



High-Level Outreach Summary for SY23-24


PVS Outreach | Feb 2023



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A Look Back at SY22-23

The Dawn of a New Era

The year 2022 was a pivotal moment in history. It marked the start of the post-pandemic era. We said goodbye to the "old normal" and welcomed a new way of life, one where the world embraced the remote revolution, and the flexibility and convenience of remote education and remote work. The end of the pandemic brought permanent change and this marked the beginning of a new era in virtual education.



2022 Consumer Insights: Key Learnings

Meeting Parents' Post-Pandemic Needs and Expectations

The pandemic illuminated inadequacies not only in traditional education, but also in workforce readiness. Our comprehensive insights led the PVS Executive Team to create a **full-time online career school model**.

This model will debut in selected schools for SY23-24, with plans for expansion to meet the evolving needs of students, parents, and the U.S. global workforce.



Market Share is Recalibrating

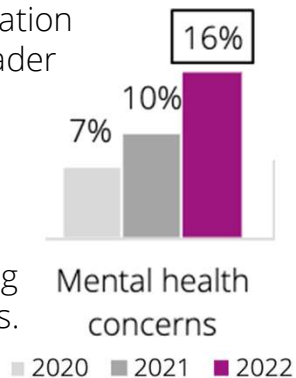
New competitors emerged during Covid, particularly in schools and districts. While still present, their number is decreasing, providing opportunity for PVS to regain market share.

NCES data shows a **decline in public schools offering remote options**: 40% in Jan 2022, 33% in June, 16% in Nov.

Flexibility is Driving Consideration

Flexibility returned as the main driver of consideration on the other side of Covid, but with new and broader definitions of the word—to incorporate into the outreach strategy.

Mental health and student academic struggles grew YOY as student well-being connects to academic achievement more than before, creating opportunity to target families with these concerns.



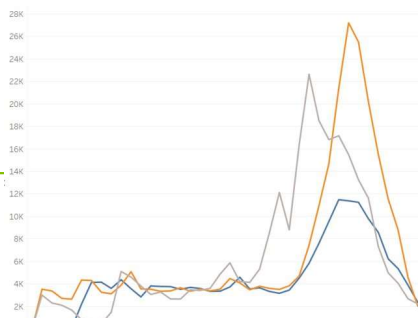
2022 Analytics: Key Learnings

From SY22-23 outreach & Enrollment Performance



Reduced Covid Impact

Enrollment peak (blue) was shorter & lower than SY21-22 (orange) and SY20-21 (grey):
No surge in July/Aug/Sept like the prior two years.



Higher New ST WDs

- New Student Withdrawal rates increased 4.2% vs. SY21-22 (14.4% vs. 10.2%)
- Most families left CA after the start of school.
- Returning Student DSY WD rates outperformed (lower than) SY21-22.



Outreach Optimization

Lower market demand and increased competition from Covid years requires strategy adaptation and market testing to determine the most effective audience, message and channel for optimal market positioning.

Turning '22 Learnings into '23 Actions:



Forecast Smoothing

SY22-23 most resembled pre-COVID years SY18-19 and SY19-20.

Going forward, school forecasts will weigh pre-COVID years as a performance guide for SY23-24.



Demand Creation

We will shift our focus from demand capture to demand creation as we move out of COVID. We will refine messaging towards CA consideration drivers (like flexibility and student well-being) and grow audiences by expanding into popular social channels throughout the funnel.



Maximize Outreach

To achieve more efficient results, we will innovate and optimize our outreach strategy, channels and media mix to drive higher volume and enhance lead quality across the funnel.



Enrollment Efficiency

A new enrollment system pilot will be trialed in 25% of select schools in fall 2023, with the aim of boosting conversion rates.

Outperformed the competition and demonstrated market leadership

Competitive Edge

Connections Academy outperformed the competition in most states in SY22-23 despite overall market decline and falling short on most school enrollment goals on 9/30/22.

Positive Outcome

PVS significantly outperformed its major competitor, with a **6% increase in market share** compared to Stride.



Educational Excellence

Our ultimate benchmark is not just to surpass our competitors, but to lead the education space and provide the best K-12 education in the country.

Poised for Success

A strong market position, combined with valuable insights and key learnings from our performance in 2022, amidst the challenges, has provided a clear roadmap for success in a post-COVID market in 2023.



Looking Ahead to SY23-24

2023 Outreach Improvements



New Agency

Jan 2023



New Media Plan

Feb 2023



New Process

March 2023

Pivoting to Success

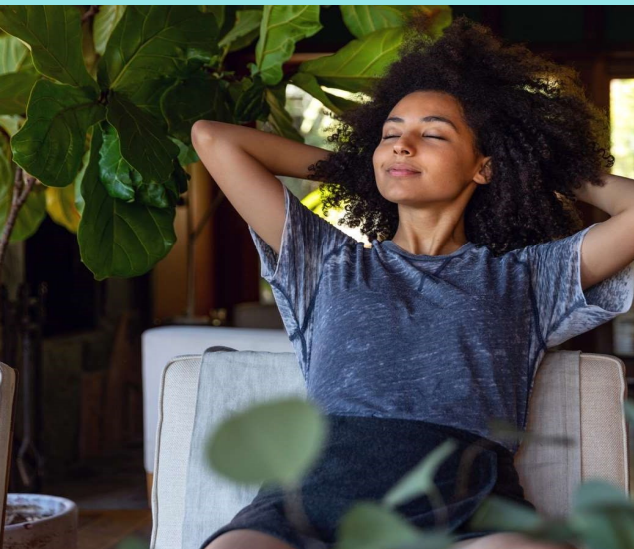
By partnering with VaynerMedia, we're shifting our strategy to utilize modern media channels that enable us to connect and communicate directly with our target audiences, while also allowing us to adapt messaging based on location.



Improving Process

Pods will streamline communication between PVS marketing and school partners to maximize transparency and keep everyone informed of:

- High level summary of plans
- Progress updates on current efforts
- Meetings for school leaders with channel marketing teams as necessary



Maximizing Performance

VaynerMedia boosts media performance by testing new messages and channels in market. Prioritizing successful campaigns and allocating media spend accordingly will lead to increased audience relevance. Campaigns will be deployed via online advertising, paid search and other priority channels.



2023 Paid Media Approach

The Old Way



We will use less of these channels:



Over the Air TV



Over the Air Radio



Billboards



Direct Mail

The New Way



We will use more of these channels:



Connected TV



Streaming Audio



Online Video



Social Media

*Paid strategies and tactics may shift during the season depending on market demand, changing consumer behavior, and campaign testing and analysis.

2023 Paid Media Approach Cont'd

Strategically leveraging flexibility to expand audience reach:

The Old Way



How can we attract families to Connections Academy?



Brand-centric plan catering to a broad audience through a top-down approach

Broad target message runs consistently across all channels and markets

Plan is measured and optimized solely against demand capture goals

Traditional channels offer limited flexibility once committed

Traditional channels difficult to measure and compare against other channels

The New Way



How can Connections Academy benefit families?



Audiences, messages and channels can be easily compared and optimized against one another

Audiences, messages and channels can be adjusted, added or removed based on testing and learning

Plan is measured and optimized against both demand creation and demand capture goals

Tailored messages run in channels and markets most relevant to each target audience

Customer-centric plan aligning market-specific and needs-based audiences through a bottom-up approach

2023 Organic Outreach Approach

Always-on, year-round channels drive awareness and interest of every school:

01

Brand

Partnering with VaynerMedia to produce creative campaigns aligned to new media approach.

- Digital guide and promotional literature.

02

Website

Core focus on improving CA school website infrastructure for a faster, more seamless user experience.

- Upgrading content, banners and request Info forms to be more attractive to prospective families/students
- Increasing organic traffic to key landing pages to drive higher school awareness and lead volume.

03

Social Media

Ongoing content strategy and publishing, user question and comment moderation, and overall channel management. Expanding Instagram pilot.

04

PR

Ongoing national and local media outreach, reputation management, education media landscape monitoring, and crisis communication support.

05

WOM/Referrals

The new platform, [Referral Rock](#), will track and reward schools. [Google Drive folder](#) houses centralized communications plan, resources, and best practices to increase referrals.

NEW

06

Virtual Events

- Live national webinar events to be hosted monthly by PVS events team.
- School-specific events to be hosted by schools and facilitated by PVS events team.

07

Inbound/Outbound Lead Nurturing

Lead and applicant nurturing via email, direct mail and SMS campaigns, and calls or live chats with family enrollment counselors.

08

Consumer Insights + Data & Analytics

Ongoing consumer insights & surveys, competitor research, primary and secondary research, data management and campaign performance analysis.

2023 CalCA Family Journey via Outreach Funnel

NATIONAL



National advertising campaigns drive families to **local** websites and **local** social pages to capture their interest.

LOCAL



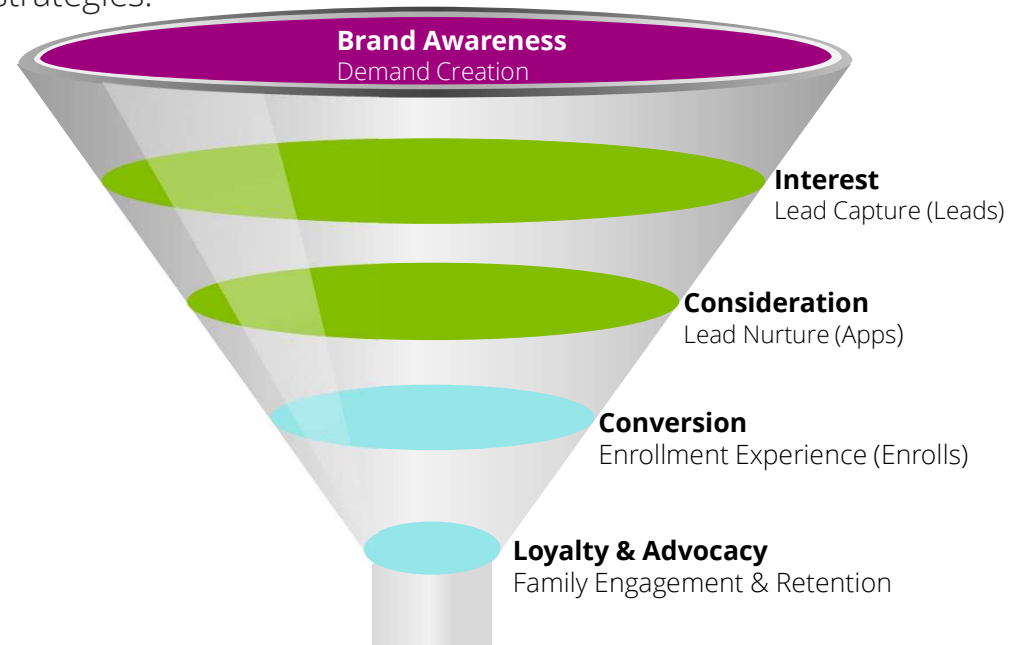
California-based campaigns target audiences, demographics, interests and needs to convert interested families into CalCA prospects.

HYPERLOCAL



Hyperlocal campaigns provide customized CalCA messaging to CalCA families for enhanced engagement and student retention.

The Outreach Funnel tracks the journey of potential CalCA **families** from awareness to enrollment and retention, optimized through collaboration between PVS and CalCA **teams** using a blend of national, local, and hyperlocal strategies:





Implementation & Timeline

Implementation

CRAWL, WALK, RUN APPROACH

Q1 is a period of testing, validating and optimizing campaigns based on real-time performance. Top performing campaigns will be scaled in Q2.

1

YEAR-ROUND ORGANIC OUTREACH VS. SEASONAL PAID MEDIA

Organic channels are always active while paid media is used during peak enrollment months to maximize lead volume. Paid media may also be used in second semester as needed.

2

3

SCHOOL PROJECTIONS

New and Returning student projections will start to arrive in June.

2023 Timeline

Semester 1 of SY23-24
Enrollment Season Opens

2/1
Count
Day

Launch & Validate
market test
campaigns through
VaynerMedia.

Feb 23

Mar 23

Launch Brand-
formance
cross-channel
with multiple
platforms

Apr 23

Scale &
Optimize top
performing
campaigns
based on
performance

May 23

Amplify & Drive
Enrollments
leveraging
proven top
assets and
channels

Jun 23

Scale Up paid media spend
through peak months until
"Last Day to Open an
Account"

Jul 23

Aug 23

Scale down
media spend,
focus on Brand-
formance

Sep 23

Semester 2 of SY23-24
Enrollment Season Opens

9/30
Count
Day

Review, Adapt & Continue
strategy for 2nd semester
as needed

Oct 23

Nov 23

National and Local Paid
Search (Brand and Non-
Brand) activation continues,
Paid Social launches across
Meta, online video launches
across YouTube and Roku.
Brandformance kicks off.

Launch New Channels and
Linear TV, new Paid creative
launches in-market



Pearson



Appendix

2023 School Marketing Rep Responsibilities

Reps serve as the main point of contact between the school and channel marketing teams:



2023 School Merchandise: Helpful Links

School Store

Family-facing website to order clothing, accessories, blankets, and mascot gear. Linked on school website:

<https://connectionsacademyschools.itemorder.com/shop/sale/>

Bulk Orders

Bulk order bags, writing instruments, tech products, and drinkware.

<https://admechanics.espsite.com/>

Heritage Printing

Order business cards, stationary, and postcards.

<http://ca.clickheritage.com/login>

Select "Create an account" if first-time logging in.

**Please note the vendors will invoice the school directly.*

2022 Family Outreach School Satisfaction Results

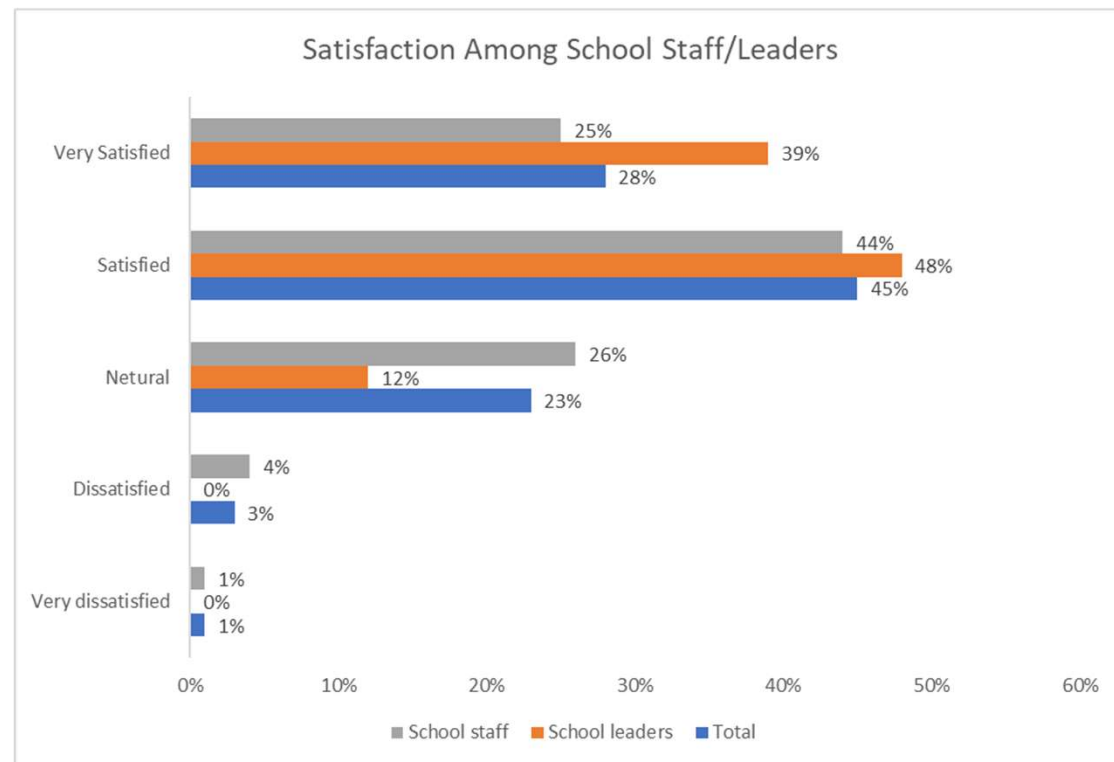
Key Takeaways

- Outside of School leaders and Marketing reps, staff doesn't interact much w/ Pearson Marketing.
- Schools feel supported but seek more information on an overall plan and evidence of current advertising and outreach efforts.
- School leaders seek more channel updates outside of IAs with either the website, social or PR teams.

Action Plan / Progress

Pods will streamline communication between PVS marketing and school partners to keep all schools informed of:

- High level summary of plans
- Progress updates of current efforts and intended outcomes.
- Meetings for school leaders with web, social or PR teams as necessary.



*Conducted in Oct 2022 w/ school staff surveyed alongside 33/35 school leaders.