Graduate School of EDUCATION

HTH GSE Marketing, Sales & Communications 2023 Annual Strategic Report _DRAFT_

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Introduction:

Since 2021, the Marketing, Sales and Communications (MSC) Team have prepared and delivered yearly reports to the High Tech High Graduate School of Education (HTH GSE) detailing all reportable aspects of work completed as they pertain to marketing, sales, & communications, statistics in support or opposition of the goals set by the HTH GSE, and financial data concerning spending as it relates to certain projects.

The following report is constructed from data collected from July 1, 2022 – June 30, 2023 (Q3 2022- Q2 2023) **unless stated otherwise**. For the purposes of this report, data referred to as taken between the "2022/2023 HTH GSE fiscal year" refers to projections made about data from July 1, 2022 to June 30, 2023. Sources of data include Google Analytics, Zendesk Admin, Stripe, Eventzilla, Social Media Advertisement Dashboards (Meta, Twitter, LinkedIn), Mailchimp, Hubstaff and meticulously maintained dashboards hosted by the MSC team. We plan to update this paper in early July of 2023 to reflect final and correct numbers.

Section 1: Marketing

Within the context of the GSE's brand identity, marketing is defined as any public form of advertisement of products or services and the facilitation of those. Responsibilities of the marketing team include:

- Organizational Creative Sales Goal Support
- Mission & Vision Alignment
- Events Advertisement Design & Distribution
- Budgetary Research & Support
- Strategic Marketing Improvement

The strategy for the 2022-2023 year involved discontinuing certain aspects of the marketing approach while maintaining and expanding others. One key component was the GSE newsletter which, at its highest, was sent to 18,287 members of the contacts list, with 13 editions sent in the data period.

Another significant development was the creation of the GSE Opportunities Guide, which, for the first time, showcased every team's products in a physical collection. This guide not only provided a unified presentation but also included trackable links for each offering in the report.

1.1 Highlights from 22/23 (Marketing)

- **1.1.1** Mailchimp is used to facilitate and track the GSE Newsletter, which has published 19 issues

    - **1.1.1.1** Total Opens across 22/23 fiscal year's newsletters total 234,042

    - **1.1.1.2** Total clicks across 22/23 fiscal year's newsletters total 34,982, 79% lower than last year (126,651).

Prediction – it is likely the open rate remains steady until the end of the fiscal year if the newsletter continues to be distributed. 2022's Q2 saw results that did not deviate from the norm, despite not sending as many issues out.

- **1.1.2** There are several contact lists on the HTH GSE Mailchimp, the largest being "Contacts" with 23,607 contacts. Of this total, 81.75% (18,228) are actively subscribed and receive sent emails as of April 2023.

Prediction – the Contacts audience is expected to see the standard subscription rate and a slightly increased unsubscribe rate.

- **1.1.3** From June 2022 to March 2023 $5,122.62[1] was spent on promoting social media across all social media used by the GSE, generating 4,146 clicks.

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[1] Budget spent on advertising was assigned to Patrick Yurick's Fargo card unless otherwise stated.

- ○ **1.1.3.1 Google** - $983.21 spent and 1,950 clicks generated

    - ■ Patrick Yurick's Card $308.89

    - ■ Brittney Quinones's Card $674.32

  - ○ **1.1.3.2 Meta** - $961.62 spent and 781 clicks generated

  - ○ **1.1.3.3 Twitter** - $1,260.00 spent and 584 clicks generated

  - ○ **1.1.3.4 LinkedIn** - $1,917.79 spent and 831 clicks generated

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Prediction – Budget spent is expected to remain unchanged throughout Q2, currently set at approximately $165 a month for two campaigns (approx. $330.00 a month). This is the bare minimum required to publish an ad on Google Ads which is the only platform on which ads currently run.

- ● **1.1.4** An additional 663 followers have been added across all GSE social Media Channels

  - ○ **1.1.4.1 -** 72 new followers on Facebook and 172 new followers on Instagram

  - ○ **1.1.4.2 -** 272 new followers on Twitter

  - ○ **1.1.4.3 -** 491 new followers on LinkedIn[2]

Prediction – all GSE accounts are expected to see a short jump in followers after the Deeper Learning Conference, and typically will come back down to the standard 10 - 15 new followers a month for the remainder of the quarter.

- ● **1.1.5** The GSE Opportunities Guide was completed for the first time and published/brought to the GSE in February 2023, in time for Deeper Learning. All teams that would be offering programs/products) moving forward were highlighted: EdL, SDTR, Professional Learning, Center for Research on Equity and Innovation (CREI), Deeper Learning, Center for Love and Justice, PBL Leadership Academy, Unboxed

  - ○ **1.1.5.1** The final cost for the catalog came out to $17,637.53. $4,489.54 in Materials/Printing and $13,147.99 in labor from the MSC team.

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[2] LinkedIn analytics can't go back more than 365 days.

1.2 Automation

In an effort to reduce spending on both sides of the contract, the MSC team has made endeavors to automate processes. Some automations implemented in previous years have become staples in the GSE's MSC endeavors.

- The GSE Newsletter continues to operate effectively thanks to the system and expectations set in place in its creation. From 2022-2023, a Newsletter was released every week unless previously planned (e.g. no issue on spring break).
- The same can be said for the Blue Banner Bar system, requiring only event dates from teams to synchronize advertising schedules.
- The 2021-2022 school year's social media data and experiments led to a reduction in social media posting, but the MSC team continued monitoring channels through Zendesk to moderate inappropriate content. The marketing team invested in ads across platforms like Google, Twitter, LinkedIn, and Meta, with more information available in the Social Media Report published late last year.[3] The focus remains on refining and adapting marketing strategies for maximum success.
- The creation of the GSE Opportunities Guide took longer than expected for its first issue, this is in part due to the fact that the guide informed several different aspects of the GSE's brand and strategies as it was being designed (such as a new color palette and a base for the upcoming website facelift). The MSC Team anticipates that next year's guide will take substantially less time to build.

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[3] 📄 21/22 Social Media Strategy Report

Section 2: Sales

Within the context of the GSE's goals, sales are anything that generates revenue for the GSE, primarily referring to event registration and degree program enrollment.

Responsibilities of the marketing team include:

- Event Posting Support for Staff
- Customer Support During Event Registration
- Ticket Sale Processing
- Invoice Generation, Tracking, & Reconciliation Support
- Strategic Sales Improvement

Not only are sales the baseline for evaluating the success of an event, they should also lay the first stepping stone for a repeat interaction with any given customer. This line of thinking is given credence by way of data indicating that the majority of the GSE's sales are borne of professional learning workshops and events To facilitate these, the MSC team manages sales through Eventzilla, designing spaces to dispense tickets in exchange for credit card payments and invoices.

2.1 Highlights from 22/23 (Sales)

- **2.1.1** During the 2022/2023 HTH GSE fiscal year the MSC team facilitated and oversaw 4,461 event registrations, a 59.63% increase from last year including all confirmed, pending, and canceled registrations. 3,259 of these registrations were processed via Eventzilla/credit card and 1202 were processed via invoice.[4]

- **2.1.6** In the past year the GSE relied on the MSC team to generate the invoices for event registrations. The MSC team spent $628.79 on invoice generation this year.[5] 238 invoices were generated this year.[6] This leads to $2.64 amount per invoice, down from $10.20 per invoice last year

    - Invoice tickets across all time have accounted for $1,292,950.98 (64%) out of $2,037,575.30 total lifetime event sales.[7]

- **2.1.2** Across these events, $1,264,147.04 of pre-refund income came into the HTH GSE. **This is up 75.25% from last fiscal year.**

    - $20,785.00 in refunds took place in the 22-23 fiscal year, down 213.64% from last year.

    - $17,779.01 in Stripe fees took place in the 22-23 fiscal year, up 64.49% from last year.[8]

- Renewal of the Eventzilla contract in November cost the GSE $4,725.00 for access to 3,150 registrants without any additional fees.[9]

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[4] Sales Data Dashboard - Ticket Order Counts Tab
[5] HOURS BFMS - CODES AMT SPENT tab
[6] Sales Data Dashboard - Automatic Invoices abd Manual Invoices tabs
[7] Sales Data Dashboard - Counts
[8] Sales Data Dashboard - Price Range Counts Tab
[9] Eventzilla COntract

- **2.1.4** In select instances, the GSE was required to generate unique tickets for registrants that were unable to register themselves via Eventzilla. The MSC team took care of this, and generated 85 manual invoices representing 272 event tickets on Eventzilla.[10]

    - This number is substantially higher than in previous years due to an error in the link between our sheets and Eventzilla

- **2.1.5** 1,489 that came into Zendesk this fiscal year were related to events - up 67.21% last year. 1,259 4,079 were related to registrant questions and 197 were requested by GSE staff

    - These event tickets made up 34.28% of the 3,191 tickets sent into Zendesk during the 22-23 Fiscal Year[11]

- **2.1.7** The MSC team spent $5,466.10 (or 138.03 hours) working on the 2023 Deeper Learning Convention cost. The conference brought in a confirmed total of $700,846.26 with $21,365.00 still pending to be processed.[12]

- **2.1.8** During the 2021/2023 admission cycle, the EdL program saw 68 applications, out of which 57 were admitted, representing an admission percentage (AP) of 83.8%. Conversely, the SDTR program received 63 applications, admitting 48, with an AP of 76.2%.

- **2.1.9** In the 2023/2024 admission cycle, the EdL program is projecting 54 admissions from 64 applications, while the SDTR program projects 56 admissions from 73 applications.

- **2.1.10** For the 23/24 cycle, the EdL program has established a tuition cost of $18,000.00 per student, forecasting a gross profit of $965,647.06, while the SDTR program, with a tuition cost of $22,000.00 per student, forecasts a gross profit of $1,223,619.05.

- **2.1.11** Marketing endeavors for the EdL program in the 22/23 cycle incurred costs for materials amounting to $3,073.57 and personnel costs of $5,909.28. The SDTR program, meanwhile, expended $2,049.05 on marketing materials and $3,939.52 on personnel costs.

- **2.1.12** Both the EdL and SDTR programs recorded zero expenditures under the sales spending category for the respective admission cycles.

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[10] Sales Data Dashboard - Price Range Counts Tab
[11] 23 ZenDesk Database - All Tab/RG Counts
[12] Sales Data Dash - Counts tab

Section 3: Communications

Communications continue to make up a significant portion of the MSC team's responsibilities. In the context of the GSE, communications can be divided into *Internal-* and *External Communications*, with each category encompassing elements such as websites, email, newsletters, and social media.

For the 2023 report, it is crucial for the GSE to enhance internal communications to minimize potential confusion between departments and to strengthen external communication to better emphasize and promote their objectives. Improved external communications will also contribute to the self-supporting MSC system discussed earlier.

Throughout the 2022-2023 fiscal year, the MSC team has been dedicated to refining the GSE's communications channels. Building on the progress made in the previous year, the team is poised to further implement their plans for a comprehensive site redesign of hthgse.edu. The upcoming initiatives are focused on clarifying brand identity and ensuring that GSE staff can effectively collaborate and support one another when necessary.

3.1 Internal Communications

Internal Communications encompass the various means through which GSE staff members interact with one another and the MSC team. While it might seem that internal communications should not be the primary focus of the MSC team, it is crucial to acknowledge that overseeing, aiding, and engaging with internal staff communication systems is essential for ensuring that external communications to the public remain consistent and coherent. In essence, the manner in which we communicate internally will influence how we interact with external audiences. As a result, it is vital that the team responsible for designing external communication systems also plays a role in facilitating internal communication channels.

Internal communications responsibilities include:

- Internal Style Development & Oversight
- Historically Relevant Organization Content Archival & Database Design
- @hthgse.edu E-Mails Moderation & Support
- Branding Support for Organization as a Whole & Related Products
- Event Related Staff Technical Support
- Website Related Staff Technical Support
- Special Projects Technical & Design Support
- Mailchimp Moderation & Technical Support
- Event Facilitation Technical & Communication Support
- Strategic Internal Communications Improvement

- **3.1.1** In the reviewed period the MSC team has overseen 3,137 tickets, up from 2,484 in the previous fiscal year.

3.1.1 Highlights from 21/22 (Internal Communications)
- **3.1.1.2** Oversaw the last minute rebuild of https://hthunboxed.org/ in a 2.5 week period.

- ○ **3.1.1.2.1** 648 podcast photos were renamed with an organized naming convention and reuploaded as the site was rebuilt[13]

- **3.1.1.2** The MSC team has overseen the updated branding, colors, and creation of logos for Professional Learning, Virtual Tours, Curated Visits, PBL In Action, and Deeper Learning.

- **3.1.1.3** A colossal, multi-week migration of GSE employee emails and data is currently underway and nearing completion. To preserve all email account information of GSE staff members need to move into the future by migrating all High Tech High email accounts to hthgse.edu account domains. This process will a) promote better implementation and flexibility for hthgse.edu initiatives, b) help hightechhigh.org better utilize their K-12 only tools, and c) help hightechhigh.org save costs due to Google's storage space requirements.[14]

  - ○ 3.1.1.3.1 In total, MSC team members spent 121 hours on the project. 35 of these hours were spent learning the gsuite console.

  - ○ 3.1.1.3.2 Meetings between staff were numerous: 21 meetings with Dave Hua, 16 with Hayley Murugesan, and 8 with teams to facilitate transfers.

  - ○ 3.1.1.3.3 Over 1,591.3 GB of data has been moved under the oversight of the MSC team. 4,112.05 GB (4.11 TB) is the new size of GSE shared drives, also meaning that files are safe in the event that someone leaves the organization.

  - ○ 3.1.1.3.4 New staff directory systems are a nice byproduct of the transfer initiative as well. Allowing for synchronization across gsuite, emails, website, and the organization chart.

> ***Prediction** – The transfer of all accounts is complete. The upcoming quarter will be spent facilitating Zoom account ownership and moving staff data into shared drives.*

3.2 External Communications

External Communications encompass the various channels through which the GSE connects with its clients, including event registration, technical support, social media, newsletters, advertisements, and website presentation. In contrast to marketing efforts discussed in Section 1, external communications represent the fixed ways in which we present ourselves in publicly accessible digital spaces, such as websites, social media, and direct mail.

When audiences encounter the GSE logo, they are engaging with the brand. Although the brand can be represented by an individual voice, such as a speaker at a conference on behalf of the GSE, it must also exist independently of any single person. A robust external communications system that manages the GSE brand enables the public to form a relationship with the GSE that goes beyond any specific communication channel, whether that be the logo, website landing page, mission statement, presenter, or a tweet.

For the brand to be effective, it is crucial to maintain consistency across all communication platforms. By synchronizing the types of images, logos, and language used by the GSE to represent itself, the public can

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[13] Unboxed Rebuil;d Dash - Get from Luke
[14] 📄 2023 Gsuite Migration

ideally perceive the GSE as a unified entity with which they can confidently establish a lasting, consumer-based relationship.

External Communications[15] Responsibilities include:

- External Style Development & Oversight
- ADA WCAG Moderation, Support, & Adherence
- SEO Moderation, Support, & Strategic Alignment
- Social Moderation, Support, & Strategic Alignment
- Official Newsletter Moderation, Support, & Strategic Alignment
- Videography/Photography Database Moderation, Support, & Strategic Alignment
- Deeper Learning Communications Support
- Graduation Live-Streaming Support
- *The General Improvement of Literacy across GSE Products*
- HTH K12 Communications Synergy
- Strategic External Communications Improvement

3.2.1 Highlights from 22/23 (External Communications)

3.2.1.1 Zendesk

- **3.2.1.1.2** The ZenDesk chat widget is live on a total of 9 GSE sites and 4,444 individual pages[16].

> *Prediction – ZenDesk remains a critical part of customer relations, largely during the Deeper Learning conference. It is likely that the MSC team will continue to use and optimize ZenDesk.*

3.2.1.2 Mailchimp

- **3.2.1.2.1** There are several contact lists on the HTH GSE Mailchimp, the largest being 23,607 contacts. Of this total, 81.75% (18,228) are actively subscribed and receive sent emails as of April 2023.

- **3.2.1.2.2** The overall open rate on campaigns is 54.44%, up 5.25% from last year

- **3.2.1.2.3** Total Opens on Mailchimp for emails sent to the contacts list equated to 346,886, up

3.2.1.3 Analytics (Website Traffic)

- **3.2.1.3.1** GSE UNIVERSAL ANALYTICS MIGRATED TO GA4 ON NOV 08, 22

- Site visitors to the hthgse.edu site in the current fiscal year totaled 40,151, with 3,647 returning over 58,879 sessions.

> *Prediction – the GSE website, like social media accounts, is expected to see a short lived jump in site traffic before settling down into summer numbers, about 8,000 users and 12,000 sessions.*

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[15] Each responsibility is outlined in Appendix 0 "Marketing, Sales & Communications Responsibilities Breakdown" under headings ##-##
[16] 22/23 Comms Report Dashboard - ZD Widget

3.2.1.5 ADA, WCAG & CVAA Compliance Across Websites

- **3.2.1.5.1** In 2010, the United States enacted the Twenty-First Century Communications and Video Accessibility Act (CVAA)[17] following a string of laws passed in the 1980s and 1990s that were designed to ensure that telephone and television services would be accessible to all Americans with disabilities. In order to stay in compliance with CVAA, as well as the Americans with Disabilities Act[18] ([ADA](#)) of 1990, it is advised–required in most cases–that all GSE websites hold up under scrutiny according to the Web Content Accessibility Guidelines (WCAG)[19] first published in 1999. The MSC team is responsible for keeping 4,444 pages in ADA/WCAG compliance across the GSE and 3,960 pages in ADA/WCAG compliance for HTH.

3.2.1.6 Search Engine Optimization

- **3.2.1.6.1** In the examination period, regular SEO updates have been performed on 11 sites owned and operated by the HTH GSE. In that time, SEO audits have been performed on pages 104 times to unique web pages.

3.2.1.9 Coursera Website Highlights[20]

The following data was collected from the prime range. It is worth noting that registration

- **3.2.1.9.1** How to Make a Comic Book received 20,996 Unique Visitors, 4,581 Enrolled in Course, 2,648 Started Course, 95 Completed the Course

- **3.2.1.9.2** How to Teach Us received 1569 Unique Visitors, 0 Enrolled in Course, 6 Started Course, 0 Completed the Course

- **3.2.1.9.3** Learning Mindsets & Skills received 3951 Unique Visitors, 2 Enrolled in Course, 2 Started Course, 0 Completed the Course

- **3.2.1.9.4** The number of total enrollments on the HTH GSE Coursera platform is 81,813. This is all time.

3.2.1.10 Audience Demographics[21]

The following data was collected from the prime range.[22]

- **3.2.1.10.1** The top three gender identities were Female (3,756/68.3%), Male (1,342/24.4%), and prefer not to say (84.7%).

- **3.2.1.10.2** The top three sexual orientations were Gay or Lesbian (56 and 3%), Straight (1,281 and 69.1%), and Prefer Not to Say (338 and 20.9%).

- **3.2.1.10.3** Largest mailing country was the United States (2,182 and 79.3%), the next highest was Canada (77 and 2.8%).

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[17] [Twenty-First Century Communications and Video Accessibility Act](#)
[18] [Americans with Disabilities Act](#)
[19] [Web Content Accessibility Guidelines](#)
[20] In comparison to HTH GSE Communications Report(Appendix 9) 2.3.2.1, 2.3.2.2, respectively
[21] In comparison to HTH GSE Communications Report (Appendix 9) 3.1.2, 3.1.4, 3.1.4, 3.1.5, 3.1.6, 3.1.7, respectively
[22] How You DOin

- **3.2.1.10.4** Top three racial identities chosen were Asian (), White (905 and 47.6%), and Hispanic or Latino (332 and 17.5%).

- **3.2.1.10.5** The top attendee cities in the United States are San Diego, Denver, and San Francisco.

> ***Prediction – the GSE's audience is not expected to see any measurable changes through the end of Q3.***

3.2.1.11 Attendance[23]

The following data was collected from a range of May 2021 to May 2022.

- **3.2.1.11.1** The three most popular events of all time are Deeper Learning (3,654), Student Guided Tours (1,777), and Extended Visits (1,499).

> ***Prediction –***

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[23] In comparison to HTH GSE Communications Report (Appendix 9) 3.2.2

Section 4: Supporting our K-12 Schools

A sizable portion of the work done with the GSE has been geared towards unifying the GSE and the High Tech High K-12 network of schools, both in public branding and in internal communications.

The ongoing directive to solidify this is the High Tech High Foundation website.

It is recommended that GSE takes leadership over public-facing communications for the entirety of the High Tech High public-facing brands. Aligning the public-facing brands will aid the GSE in promoting its services and resources to a broader audience.

> AIM: The GSE will have 100% of GSE faculty directly engaged with synergistic relationships with K-12 staff through formal and informal collaboration by July 2027 to further promote the mission of both organizations.

4.1 Ongoing Needs at HTH

4.1.1 Zendesk

Implementing the ZenDesk chat widget onto all GSE websites has reflected a measurable improvement in communications with the GSE's consumer base. This chat widget allows anyone to immediately chat with a human (between the hours of 9 am to 5 pm PST) and receive confirmation that their concern/question has been received and is being worked on by an actual person at the GSE. HTH would benefit from having this widget on their sites to gather analytics as well as improve communications with their core audiences.

It is recommended, at this time, that the chat widget be tested on the core hightechhigh.org website as well as the Teacher Center site and the forthcoming High Tech High Foundation site.

4.1.2 Tours

In line with the recommendation from a previous report, the GSE took proactive steps to capitalize on the adult-learning tours that HTH hosted before COVID-19, which were a significant source of referrals. The GSE collaborated with school site administrators and students on campus to organize these tours, ensuring they effectively reached prospective audiences attending HTH school tours. With the GSE's MSC team now handling the design of HTH websites, they were able to promote these tours more prominently and with better curation for the public. As a result, the GSE's marketing position improved, extending its reach to a broader audience and increasing the visibility of the adult-learning tours.

4.1.3 Site Updates

The hightechhigh.org multi-site requires frequent attention to remain functional. Weekly updates of plugins need to be performed while monitoring uptime and checking security. Staff profiles need to also be updated on a weekly basis across the 16 school campuses to account for new-hires and staff that leave the schools. Other responsibilities include posting and updating of projects, publications, and news posts.

4.1.4 HTH Press & Branded Communications

It is in both organizations' best interest to develop a cohesive system of external brand communications. It cannot be overstated that the GSE relies heavily on the HTH brand for its status recognition amongst the global educational community. Having the GSE work with HTH & HTHF to run point on a synchronized communications strategy will help with promoting positive press about the HTH brand which will result in solidifying the core HTH as a worldwide educational resource.

4.2 Need Predictions

4.2.1 Site Redesign

Though the site hightechhigh.org went through a cloning process where light cosmetic changes were enacted, a major overhaul of the site is still needed. This redesign would bring the site closer in-line, stylistically, to the GSE's hthgse.edu, as well as connect the two sites for a more dynamic sharing of information and content. This redesign would help strengthen the relationship between the two adjacent-yet-removed organizations. It is also important to redesign the sites to support dynamic inclusion of student and teacher voice. It is recommended that a new HTH site be created with a panel of teachers, administrators, families, and students that represent all of the 16 school locations.

4.2.2 Grant Alignment with Design

Assimilation of HIgh Tech High into the GSE would address a primary financial logistic concern: both institutions benefit from grants, and although technically affiliated, they remain separate entities with separate communications channels. A cooperative communications effort would eliminate the possibility of, for example, both institutions pursuing the same grant without knowing. It would also be far easier to manage the accepted grants between the institutions to whichever needed the grant more.

4.2.3 Project Directory Redesign

HTH has almost 20 years of experience developing projects and there is currently zero mention of any student projects on hthgse.edu. If the two sites were constructed in a way which shared content, the GSE would be able to advertise any of the great projects that are currently on hightechhigh.org. These projects would act as advertisements to the GSE audience who want to teach the way that HTH is teaching.

It would also allow the GSE to advertise their professional development courses on hightechhigh.org, which gets many more clicks/views than hthgse.edu

4.2.4 Synchronization across HTH+GSE Directories

Redesigning both sites would clarify the narrative delivered to the GSE's and HTH's audience. Along with sharing content dynamically between the two sites, efforts on both sites can coordinate for a more unified communications goal between the two organizations.

For example, dynamically displayed content linked from hthunboxed.org would in turn be displayed dynamically on hthgse.edu. During Deeper Learning Conference[24] promotional periods, the GSE would thus be able to feature relevant DL articles, podcasts, videos, etc. on the hthgse.edu homepage. This connection can already be seen in the staff directories; updates to the main HTH staff directory are reflected across all

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[24] Or "DL"

associated sites, ensuring stylistic consistency. Like the DL content being featured on the GSE homepage, so too could staff profiles feature content created for hthunboxed.org by said staff and, even more exciting, schools could feature content written by current and past staff instantly on their school sites.

Section 5: Budget Analysis (April 2022 - March 2023)

The following section contains a breakdown of GSE spending related to Marketing, Sales, and Communications from July 2022 - June 2023. Keep in mind that all data from May and June of 2023 are estimated using data from the 21-22 fiscal year.

5.1 Budget Breakdown (April 2022 - March 2023)

All combined GSE spending from June 2022 - March 2023 for Marketing, Sales, & Communications amounts to a total of $258,964.37. View the chart below for a line item breakdown.

GRANT-BASED PROJECTS				
EXTERNAL COMMUNICATIONS				
	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$20,872.92	$0.00	$14,571.84	$35,444.76
RECURRING EXPENDITURES	$25,980.57	$96.00	$4,578.59	$30,655.16
TOTAL	**$46,853.49**	**$96.00**	**$19,150.43**	**$66,099.92**
INTERNAL COMMUNICATIONS				
	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$13,029.69	$0.00	$5,335.05	$18,364.73
RECURRING EXPENDITURES	$0.00	$0.00	$0.00	$0.00
TOTAL	**$13,029.69**	**$0.00**	**$5,335.05**	**$18,364.73**
MARKETING				
	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$0.00	$0.00	$2,468.45	$2,468.45
RECURRING EXPENDITURES	$0.00	$0.00	$0.00	$0.00
TOTAL	**$0.00**	**$0.00**	**$2,468.45**	**$2,468.45**
SALES				
	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$895.97	$0.00	$3,742.50	$4,638.47
RECURRING EXPENDITURES	$6,825.58	$0.00	$0.00	$6,825.58
TOTAL	**$7,721.55**	**$0.00**	**$3,742.50**	**$11,464.04**
TOTAL SPENT ON GRANT-BASED PROJECTS				**$98,397.15**

PROGRAM/ADMISSIONS

EXTERNAL COMMUNICATIONS

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$2,323.12	$0.00	$2,388.83	$4,711.95
RECURRING EXPENDITURES	$0.00	$594.97	$1,194.41	$1,789.38
TOTAL	**$2,323.12**	**$594.97**	**$3,583.24**	**$6,501.33**

INTERNAL COMMUNICATIONS

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$736.70	$0.00	$3,662.87	$4,399.57
RECURRING EXPENDITURES	$0.00	$0.00	$1,712.00	$1,712.00
TOTAL	**$736.70**	**$0.00**	**$5,374.87**	**$6,111.56**

MARKETING

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$1,729.87	$5,282.18	$1,592.55	$8,604.60
RECURRING EXPENDITURES	$0.00	$0.00	$2,468.45	$2,468.45
TOTAL	**$1,729.87**	**$5,282.18**	**$4,061.01**	**$11,073.06**

SALES

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$21.58	$0.00	$0.00	$21.58
RECURRING EXPENDITURES	$0.00	$0.00	$3,981.38	$3,981.38
TOTAL	**$21.58**	**$0.00**	**$3,981.38**	**$4,002.96**
TOTAL SPENT ON GRANT-BASED PROJECTS				**$27,688.91**

FEE-BASED PROJECTS

EXTERNAL COMMUNICATIONS

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$2,658.27	$0.00	$5,096.16	$7,754.43
RECURRING EXPENDITURES	$291.16	$24.00	$1,194.41	$1,509.58
TOTAL	**$2,949.43**	**$24.00**	**$6,290.58**	**$9,264.01**

INTERNAL COMMUNICATIONS

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$0.00	$0.00	$2,468.45	$2,468.45
RECURRING EXPENDITURES	$0.00	$0.00	$3,981.38	$3,981.38
TOTAL	**$0.00**	**$0.00**	**$6,449.83**	**$6,449.83**

MARKETING

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$1,680.65	$64.31	$3,503.61	$5,248.57
RECURRING EXPENDITURES	$0.00	$0.00	$3,344.36	$3,344.36
TOTAL	**$1,680.65**	**$64.31**	**$6,847.97**	**$8,592.93**

SALES

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$4,167.73	$0.00	$4,538.77	$8,706.50
RECURRING EXPENDITURES	$1,026.22	$0.00	$3,981.38	$5,007.59
TOTAL	**$5,193.94**	**$0.00**	**$8,520.15**	**$13,714.09**

TOTAL SPENT ON GRANT-BASED PROJECTS	**$38,020.86**

SHARED COST W/ ALL GSE

EXTERNAL COMMUNICATIONS

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$25,192.67	$2,725.21	$2,229.57	$30,147.45
RECURRING EXPENDITURES	$2,544.77	$13,856.83	$6,370.21	$22,771.81
TOTAL	**$27,737.44**	**$16,582.04**	**$8,599.78**	**$52,919.26**

INTERNAL COMMUNICATIONS

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$6,998.32	$1,077.11	$11,864.51	$19,939.93
RECURRING EXPENDITURES	$0.00	$3,778.58	$7,166.48	$10,945.06

	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
TOTAL	**$6,998.32**	**$4,855.69**	**$19,030.99**	**$30,884.99**
MARKETING				
	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$3,100.56	$992.02	$1,911.06	$6,003.64
RECURRING EXPENDITURES	$0.00	$0.00	$3,344.36	$3,344.36
TOTAL	**$3,100.56**	**$992.02**	**$5,255.42**	**$9,348.00**
SALES				
	CONTRACT LABOR	GSE CREDIT EXPENSES	EMPLOYEE COMPENSATION	TOTAL
ONE-TIME EXPENDITURES	$0.00	$992.02	$0.00	$992.02
RECURRING EXPENDITURES	$0.00	$713.17	$0.00	$713.17
TOTAL	**$0.00**	**$1,705.19**	**$0.00**	**$1,705.19**
	TOTAL SPENT ON GRANT-BASED PROJECTS			**$94,857.45**

5.2 Materials

Materials costs contain purchases that have been made by the GSE to facilitate MSC work. These purchases are divided into one time purchases, and recurring costs.

5.2.1 One-Time Purchases

One time purchases are purchases that need only be invested in once and then are owned by the buyer. This does not necessarily mean that one time purchases will not happen in following years, but that upcoming purchases will be for new technology or gear. One time purchases accounted for $7,671.90.

5.2.2 Recurring Expenses

Over the course of June 2022 - March 2023, the MSC team has spent $13,348.5 on recurring materials used to complete work for the GSE.[25] Recurring costs are purchases that are subscription based and must be paid monthly/yearly.

5.2.3 Social Ad Research

The MSC team allocated a budget of $5,122.62 to fund social media advertisements on Facebook, LinkedIn, Twitter, and Instagram.

5.3 Director of Experience Design

Under Patrick Yurick's direction as the Direction of Experience Design at the GSE, the MSC team designs all projects to align with the fundamental value propositions therein. Patrick is a functional head-of-operations for all of the GSE's marketing, sales, and communications needs.

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[25] See Appendix 1: ROD Materials

5.4 Contract Consultants

The magnitude and wide array of tasks listed above can not be accomplished by one GSE staff member. Outside contractors are hired to complete the solutions to the GSE's issues according to his insight. The GSE employs contract consultants to attend to select components of MSC work. In Q3, 22, Q4 22, and Q1 23 the GSE has paid RoboOtter Design $92,001.08.

Section 6: Key Takeaways

The newsletter continues to be a powerful marketing and lead generation touchpoint. Key numbers:

- 287,315 — Recipients across all newsletters
- 14,135 — average recipients
- 273,535 — Total newsletter opens
- 42.81% — Open rate (very high)
- 4,309 — New contacts

Events are a steady source of revenue. From June '21-March '23 The GSE hosted 70 events for 2,543 registrants, generating $1,226,250.83 in profit.

Investments in automation and the tech stack (Zendesk, Eventzilla, Blue Banner Bar) have had measurable and overwhelmingly positive effect on content creation, event production, sales conversions, and marketing ROI. The bets we've made are paying off in big ways.

Our external posture and messaging begins with how we speak to each other. Overseeing, aiding, and engaging with internal staff communication systems is essential for ensuring that external communications to the public remain consistent and coherent.

Our brand, design and messaging has increased cohesion, but there's more work to be done.

Similarly, more cohesion is marketing and external comms is required. From section 3.2: *For the brand to be effective, it is crucial to maintain consistency across all communication platforms. By synchronizing the types of images, logos, and language used by the GSE to represent itself, the public can ideally perceive the GSE as a unified entity with which they can confidently establish a lasting, consumer-based relationship.*

We need to leverage student projects as content on the GSE site. This is an example of living our values, as we will be using projects to enable learning about our offerings.

A full site redesign is not just for aesthetics and branding. More intelligent design mitigates risk in fundraising redundancies (4.2.2) and creates promotional opportunity (4.2.3)

Section 7: Recommendations

7.1 Strengthen K-12 Synergy: Continue to solidify the relationship between GSE and HTH to share resources, reduce costs, and improve the overall effectiveness of both organizations, ultimately generating more exposure and potential revenue for GSE.

7.2 Analyze Social Media Ad Spending: Assess the performance and return on investment (ROI) of social media advertising on Facebook, LinkedIn, Twitter, and Instagram. Use the insights gathered to optimize future ad spending and improve overall marketing effectiveness, driving revenue growth for GSE.

7.3 In-house Talent Development: Invest in professional development and training for GSE staff members to reduce reliance on external consultants and build in-house expertise, ultimately leading to cost savings, improved efficiency, and increased revenue generation.

7.4 Implement a Comprehensive Budget Monitoring and Forecasting System: Track expenses, identify areas for cost reduction, and ensure that GSE's MSC activities remain within budget, contributing to revenue generation.

7.5 Regular Reporting and Performance Reviews: Establish a system of regular reporting and performance reviews to assess the effectiveness of MSC activities, identify areas for improvement, and ensure that GSE's work remains aligned with its strategic objectives.

7.6 Synchronize Communications Strategy with K-12: Develop a cohesive system of external brand communications with HTH to promote positive press about the HTH brand, solidify its status recognition, and attract potential customers and revenue for GSE.

7.7 Redesign GSE and HTH Websites: Overhaul the websites to create a more dynamic sharing of information and content, strengthen the relationship between both organizations, and improve their online presence to attract more customers and revenue.

7.8 Align Grant Pursuits: Coordinate grant applications and management between GSE and HTH to avoid duplicate efforts, optimize resources, and increase the chances of securing more funding for both organizations.

Appendix # - Project Codes Worked

| HUBSTAFF	DESIGNATION OF WORK	WHO	RvO	TEAM / FAMILY
GSE - C4LJ MLK Day Support (9036-R)	EXTERNAL COMMUNICATIONS	FEE-BASED PROJECTS	RECURRING	Center For Love & Justice
GSE - C4LJ MLK Day Support (9040-R)	EXTERNAL COMMUNICATIONS	FEE-BASED PROJECTS	RECURRING	Center For Love & Justice
GSE - DL Hub Redesign (9036-R)	EXTERNAL COMMUNICATIONS	FEE-BASED PROJECTS	ONE-TIME	Deeper Learning
GSE - DLG Attendee Feedback System (9036-R)	EXTERNAL COMMUNICATIONS	FEE-BASED PROJECTS	ONE-TIME	Deeper Learning
GSE - PBL 101 (9036-R)	EXTERNAL COMMUNICATIONS	FEE-BASED PROJECTS	ONE-TIME	Professional Learning
GSE - PBL Design Camp (9025-R)	EXTERNAL COMMUNICATIONS	FEE-BASED PROJECTS	ONE-TIME	Professional Learning
GSE - PBLLA Branding (9034-R)	EXTERNAL COMMUNICATIONS	FEE-BASED PROJECTS	ONE-TIME	Randy Scherer
GSE - Professional Learning Branding ALL (9034-R)	EXTERNAL COMMUNICATIONS	FEE-BASED PROJECTS	ONE-TIME	Professional Learning
GSE - Offerings Catalog ROI Analysis (9036-R)	MARKETING	FEE-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - Offerings Catalog ROI Analysis (9040-R)	MARKETING	FEE-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - Paid Ads (9040-R)	MARKETING	FEE-BASED PROJECTS	ONE-TIME	Programs
GSE - Eventzilla (9025-R)	SALES	FEE-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - Invoice Generation (9036-R)	SALES	FEE-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Invoice Generation (9040-R)	SALES	FEE-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Invoice reconciliation (9040-R)	SALES	FEE-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Storefront (9040-R)	SALES	FEE-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - CI101 (9036-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	CREI
GSE - GSE Sites Merge (9034-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - GSE Sites Merge (9036-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - GSE Sites Merge (9040-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - hthgse.edu (9025-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - hthgse.edu (x-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - hthgse.edu Redesign (9034-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - hthgse.edu Redesign (9040-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - IExD (9025-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	CREI
GSE - Improvement 101 (9036-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	CREI
GSE - Math Agency Website (9025-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	CREI
GSE - SEO Implementation (9036-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - SEO Implementation (9040-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Site Updates / Tech Support (x-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Social Channels (9034-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - Social Media (9025-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Social Media (9034-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Social Media (9036-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Social Media (9040-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - SYL Sunsetting (9036-R)	EXTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Deeper Learning
GSE - G-Suite (9025-R)	INTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - G-Suite Support & Administration (9034-R)	INTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - G-Suite Support & Administration (9036-R)	INTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - G-Suite Support & Administration (9040-R)	INTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - Style Guide (9025-R)	INTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - Style Guide (9040-R)	INTERNAL COMMUNICATIONS	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - Event Posting System Support (9034-R)	SALES	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Event Posting System Support (9036-R)	SALES	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Event Posting System Support (9040-R)	SALES	GRANT-BASED PROJECTS	RECURRING	Operations / MSC Team
GSE - Event Registration Redesign (9040-R)	SALES	GRANT-BASED PROJECTS	ONE-TIME	Operations / MSC Team
GSE - Alumni (9025-R)	EXTERNAL COMMUNICATIONS	PROGRAM/ADMISSIONS	ONE-TIME	Programs
GSE - Alumni System Design (9034-R)	EXTERNAL COMMUNICATIONS	PROGRAM/ADMISSIONS	ONE-TIME	Programs
GSE - EdL Branding (9034-R)	EXTERNAL COMMUNICATIONS	PROGRAM/ADMISSIONS	ONE-TIME	Programs
GSE - EdL Branding (9036-R)	EXTERNAL COMMUNICATIONS	PROGRAM/ADMISSIONS	ONE-TIME	Programs
GSE - Graduation Livestream (9025-R)	EXTERNAL COMMUNICATIONS	PROGRAM/ADMISSIONS	ONE-TIME	Programs
GSE - Learning Management UX (9034-R)	INTERNAL COMMUNICATIONS	PROGRAM/ADMISSIONS	ONE-TIME	Programs
GSE - Facebook Ads (9025-R)	MARKETING	PROGRAM/ADMISSIONS	ONE-TIME	Programs
GSE - CEU Certificates (9025-R)	SALES	PROGRAM/ADMISSIONS	ONE-TIME	Programs
GSE - Claim & Moderate Review Channels (9036-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - Communications Flow System (9025-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - Coursera WSCB (9025-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - hthgse.online (9025-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - hthgse.online Integration (9034-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - SiteRush Management (9025-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - Unboxed Support (9034-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	RECURRING	Unboxed
GSE - Unboxed Support (9036-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	RECURRING	Unboxed
GSE - Unboxed Support (9040-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	RECURRING	Unboxed
GSE - Unboxed Tweets (9025-R)	EXTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	RECURRING	Unboxed
GSE - Content Database (9025-R)	INTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Unboxed
GSE - Learning Management UX (9036-R)	INTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - Photo Asset Audit & Generation (9034-R)	INTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - Photo Asset Audit & Generation (9036-R)	INTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - Systems Automation & Reduction (9034-R)	INTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - Systems Automation & Reduction (9036-R)	INTERNAL COMMUNICATIONS	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team
GSE - OMNI-Ads (9040-R)	MARKETING	SHARED COST W/ ALL GSE	ONE-TIME	Operations / MSC Team

The data presented covers the period from June 21, 2022, to March 31, 2023. Here is a summary and analysis of the data:

1. Total money earned by GSE from events: $1,226,250.83

2. Total hours worked during the set time:

   - GSE: 3,113.18 (ROD: 2,458.18, PY: 655)

   - HTH: 221.77 (ROD: 207.77, PY: 14)

3. Total cost of all hours worked during the set time:

   - GSE: $97,224.97

   - HTH: $8,227.77

4. Total cost of materials during the set time: $21,110.14

   - Recurring: $7,671.90

   - One-Time Purchases: $13,348.55

5. Marketing efforts:

   - Total hours worked: 248.71 (Studio)

   - Total cost: $13,529.64 (Materials: $3,680.84, Hours: $9,848.80)

6. Sales efforts:

   - Total hours spent facilitating sales: 270.35

   - Total cost: $10,705.86 (Materials: $0, Hours: $10,705.86)

7. Public communication efforts:

   - Total hours spent facilitating public communication efforts: 1,142.81

   - Total cost: $55,189.81 (Materials: $9,934.41 - Website, Hours: $45,255.40)

8. Internal communication efforts:

   - Total hours spent facilitating internal communication efforts: 252.81

   - Total cost: $15,083.08 (Materials: $5,071.91, Hours: $10,011.17)

9. Legal efforts:

   - Total legal hours: 123.72

   - Total legal cost: $4,899.21

10. General management efforts:

- Total general management hours: 416.78

- Total general management hours cost: $16,504.53

This analysis provides an overview of the various aspects of the organization's operations, including costs associated with marketing, sales, public communication, internal communication, legal, and general management efforts. This information can be used to make data-driven decisions, allocate resources effectively, and evaluate the organization's performance during the specified period.

Appendix # - Virtual Tours Site Traffic Benefit
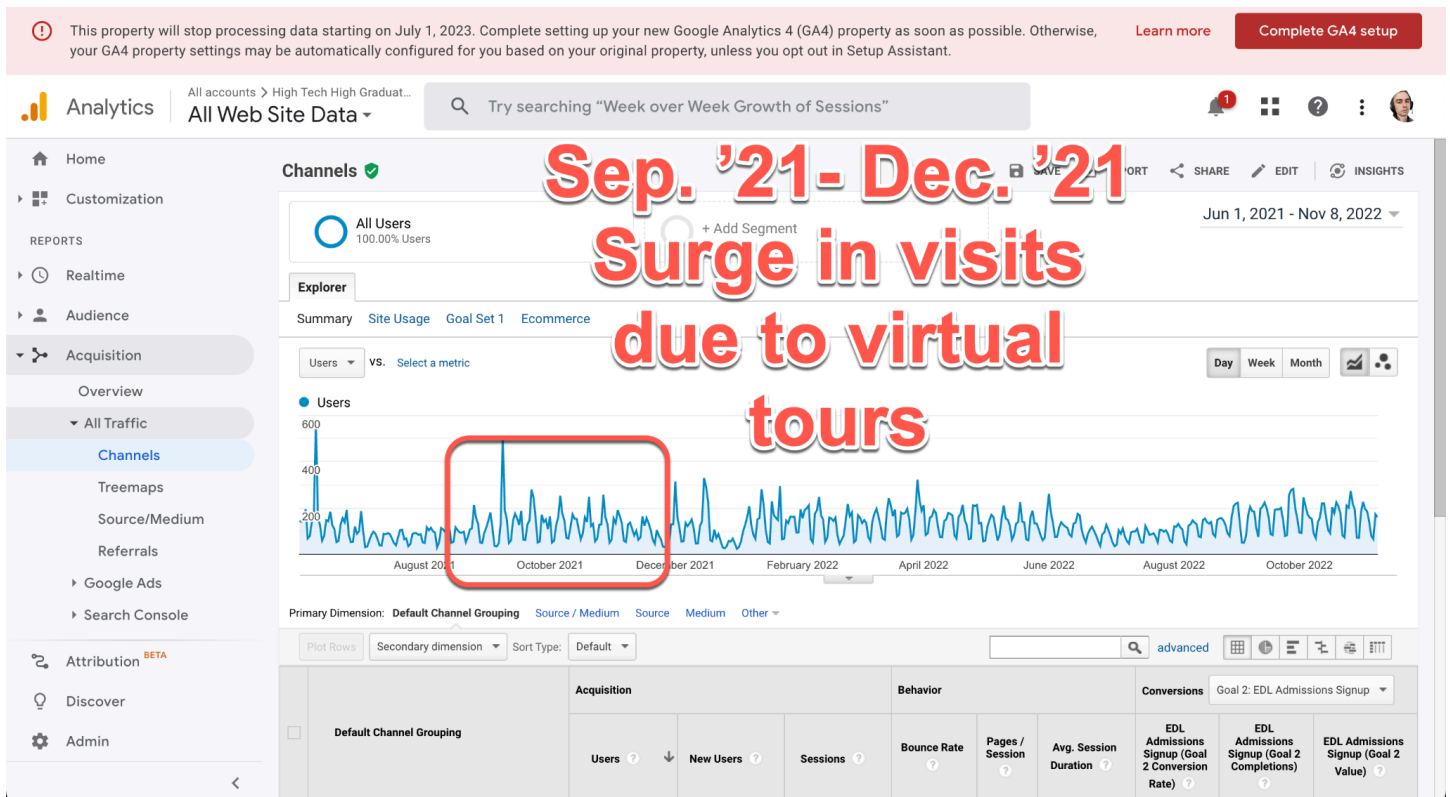
Patrick's Notes for 4/20

DIVIDING METHOD	TOTAL	%
	$258,964.37	100%
EXTERNAL COMMUNICATIONS	$134,784.52	52%
INTERNAL COMMUNICATIONS	$61,811.13	24%
MARKETING	$31,482.45	12%
SALES	$30,886.28	12%
	$258,964.37	100%
CONTRACT LABOR	$120,076.34	46%
EMPLOYEE COMPENSATION	$108,691.63	42%
GSE CREDIT EXPENSES	$30,196.40	12%
	$258,964.37	100%
RECURRING EXPENDITURES	$99,049.25	38%
ONE-TIME EXPENDITURES	$159,915.12	62%
	$258,964.37	100%
GRANT-BASED PROJECTS	$98,397.15	38%
SHARED COST W/ ALL GSE	$94,857.45	37%
FEE-BASED PROJECTS	$37,406.97	14%

PROGRAM/ADMISSIONS	$28,302.81	11%

MAKING MONEY

$12,849.60 (6,511.09 CL + $6,338.51 Ads) spent on marketing efforts where we learned a great deal about paid ads and doing targeting advertising to increase traffic to website, predominantly to programs w/ some work done for PBLLA & PBL Design Camp.

While we cannot speak to the impact this had on fee-based products, we also haven't done as much work on fee-based conversions as we have for lead generation for programs. A majority of the expenses related to this, regarding contract labor and my own time, was spent on learning how to connect the websites, team goals, and the various engines needed to distribute content (linkedin, facebook, and google ads being our most promising areas needed for facilitating ads).

After meeting with several team members I see the need for a GSE ad budget to be paramount to getting the GSE to financial stability. There will be a number of new fee-based products coming from CREI which will create competition for eyes & consumers. The investment in the MSC team in the last year will be helpful in marrying design and a dedicated ad budget to affordably create a direct understanding of ROI for an ad spend to sell products.

- EC: $18,632.85
- CL: $6,511.09
- FA: $6,338.51
- = $31,482.45

EXTERNAL COMMUNICATION NEEDS

The website is a mess and a redesign is needed. I do not see this need being something the GSE can put off given the launch of new CREI products, the need for School Redesign's integration into fee-based offerings (professional learning), and the ongoing need to balance the two with the needs of the programs team to bring in earnings.

The opportunities guide was a major investment and, I believe, provides a branded path forward for the redesign of GSE branding globally. That being said, I do not believe (in my gut - though I'm sure the numbers back this up) that we need to do another opps guide.

Recommendations:

- Content marketing embedded throughout hthgse.edu network of sites through the curation of unboxed content through hthgse.edu. The success of the newsletter has taught us that our audience, and staff, cares most about providing valuable resources to it's audiences first and foremost before sales. In fact, the sheer quality of our content is what drives sales in the first place. We need to bring our content to the forefront of our brand and let it drive sales to our content.
  - Omni-Ads: Connecting content with products

- We are closer to this than you'd think. After 3 years of cleaning up mountains of content as well as careful experimentation with branded content marketing we now have all the data we need to help drive traffic that will convert to sales to the website - but it does mean the website needs to be redesigned.
- Areas for cost-cutting: stop investing in branded efforts that do not live within the ethos of content's connection to sales.
-

SALES NEEDS

- We have reduced costs and can continue to do so.
  - **Eventzilla**
    - With the elimination of eventzilla we are poised to have the checkout process we had envisioned for the GSE four years ago.
      - That being said, the new system will need extensive testing and focus.
      - We could continue to use eventzilla but it will mean we cannot reduce overhead of personnel related to automation nor will we be able to increase sales figures by allowing for customers to purchase items in a unified way
      - Abandoning eventzilla and moving to the new system will allow for:
        - Invoice automation
        - Coupon targeting to customers
        - Bundled packages
        - A/B testing flexibility for sales goals
        - POS addons (like tshirts, mugs, care packages, and other ticketed events)
        - A more extensive understanding of UI/UX analytics
  - **Zendesk**:
    - We could eliminate zendesk but the reality is that zendesk has been used more so in the following ways (need to double check these numbers):
      - 7% chat widget interaction
      - 33% invoice & customer service interaction (vital mostly for DLC)
      - 60% staff and customer support
    - With the overhead for zendesk being so low the advantage of leaving it seems completely negligible to me
  -