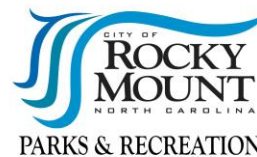


City of Rocky Mount
Parks & Recreation Department
Senior Programs Division & Senior Center
Marketing Plan



Marketing Strategy and Target Markets

The Division of Senior Programs (here after known as division) and the Senior Center (hereafter known as center or facility) are entities of the City of Rocky Mount and its Parks & Recreation Department. The mission of the Rocky Mount Parks & Recreation Department is to “advance quality of life by providing positive, inclusive experiences through people, parks, and programs.” In accordance with the department’s mission, the Division of Senior Programs oversees the operations of the Senior Center and provides health and safety information, educational opportunities, leisure recreational activities, and referral services for participants age 55 and older in the local community.

The division/center will always strive to market and promote itself in an effective and efficient manner. Because of its status as a municipal governmental agency, a primary focus shall be placed on marketing and reaching Rocky Mount city residents age 55 and older. In addition, focus will be placed on reaching out to older adult service providers that specifically work with this target population. Secondary efforts shall be placed on marketing and reaching non-city residents age 55 and older; as well as, all other older adult service providers within the Twin County Region of Nash and Edgecombe Counties. These efforts (combined with those towards families of older adults and the general public) will assist in providing participant and community awareness regarding the programs and services offered by the City of Rocky Mount, the Parks & Recreation Department, and the Senior Programs Division. In addition, effective and efficient marketing strategies will assist in developing participant base, attracting volunteers, building relationships with community partners, producing high quality programs and services, and solidifying alternative funding when appropriate.

Finally it is realized that a marketing plan must take into consideration the relative modernity of senior centers within the aging network. There must be special efforts designed to counteract the potential natural bias of the community to view the program and facility as just another rest home or nursing home operation. The division and facility will market its programs and services with an emphasis on being a City of Rocky Mount Parks & Recreation community center for city resident age 55+ that promotes positive, inclusive experiences, independent living, and active lifestyles to its participants. In addition, programs and activities will also focus on providing continuing education and information about available community services.

The division/center will develop and market a variety of programs, activities and services designed to reach a large section of the older adult population of Rocky Mount. It is understood that most new participants will be drawn to the center due to an interest or need in a particular activity or service. The division/center will utilize their involvement in said service to inform them of the many other opportunities available. This will be accomplished through promotional materials and personal contacts with staff, volunteers, and other participants.

Surveys are done year round to determine which programs, activities or services are of interest to the participants of the Rocky Mount Senior Center. These interest and satisfactory surveys insure that services offered meet the interest and needs of participants. In addition, feedback is gathered at various open community meetings throughout the year.

Positioning and Marketing Approaches

The Division of Senior Programs and the Rocky Mount Senior Center will employ a variety of approaches in attempting to inform local older adults and the community of its mission, programs, activities and services; as well, as provide access to them.

All marketing logos, tag lines and slogans used shall be done so with the permission of the City of Rocky Mount Public Relations Manager and the Parks & Recreation Department Administration.

The division/center staff will be responsible for developing and maintaining the various aspects of the plan in accordance with budget allowances. Staff members will be responsible for attempting a variety of approaches of informing community members, older adults, and local organizations about programs, services, activities, and the overall mission. The following list provides examples of marketing approaches that will be used and/or implemented by the division/center.

PRINT MEDIA

It is recognized that older adults utilize print media as a major source for local information. As a result, a major marketing approach will be print-oriented, using a variety of tools.

- ***Brochures:*** A brochure will be developed and maintained as the centerpiece of literature in providing an overview of the Division of Senior Programs and the Senior Center. The brochure will be general in nature, allowing use for both participant and community audiences. In addition to being available at the Center, the brochure will be made available to the public through community agencies. Additional program specific brochures shall be developed as needed.
- ***Rocky Mount Parks & Recreation Quarterly Program Brochure:*** This publication is the primary marketing vehicle for the department. Print features all programs, activities, and services provided by all divisions within the department.
- ***Newspaper:*** Activities and events will appear in the Community Calendar and Health and Support Services Calendar in the Rocky Mount Telegram. Special notices and articles will be submitted as needed for publication working with the Public Relations Department of the City of Rocky Mount.
- ***Forever Young:*** This quarterly publication, which is delivered in the Rocky Mount Telegram newspaper, will serve as a vehicle for the dissemination of advertisements concerning special programs and services information and the mission of the Center.
- ***Flyers:*** Small posters or flyers will be developed and used to promote specific activities. Flyers will be posted at various locations throughout the facility, emailed to targeted audiences, and posted or distributed throughout the community.
- ***Newsletters:*** The division/center will publish a quarterly newsletter highlighting programs, events, trips, volunteers, fitness and health tips for seniors. Inserted in the newsletter will be calendars with upcoming events.
- ***Advertising:*** When funds are available, paid advertising for special activities or events will be purchased. Display advertising will normally be placed with the Rocky Mount Telegram.

- ***City of Rocky Mount Public Relations Department:*** The division/center will seek additional marketing assistance from the city's PR office for services when applicable. In addition all forms of marketing listed in this document shall follow guidelines set forth by this office.

RADIO

Older adults make up a large audience for some local radio stations in the Rocky Mount community. The division/center will utilize radio to supplement print media and to make announcements requiring immediate release.

- ***Community Calendar for Multiple Radio Stations:*** The division/center will provide information on programs, activities and trips to the stations for placement on their web site Community Calendar.
- ***Public Service Announcements & Advertising:*** PSA's and paid advertising (as funds allow) on local radio stations will be purchased to promote selected events and activities.

LOCAL TELEVISION

- ***Announcements and notices on public access channels:*** Services provided by local television access entities will be utilized to provide community announcements. Still slides highlighting programs, events and trips which are shown many times a day will be used on a regular basis. Staff members shall make interview appearances to promote programs when appropriate.

INTERNET

- ***City of Rocky Mount Parks & Recreation Website (www.rockymountnc.gov/parks):*** The division/center will maintain a page on the City of Rocky Mount Parks & Recreation Department website to provide the public with information on its mission and programs. The site will contain photographs, a description of services, a listing of events available on a scrolling calendar, information on location, and contact information. The site will be updated as needed.
- ***Email Newsletters & Bulletins:*** Newsletters and special bulletins will be emailed to participants and other interested parties whose email address is on file with the division/center. Such communications will have "opt-out" provisions to allow the receiver to discontinue receipt.
- ***Community Organization Event Calendars:*** Activities and programs shall be included on various online community calendars including United Way and Reach Out Rocky Mount.

SIGNAGE

- ***On-site:*** The senior center will maintain a primary sign at the street to identify the facility. In addition, the numbered physical address for the facility and its operating hours are posted on the front entrance. Additional ones will be added based on available funding.
- ***Directional:*** The senior center will maintain, through its association with the City of Rocky Mount, directional signs to the facility at neighboring intersections in the vicinity of the facility to alert those seeking to locate the facility.

PERSONAL CONTACTS

- ***Email, fax, voice replies:*** Staff will respond to all public inquiries and contacts in a professional and timely manner providing information on the mission, programs and services.
- ***Co-Marketing Initiatives:*** Co-marketing efforts with other organizations such as the United Way, Braswell Memorial Library, aging services partners, community non-profit agencies, and other community business partners shall be conducted on a regular basis.
- ***Speaking Engagements to community groups/civic organizations:*** Staff, volunteers, and participants will conduct talks and presentations to various groups when requested that highlight the division/center's mission, programs and services.
- ***Participation in agency/human service fairs:*** Utilizing staff and volunteer resources, the division/center will participate in opportunities to appear in public forums to display materials and talk with those in attendance.
- ***Building rentals among outside organizations:*** The facility shall be available for outside clubs and organizations to utilize for functions, programs, and meetings. Participation by individuals in these groups will expose a large number of older adults on a regular basis to the other programs, activities and services of the division/center.

OTHER

- ***Promotional items:*** As monies allow, promotional items with name, logo, and contact information will be purchased and distributed to reinforce name recognition.
- ***United Way LED Sign:*** When appropriate, major events will be posted on organization's LED sign located on Sunset Avenue in the City of Rocky Mount.
- ***Special Events:*** The division/center will host and participate in special events at various locations. Participations will target on recruiting new participants and continually spreading the word about Rocky Mount Senior Center. Events will include, but are not limited to, intergenerational activities, concerts, luncheons, health, and county fairs.

Evaluation

The marketing plan will be evaluated on a regular basis in conjunction with the overall operations' evaluation. Feedback from participants and the community will be important indicators of effectiveness, along with an evaluation of results realized from public relations efforts (participant inquiries, registrations, responses).

Marketing policies, procedures, strategies, targets, and positioning will be revised as needed.