MARKETING THE YEAR UP PROGRAM IN HIGH SCHOOLS

[redacted]

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Executive Summary

When asked about the Year Up program, 14 students agreed that they would have joined Year Up sooner if they knew about it in high school. Year Up markets its program through social media that includes [redacted]

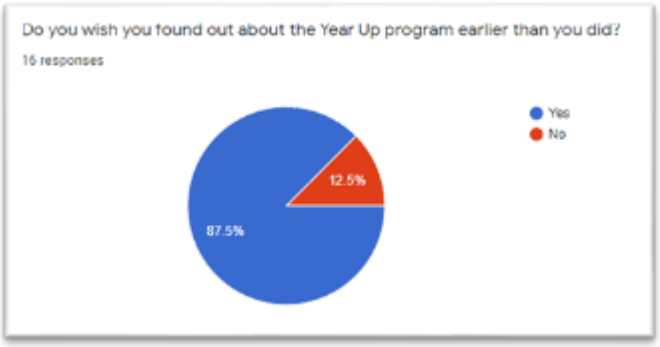
Introduction

Year Up is an intensive one-year program intended for young adults between the ages of 18 to 26. In one year, students take college-level courses that build up their soft skills and technical skills [redacted]

Discussion

Lack of Marketing to Those in High School

Year Up's key requirements to become an applicant are to be between the ages of 18 to 26 and to have your high school diploma or GED. With this in mind, [redacted]



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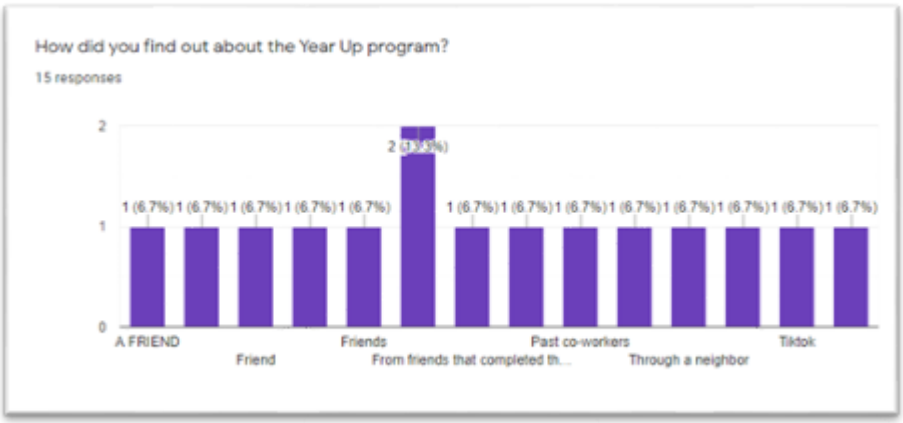

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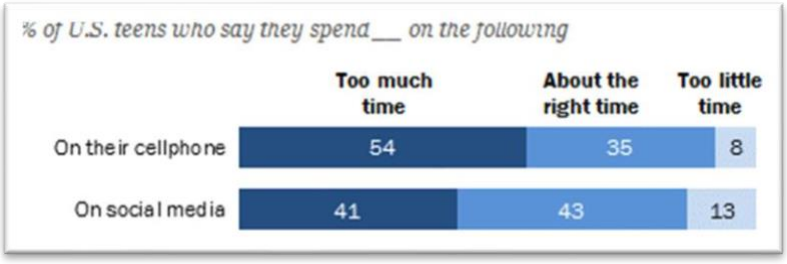
Recommendations/Changes

We recommend that the Year Up marketing team update the Year Up main website. We recommend that it would be beneficial to add more details about each track. For example, under the Software Development track, we could add the exact frontend/back-in programs the students will be learning if enrolled in the Year Up program. This way, [redacted]

[redacted]

[redacted]



[redacted]

Conclusion

In conclusion, we think that it is vital for Year Up to [redacted]

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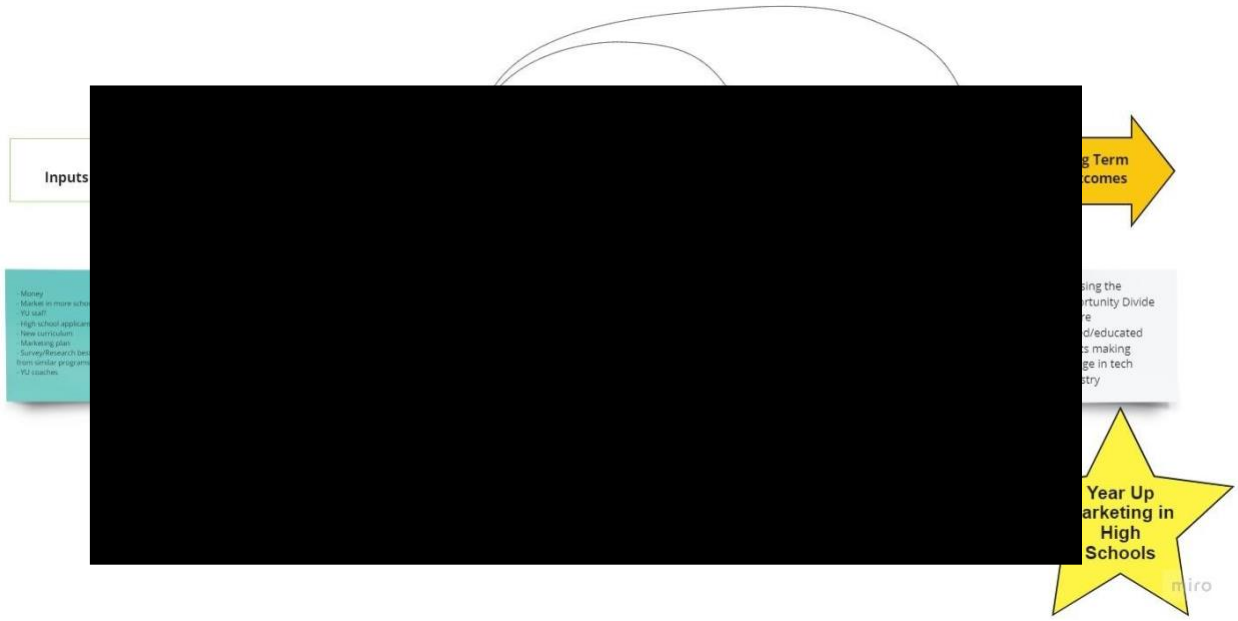
Appendix – Logic Model