
Oakland Military Institute Recruitment Campaign

Progress Update

The Media Company • 11.16.2023

Our Mission

Elevate last year's recruitment with applicant tracking and data collection

Amplify OMI name recognition and promote "College Prep" messaging

Streamline OMI recruitment process and build a lasting foundation

Overview

Phase 1

- Budget and strategy development
- Cadets meetings

Phase 2

- Paid Media begins
- Event “swag” and collateral available

Phase 3

- Applicant tracking and data collection
- Tracking method refinement



Paid Media

Print

- Mailers ensure exposure to targeted households
- Brochure provides on-hand detailed information
- Flyers highlight key OMI promotional areas for on-the-ground recruitment efforts with cadets

BART Advertisements

- Bart Ads increases brand recognition
 - Targets wide Oakland commuter audience
 - QR Codes for information tracking
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Mail Schedule

Round	Theme	Drop Date
1	Intro Mailer	November 28th
2 & 3	Governor's Diploma Holiday Letter	December 12th December 20th
4 & 5	Alumni Letter Featured Alumni/Leadership	January 8th January 17th
6 & 7	Reminder Postcard Final Reminder	January 25th February 1st

MANAGEMENT
CONSULTANTS
AND
ADVISORS
SINCE 1960
OAKLAND



College Ready, College Now
OMI COLLEGE PREPARATORY ACADEMY

CONTACT US 3877 Lusk Street, Oakland, CA 94608 | oakmil.org
P: (510) 594-3900 | admissions@omiacademy.org

3877 Lusk Street
Oakland, CA 94608



Mailer #1

(Front)

- Imagery provides a view of OMI “at a glance”
- Traditional contact information included for direct OMI communication

Mailer #1

(Back)

- College Prep and Governor's Baccalaureate Program emphasis
- QR code for track and data capture

Explore the OMI Advantage: GETTING AHEAD FOR COLLEGE



OMI ACADEMIC PROGRAMS serve as a gateway to leading universities and success in life. Your child can take advantage of the Governor's Baccalaureate

Diploma program that provides a **bridge to leading universities**, and equips graduates entering higher education with **two years' worth of college credits**.

OMI graduates have gone on to UC Berkeley, Stanford, Princeton, and many other world-renowned institutions. OMI's rigorous academic programs in middle school and high school **lay the groundwork for success**.

Give your child the OMI Advantage!
ENROLLMENT IS OPEN NOW!



LEARN MORE about the OMI advantage,
Scan the QR code or visit oakmiltour.org for more information.





THE OMI ADVANTAGE

College Ready, College Now

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OMI Flyer


(front)

- “College Ready, College Now” slogan
- Traditional OMI contact information


OMI Flyer

(back)


- Governor's Diploma highlight
- QR code provides bridge to more detail and tracking




FOUNDED BY GOVERNOR JERRY BROWN, OMI College Preparatory Academy is a **tuition-free 6th-12th grade school.** OMI provides students a competitive edge to prepare them for admission to top colleges and universities.



With OMI's one-of-a-kind Governor's Baccalaureate Diploma, students earn high school and college level credits so they earn a more competitive GPA, enter college with two years worth of credits and save thousands on higher education.



LEARN MORE about the OMI advantage by scanning the QR code or visiting oakmiltour.org.



The flyer features two photographs of students in OMI uniforms. The top photo shows two female students smiling, and the bottom photo shows two male students working at a desk.

An advertisement for OMI featuring a portrait of Nairobi Barnes, a young woman with glasses and curly hair, smiling. The background is a blurred library or study area. The text is overlaid on a dark red banner at the bottom of the image.

NAIROBI BARNES
OMI Class of 2022
USC Class of 2026

THE OMI ADVANTAGE
College Ready, College Now

 **ENROLLMENT IS OPEN NOW!**
VISIT oakmiltour.org to learn more!

The logo for OMI is circular with a gold border. It features a black bear silhouette in the center, a red star above it, and the Latin phrase "AGE QUOD AGIS" below the bear. The text "OAKLAND MILITARY INSTITUTE" is written along the top inner edge, and "COLLEGE PREPARATORY ACADEMY" is written along the bottom inner edge.

BART Advertisements

- Successful alumni spotlight
- Features in-station advertising in key stations and interior BART car ads
- QR code provides bridge to more detail and tracking
- Simple, eye-catching design



Tri Fold Brochure

Purpose

- Necessary collateral for in-person communication
- More detailed information for prospective families during Campus Tours and Visits

Highlights

- Governor's Diploma
 - Featured Alumni
 - Leadership and Extracurriculars
-



Enter College with a Head Start **OMI GOVERNOR'S BACCALAUREATE DIPLOMA**



THROUGH OMI'S PARTNERSHIP with Peralta Community College, students who participate in the Governor's Baccalaureate Diploma program can earn high school and college-level credits at the same time!



Governor's Baccalaureate Diploma Graduates Will:

- Earn a more competitive GPA for college admissions
- Graduate high school with two years' worth of college credits
- Save thousands of dollars on higher education



Give your child the OMI Advantage!
ENROLLMENT IS OPEN NOW!



**The OMI Advantage
COLLEGE AND CAREER
PREPAREDNESS**



THE OMI ADVANTAGE
College Ready, College Now



ENROLL TODAY! Visit oakmiltour.org or scan the QR code to learn more!

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OMI's 4 Pillars



Leadership Development UNIQUE LEADERSHIP PROGRAMS AND DISTINCT EXTRACURRICULARS

At OMI, students are provided with unique opportunities for leadership development and programs with real-world applications.

- **Broadcast Journalism Program:** In partnership with PBS NewsHour Student Reporting Labs, OMI students participate in a hands-on news broadcasting program where they develop critical thinking, reporting, and video production skills.
- **Cadet Command:** OMI's Cadet Command program teaches essential public speaking, government structure, business marketing, personal development skills, and more. Cadets participate in extracurricular opportunities each year that allow them to assume leadership positions among their companies, regiments, and brigades.



The OMI Advantage SHAPING FUTURE LEADERS

OMI's Rigorous Academics and Leadership Programs Prepare Students for Admission to Top Colleges and Universities



KYLE
OMI Class of '18
UC Berkeley Class of '22



NAIROBI
OMI Class of '22
USC Class of '26



NELY
OMI Class of '21
Princeton Class of '25

The mentorship I received at OMI is what made me who I am today, and what continues to prepare me as a leader.

Nely



Tracking

Landing Page

- Emphasizes extracurriculars and “College Advantage”
- Spotlight on Governor’s Diploma
- Captures basic applicant information
- Funnels to OMI website for more detail

Info Capture/ QR Codes

- QR Codes included on each piece of marketing material
 - Provides bridge to more detail and tracking through Landing Page
 - Provides emailing list for interested families
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QR Code

- QR code serves as a direct link to Landing Page
 - Will track which advertising methods are netting the most interest to refine methods for years to come
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Upcoming

OMI “Swag”

- OMI branded gear to be made available for major events
- Stickers, Totes etc. increases promotional capacity of cadets and parents

Digital Marketing

- Online OMI Ads create additional targeted exposure
 - ADD something about increasing awareness for key events
 - Funnels to Landing Page + OMI Website for further information capture
-



OMI “Swag”

- Builds excitement on/off campus
 - Increases OMI name recognition
 - Available for use/distribution at the liberty of school admin
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General Timeline

Launch
Enrollment Opens

Emphasis on OMI Outreach
(Charter schools, Religious
Centers, B&G club)

Digital, Print cont.
Project Assessment

11.13 - 11.17

November

December

January

February

First round of Mailers,
Digital Ads, Bart Ads

Progress Assessment
Digital, Print cont.



Next steps

Finalize Digital and Print outreach

TMC to produce digital and print outreach materials to increase OMI name recognition and amplify College Prep message.

OMI Events

TMC to provide “swag” and print materials for outreach events

Student Engagement

OMI to mobilize recruiting cell in School Visits and Phone Banking

Data Collection Assessment

TMC will assess collected data and optimize tracking methods
