - Launch Brightwheel internal communications for staff.
4. **Aug 20-23**
  - Finalize ads and materials for external communication platforms.
  - Attend the **BNMC Block Party** (Aug 22).
5. **Aug 25-30**
  - Confirm Step Out Buffalo ad release.
  - Distribute posters throughout the Larkin area.
  - Attend **Buffalo State's Job Fair (Aug 29)** and **ECC Career Fair (Aug 27)**.

## **September: Community Engagement and Enrollment**

### **1. Early September**

- Host the **WNY SUNY LE3 Fall Informational and Open House Events** for University at Buffalo (Sept 3), Buffalo State University (Sept 4), and Erie Community College (Sept 5).
- Weekly social media posts promoting open houses and events.

### **2. Mid-September**

- Highlight **Larkin Stroll and Open House (Sept 28)** with impactful visuals on Instagram and Facebook.
- Collaborate with local media to feature the stroll and community benefits.

### **3. End of September**

- Analyze enrollment trends following events.

## **October: Community-Focused Activities**

### **1. Oct 1-15**

- Prepare content for Halloween-themed events (Boolognese Dinner Party and Trunk-o-Treat).
- Advertise events through newsletters, posters, and local partners.

### **2. Oct 25**

- Host **“Boolognese” Dinner Party and Trunk-or-Treat**.
- Create engaging social media content to showcase community impact.

### **3. Oct 26-31**

- Share event highlights on Instagram/Facebook with hashtags.
- Send follow-up communication to families for feedback and engagement.

## **November and December: Reflection and Virtual Engagement**

### **1. Nov 1-30**

- Continue to share event highlights on Instagram/Facebook with hashtags.
- Analyze feedback and engagement from families.

### **2. Dec 1-30**

- Participate in **DCCS Community Conversations (Dec 2)**.
- Share insights gained with staff and social media audiences for thought leadership purposes on all platforms: Facebook, Instagram, and LinkedIn.
- Plan year-end content strategy focusing on LE3's successes and community contributions.

### **Ongoing Campaign Actions**

- **Weekly:** Post updates, reels, and stories on Instagram/Facebook.
- **Monthly:** Host internal Brightwheel updates for staff alignment and strategy adjustment.
- **Pre-Event Communication:**
  - Two weeks before: Notify families.
  - Two days before: Send reminders.
  - One day before: Final reminder to families and social media countdown.

### **Budget Overview**

1. **Content Management System (Sendible):** \$912
  2. **Internal Communication (Brightwheel):** \$315
  3. **Advertising (Step Out Buffalo Ad):** \$1,660
  4. **Poster Printing:** \$600
  5. **Brochures:** \$680
- Total Budget:** \$4,167

### **Evaluative Research**

When tracking the success of the campaign, social media engagement can be assessed by the number of new families that follow LE3 Inc.'s social media pages and the number of likes, comments, and shares received on post. From our observation, the average Instagram post on LE3's profile receives 22 likes, 0 comments, and 1 share with Facebook and LinkedIn receiving less traction. Comparing the number of likes, comments, and shares on the posts created from the new social media strategy, will make it manageable to track social media metrics and growth.

Open house attendance will foster relationships with the public and show the effectiveness of the campaign strategy. The open houses will provide face-to-face interactions with the target audience providing an intimate view of the organization prior to contractual agreement. By focusing on the specific audiences in the local community, LE3 can continue to demonstrate care for families in Larkin and develop trust with their key public.

It is through their in-person and digital efforts that LE3 can stand out against their competitors. Universal Pre-Kindergarten (UPK) relies heavily on state funding and the lottery-system which can be inequitable. In contrast, Kiddie Corner Childcare Center lacks a social media presence, which may deter families from passively learning about the organization and supporting their resources in comparison to LE3 Inc.

Increasing enrollment from 15 to 45 at LE3 Academy Larkin, can allow the childcare location to measure effectiveness of the campaign. The addition of 30 children added to the current daily capacity would meet the campaign goal and exceed the standards of the childcare center. This would allow them to ultimately see the achievements of the campaign and its ability to influence their organization's development.

By continuing to increase success following the initial campaign, LE3 can further assess the campaign effectiveness by determining if there is a higher demand for enrollment from families and the need of a waitlist.

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