

## CLIENT | PROJECT OVERVIEW

- Lighthouse International Action Academy Introduction

Lighthouse International provides an alternative environment for learners to become heroes of their journey while developing core and interpersonal skills that better equip them to make a difference in their world.

- Learners Segment
  - Sparks (Ages 5-7)
  - Explorers (Ages 7-11)
  - Catalyst / Launch Pad (Ages 11-15+)
- Learning Environment
  - Reading & Math Room
  - Computer Room
  - Music Room
  - Calm Down Corner, .etc
- Session Period
  - The session periods are about 3-6 weeks and are followed by 1-2 weeks off for families
- Exhibition
  - There will be an exhibition at the end of each session to show learners' work and process for the whole session.

- Client's Problem

- Guide Recruitment
  - The previous guide was left for personal reasons, so our client wants to find one full-time guide for the Sparks.
  - Job postings on job boards successfully attract candidates, but the low salary results in rejection.
- Learner Enrollment

- Aim to increase the number of current learners from 14 to 25.
- Focus more on recruiting the Sparks, as they can easily shape kids at this age's habits.
- The Action Academy's marketing campaign plan is out of our clients' budget. Thus, providing promotion methods can refine the job posting. However, upon reviewing the description, we determined that it is adequately comprehensive and requires no further modifications. During our consultation, it was found that candidates had historically declined job offers, primarily due to dissatisfaction with the salary offered.
- **Guide Salary Research:** Our approach began with an in-depth analysis of salary standards within Missouri, particularly examining the wages of Montessori teachers due to the similarities in job functions. Findings revealed that the average salary for Montessori teachers in the area is approximately \$39,043 annually or \$19 per hour, with a competitive range for similar positions between \$31,892 and \$34,705. This benchmark indicated that Lighthouse Academy's starting offer of \$30,000 is below market expectations, which likely contributed to past recruitment challenges.
- **Recruitment Channel Expansion:** Being unfamiliar with the local job search environment in St. Louis, we had quite a bit of difficulty at first with how to make offline connections. We struggled to find suitable venues and people to recruit, and we didn't know how to contact the organizers who take charge of these events.
- **Volunteer and Networking Events Involvement:** Our client previously worked as a secondary school teacher and, as such, lacked experience in recruitment and school administration needed to expand her influence. To address this, we leveraged our

expertise to connect her with volunteering opportunities that facilitate quicker engagement with like-minded individuals, enhancing her ability to attract them to join Lighthouse as part of the family. Additionally, we advised our client to participate in networking activities, enabling her to communicate her business and educational philosophies more effectively and connect with potential candidates.

- **Learner Enrollment**

The client expressed that recruiting new learners was one of their most important goals. Doing so would provide increased revenues, which could then guide salaries, academy upkeep, and other underfunded aspects. To that end, we sought to find a cheap and easy way to increase learner enrollment without requiring money or significant investments of time.

- **Target Audience Research:** As an alternative education model, Lighthouse and the other Acton Academies are self-described “micro-schools” that support self-driven and academically autonomous students. Because of this, however, the pool of potential learners is much smaller than other forms of alternative education, such as Catholic schools. With this in mind, we investigated the critical characteristics of the students and the parents to find any linking principles (such as wealth, geographic position, social circles, etc.) that we could then use in our search for potential learners. Similarly, we researched education preferences more broadly and identified a few significant markers that identified parental ideas of the ideal education in recent years.
- **Marketing Avenue Research:** Being unfamiliar with many of today's marketing trends, we returned to the basics of research.

We began with several different psychological and sociological studies that identified and defined many of the most prominent strategies of the present, namely those centered in and around social media. We then confirmed or tweaked our perception of these strategies with economic data, particularly that of PEW and Statista.

- **Challenges:** While the process itself was pretty simple in theory, in practice, it was difficult and, at times, confusing. When one enters a new field of study for the first time, it can be hard to identify which studies and works are the most supported or considered. This can and does lead to confusion in their research. However, with enough studies read, this challenge gradually goes away.
- **Successes:** We were able to balance many of the issues of our chosen marketing strategy with the issues and limitations of Lighthouse. We could also balance the claims and perceptions of the various studies with real world data, which helped support our ideas or put them back on track where needed.

- Video Content

The video on the learner application website is an hour long, which learners and parents might not have the patience to watch. Our goal is to revise the video by providing Eliza a storyboard and video examples to follow.

Also, our client's social media account wasn't updated for a while, and the reason was that the client had no clue about what to post. Our client needed to figure out what content to share with the audience, how to edit the videos, and what types to generate.

- Challenges

- We had no footage of the academy's daily life and no clue on how to teach our client about video editing and producing.
- Solutions
  - According to Forbes, short-form videos, live streaming, and interactive content are increasingly important in video marketing. Companies that effectively utilize these trends will have a competitive edge and will be able to communicate their brand messages engagingly and dynamically. Since live streaming is time-consuming and the kids may be out of control, we highly recommend our client generate shorts.
  - We generated a video storyboard for our client to follow and actual video examples, and we recorded the footage ourselves when we visited the academy.
  - As a video editing novice, our client needed more user-friendly software for editing. Capcut provides lots of video templates tailored to different social media platforms. Also, Capcut can be used on iOS, Mac, and Windows systems, which makes transferring content to other services convenient.
- Successes
  - Our client loves the video example, and by the storyboard we provide, she now has a more straightforward path to follow.

## **CLIENT RECOMMENDATION**

### **❖ Guide Recruiting**

- In response to budget constraints, we proposed a structured bonus system based on school enrollment and performance metrics to enhance the attractiveness of the compensation packages. This

incentive plan is designed to align the guides' goals with those of Lighthouse Academy and make the positions more appealing within the competitive market. The structured bonus system will be piloted with the next hiring cycle.

- To broaden the recruitment reach, we recommend diversifying the advertising channels beyond the official school website. Utilizing popular job platforms like Indeed and SimpleHired will increase job visibility and attract a wider range of potential candidates.
- Additionally, enhancing community engagement through volunteer events and strategic partnerships with local colleges such as Saint Louis University and Missouri State University will improve both recruitment prospects and the institution's reputation. These initiatives aim to create a robust pipeline of candidates who are aligned with the school's mission and are likely to remain long-term.

#### ❖ Learner Enrollment

- In response to a few different limitations (niche recruitment pool, limited budget, and time constraints), we proposed a marketing strategy centered on social media platforms. We designed it in such a way as to be in line with current trends in both marketing and platform use while maintaining a simple to use and easy to change execution which could shift or be altered as necessary in the future. This is a relatively long term solution, so it should be implemented somewhat soon and consistently utilized thereafter.
- To amplify platform presence and target audience outreach, we recommend utilizing a variety of social media platforms and post sub-types (defined as introductory–short form video, basic post, etc.; middling–medium length video, facebook post, etc.; and end-state–longer video, direct communication with Eliza, etc.). This would act as a sort of funnel, through which parents and their students could be gradually introduced to Lighthouse and

what it stands for, thereby making it easier for them to understand and feel comfortable with its education model.

❖ Video

- We provided various versions/templates for short and medium videos that our clients can use to record more videos further. These are simple and have links to YouTube tutorials on how they were made.
- We utilized a user-friendly and free app, Capcut, to make it simple and cheap in the long run. Content would be focused on the learners.
- After talking with Eliza, we believe the client will likely increase her social media presence with such videos. Although they may use a different video than we provide, they will likely implement some Capcut videos into their advertising system to boost enrollment. She could record suggested content and post according to our “post-procedure” document. If she struggles, she can also watch the template videos and see how they were made so that an introductory video can be edited together.