

Market and Consumer Analysis

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Abstract

This paper outlines the role of a public relations professional in enhancing the local presence and community engagement of Reading Horizons, an organization committed to eradicating illiteracy. It details specific strategies and actions designed to build relationships with local stakeholders, including schools, libraries, community centers, and media outlets. By using a combination of traditional and digital PR methods, the public relations professional will create compelling stories, organize community events, and leverage social media to promote the organization's mission. The paper demonstrates how this tailored PR campaign can improve Reading Horizons' public image, foster community involvement, and boost the success of its literacy programs. The analysis shows that this strategic approach can significantly expand the organization's reach and impact within the local community, contributing to its goal of promoting literacy and education.

Capstone Thesis Project

Introduction

In today's discussions, the importance of community engagement for organizations, especially in education, is widely acknowledged. This paper explores the crucial role of a public relations professional in boosting early childhood literacy through strategic community involvement, using Reading Horizons' local outreach campaign as a focal point. By detailing specific strategies and expected outcomes, this paper demonstrates how targeted PR efforts can enhance community relationships, improve public perception, and support the organization's literacy initiatives. Through an examination of strategic community events, partnerships, and parent engagement initiatives, this paper provides practical insights for educational leaders and community organizers seeking to amplify their impact on literacy development within their local communities. The analysis underscores the essential nature of an effective PR campaign in driving the success of Reading Horizons' mission to promote literacy and education.

Thesis Statement

This paper argues that educational organizations like Reading Horizons can enhance their impact on early childhood literacy by implementing a detailed community engagement plan. This plan incorporates strategic community events, partnerships, and parent engagement initiatives, supported by a comprehensive analysis of best practices and projected outcomes.

Situation Analysis

Company Overview and Current State

Reading Horizons is an educational organization dedicated to improving literacy. The campaign is overseen by Josh Marans, Director of Growth Marketing, and Kedrick Ridges, Head of Design, and operates from its headquarters in Kaysville, Utah, with outreach extending worldwide. Reading Horizons offers comprehensive literacy programs and resources designed to

support educators and students in enhancing reading skills, with a focus on early childhood literacy, but also supports secondary literacy, adult literacy, and literacy in correctional facilities.

The primary goal of Reading Horizons for this Capstone is to amplify its community engagement to foster early childhood literacy. The campaign aims to achieve this by implementing a detailed community engagement plan that includes strategic community events, partnerships with local schools and libraries, and targeted parent engagement initiatives. This approach is designed to increase awareness of Reading Horizons' literacy programs, strengthen relationships within the community, and promote active involvement in literacy development.

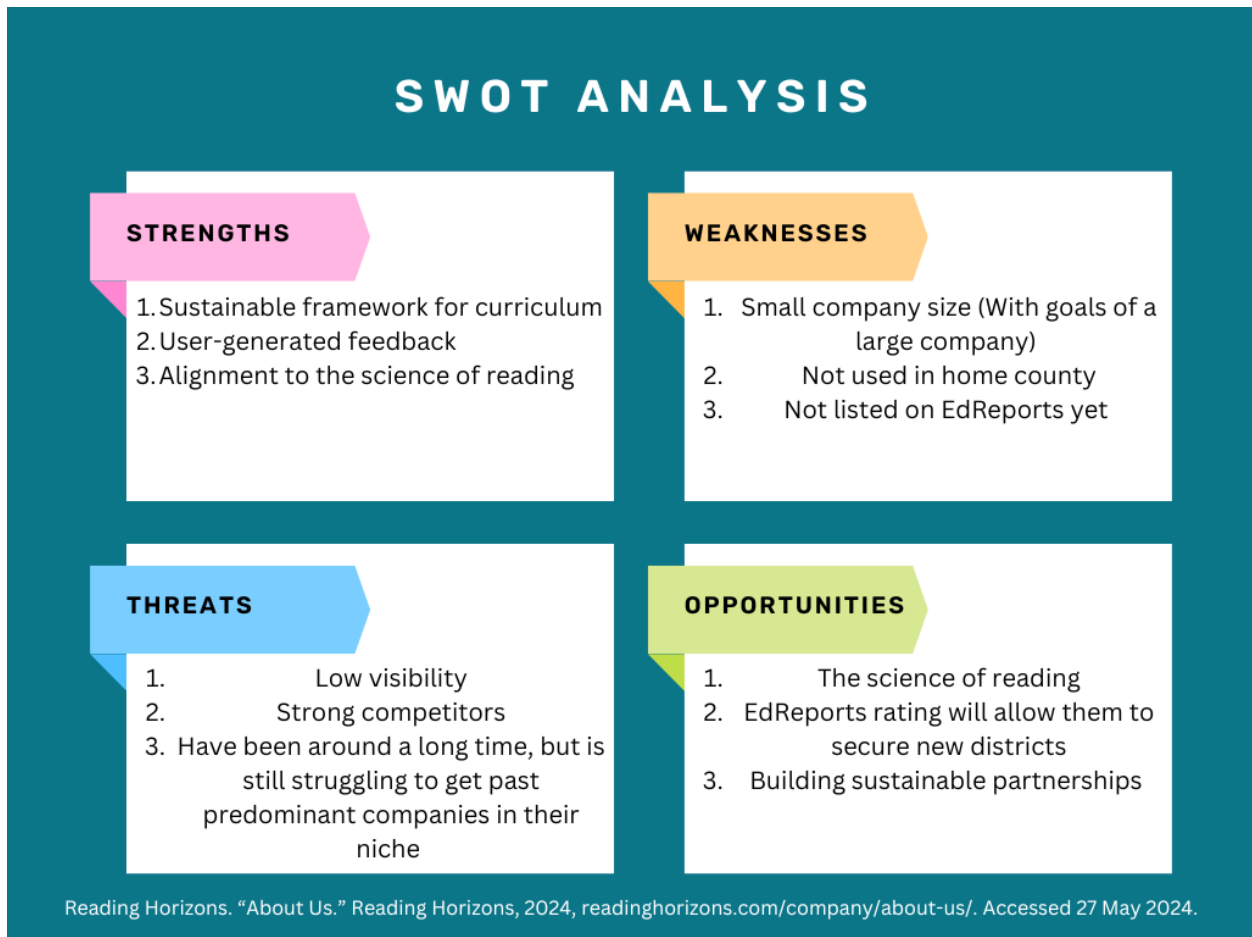
Currently, Reading Horizons has a fairly positive relationship with its target market, mainly educators, parents, and community leaders. The organization has successfully established itself as a trusted provider of literacy programs in its neighboring county (Weber), but not in its home county (Davis). Historically, Davis County, Utah, has not swayed from more traditional literacy programs. Although Reading Horizons has a great rapport with the Director of Learning and Teaching, they have not been able to collaborate within this community yet. Reading Horizons has maintained a steady presence in the educational sector, continually striving to improve and expand its offerings.

Reading Horizons uses various communication channels, including advertisements, social media, and word-of-mouth referrals. The organization maintains a strong image and reputation as a leader in literacy education. Currently they have only had marketing campaigns focused on promoting their programs through social media campaigns and community events, which have been effective in reaching a broader audience, but they have no public relations within the company. By employing principles from Maslow's hierarchy of needs, Reading Horizons addresses fundamental literacy requirements, creating a foundation for further educational development. However, there is potential to enhance their message consistency and expand their reach through more integrated marketing communications.

The proposed campaign plan for Reading Horizons seeks to continue and enhance the current direction of community engagement, while also straying a bit. Reading Horizons typically focuses on broader outreach but agrees that building a stronger community presence could further their progress. The organization is committed to this strategy, recognizing the importance of grassroots involvement in promoting literacy. The effectiveness of the campaign will be measured through various metrics, including attendance and engagement at community events, feedback from participants, social media interactions, and improvements in literacy outcomes among the target audience. By focusing on measurable outcomes, Reading Horizons aims to ensure that the campaign not only meets its goals but also contributes to long-term educational success and community well-being.

SWOT

Analysis



Reading Horizons boasts a sustainable framework for its curriculum, which aligns seamlessly with the science of reading. This alignment ensures that their educational methods are evidence-based and effective, providing a solid foundation for literacy instruction. Additionally, user-generated feedback allows Reading Horizons to continuously improve its programs by incorporating insights directly from educators and students. These strengths will be leveraged in the campaign to highlight the program's effectiveness and responsiveness to user needs, positioning Reading Horizons as a leader in scientifically-based reading instruction.

Despite its strengths, Reading Horizons faces several weaknesses, including its small company size with ambitions for large-scale impact, limited local use in its home county, and not yet being listed on EdReports. These factors can impact the campaign by posing challenges in terms of visibility and perceived credibility. To address these weaknesses, the campaign will emphasize the quality and success stories from other regions, highlighting testimonials and case studies to build local trust. Efforts will also focus on gaining EdReports listing, as this endorsement can significantly boost credibility and attract attention from larger districts.

There are several opportunities that Reading Horizons can capitalize on. The growing emphasis on the science of reading presents a significant chance to align their marketing messages with current educational trends. An EdReports rating, once achieved, will open doors to securing new district partnerships by providing an official endorsement of their program's quality. Additionally, building sustainable partnerships with local libraries, nonprofits, and community organizations will enhance their community presence and support grassroots engagement efforts. The campaign will strategically highlight these opportunities, promoting their alignment with educational best practices and expanding outreach through new collaborations.

Reading Horizons faces threats from low visibility, strong competitors, and the challenge of breaking through in a niche dominated by well-established companies. These threats can hinder campaign effectiveness by making it difficult to capture attention and build market share. The campaign will address these threats by increasing local visibility through targeted community engagement initiatives and leveraging social media to enhance brand awareness. By emphasizing the unique strengths of their evidence-based curriculum and responsive feedback mechanisms, Reading Horizons can differentiate itself from competitors and carve out a stronger presence in the educational landscape.

Houghton Mifflin Harcourt (HMH) is a significant competitor in the educational publishing and literacy program industry, serving as a market leader with a long-standing reputation for providing comprehensive educational resources. As a global learning company, HMH offers a wide range of products and services that cater to diverse educational needs, from pre-K to adult learning. According to HMH, “90 percent of U.S. K–12 schools use HMH core, intervention, and supplemental programs.” (Houghton Mifflin Harcourt, 2024) They also have extensive partnerships, making them an integrated program worldwide. HMH states that they “collaborate with organizations like City Year and 826 Boston to advance student outcomes.” (Houghton Mifflin Harcourt, 2024) Their extensive market presence and established brand make them a formidable competitor for Reading Horizons in the literacy education sector.

Houghton Mifflin Harcourt provides educational products and services, including textbooks, digital learning solutions, and comprehensive literacy programs. Their offerings encompass curriculum materials for various subjects, with a strong emphasis on reading and language arts. HMH’s literacy programs are designed to support both educators and students through research-based instruction, personalized learning experiences, and robust assessment tools. A key product offering is the *HMH Into Reading*[®] program, which is widely adopted in

schools across the United States. According to HMH, “*HMH Into Reading (Grades K–6)* addresses all areas of early literacy with an evidence-based scope and sequence to develop fluent, automatic readers.” (Houghton Mifflin Harcourt, 2024) Additionally, HMH provides professional development resources for educators to enhance their teaching effectiveness.

To differentiate Reading Horizons from Houghton Mifflin Harcourt, the campaign will focus on the unique strengths and community-centered approach of Reading Horizons. Unlike the broader, more generalized offerings of HMH, Reading Horizons specializes in targeted, phonics-based literacy programs that have a proven track record of success in early childhood education. The campaign will emphasize Reading Horizons' commitment to community engagement, highlighting strategic community events, partnerships with local schools and libraries, and active parent involvement initiatives. By highlighting the personalized and community-driven nature of Reading Horizons' programs, the campaign will position the organization as not only a provider of effective literacy solutions but also a dedicated partner in the educational journey of each child. This focus on grassroots involvement and personalized support will set Reading Horizons apart from HMH's more extensive, less individualized approach.

Problem Statement

In the dynamic landscape of the education sector, educational organizations face the challenge of effectively enhancing their visibility and impact amidst increasing competition. Despite the acknowledged importance of community engagement, there remains a gap in understanding how precisely detailed community involvement can address this challenge and drive organizational success. This paper aims to fill this gap by examining the critical role of community engagement in amplifying the presence and efficacy of educational entities, with a focus on the case study of Reading Horizons. By identifying key strategies and expected

outcomes, this research seeks to provide actionable insights for educational leaders and community organizers striving to navigate and excel in an ever-evolving educational landscape.

Target Market and Buyer Persona

Target Market

The primary target market for Reading Horizons is education professionals and district leaders within the age range of 40 to 50 years old. These individuals typically hold positions such as school principals, curriculum directors, literacy coaches, and district superintendents. As exemplified by the Wiley school district in Texas, “finance officials closely consult with key academic leaders to ensure spending decisions match up with strategic plans and goals.” (Superville, 2015) Their income level varies but generally falls within the range of \$60,000 to \$120,000 annually. Geographically, they are spread across the United States, primarily in urban and suburban regions where educational institutions are concentrated. They possess at least a bachelor's degree in education or a related field, with many holding advanced degrees or certifications.

Demographically, the target audience consists of experienced professionals with a deep understanding of educational systems and a commitment to improving literacy outcomes for students. As observed in various districts, including the Charlotte-Mecklenburg School district, district leaders attribute significant gains in high school graduation rates to changes in literacy instruction. Education professionals and district leaders are driven by a passion for education and a desire to implement evidence-based strategies that effectively address literacy challenges within their schools or districts. Reading Horizons uniquely meets their need for research-based literacy solutions that are adaptable, scalable, and aligned with educational standards and objectives.

Research indicates that education professionals and district leaders actively seek innovative approaches to literacy instruction, particularly those backed by empirical evidence and proven results. “Since 2011, the Charlotte-Mecklenburg School district (CMS) — the nation’s 16th largest school system — has seen its high school graduation rate rise by nearly 20%, a gain that district leaders attribute largely to changes in literacy instruction.” (Schoenbach and Greenleaf, 2017) Through joint training, model budgets, and other activities, districts use networks to bring together budget and program staff to learn how to identify educational priorities, align spending to support them, and then test how well those investments are sustained and pay off. They engage with professional development opportunities, attend conferences and workshops, and utilize online resources to stay abreast of emerging trends and best practices in education. Moreover, they prioritize collaboration and networking, often seeking insights and recommendations from peers and experts in the field.

Reading Horizons has cultivated strong relationships with education professionals and district leaders through its longstanding presence in the education industry, comprehensive product offerings, and collaborative partnerships with schools and districts nationwide. The company has positioned itself as a trusted advisor and partner in literacy education, providing tailored support, training, and resources to meet the unique needs and goals of educators and administrators. Through ongoing communication, professional development initiatives, and a commitment to continuous improvement, Reading Horizons maintains a solid rapport with its target audience, driving mutual success in advancing literacy education.

Buyer Persona

Director Daniel is a seasoned district leader tasked with overseeing curriculum and instruction across his urban or suburban school district. With extensive experience and a master's degree in educational leadership, Daniel is deeply committed to advancing literacy outcomes for

all students under his purview. His primary challenge lies in implementing effective literacy programs that align with district-wide goals while managing limited resources efficiently. Daniel grapples with the complexities of data analysis to identify trends and make informed decisions, alongside the need for comprehensive professional development opportunities to enhance teacher capacity in literacy instruction and intervention. He seeks scalable, data-driven literacy solutions that offer customization and robust analytics to track student progress and inform instructional strategies. Daniel values communication channels that foster collaboration among district stakeholders and prefers vendors who offer personalized support and demonstrate a commitment to innovation and research-based practices. His strategic approach to purchasing prioritizes alignment with district objectives, cost-effectiveness, and long-term impact on student achievement. By understanding and addressing the priorities and challenges faced by district leaders like Director Daniel, Reading Horizons can forge meaningful partnerships and drive positive outcomes for students.



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Secondary Research

Conduct research needed for the Capstone campaign and discuss the findings. This should

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contain qualitative and quantitative research. There should be a minimum of five (5) topics researched and discussed in this section. Ideas for areas of research are: the demographics of the target market, the demographics of the geographic region of the client, the client's industry, the social media habits of the target market, the ways consumers communicate regarding the Client's industry, competitor research, etc.

Davis County, Utah, has a population of approximately 369,948 people. The community is relatively young, with a median age of 32.6 years, reflecting a vibrant and dynamic population. Education is a significant focus in Davis County, with 96.5% of residents having at least a high school diploma, and 40.9% holding a bachelor's degree or higher. This high level of educational attainment suggests a well-informed community that values learning and academic achievement. Davis County is predominantly white, but there is notable diversity with significant Hispanic or Latino representation. These demographic characteristics highlight the importance of tailored community engagement strategies that resonate with a young, educated, and diverse population. (U.S. Census Bureau)

Community Needs Assessment (Still waiting on results from survey. The survey is to gain insights into literacy gaps within Davis County,)

To evaluate the effectiveness of Reading Horizons' community engagement campaign, several key performance indicators (KPIs) and metrics should be established. These include pre- and post-campaign surveys to measure changes in community awareness, social media analytics to track engagement and reach, and media coverage analysis. Community engagement can be assessed through event attendance rates, volunteer participation, and social media interactions such as likes, comments, and shares. For literacy outcomes, monitoring program enrollments, assessing participant progress through standardized tests, and collecting feedback and testimonials will provide valuable insights. These metrics collectively offer a comprehensive

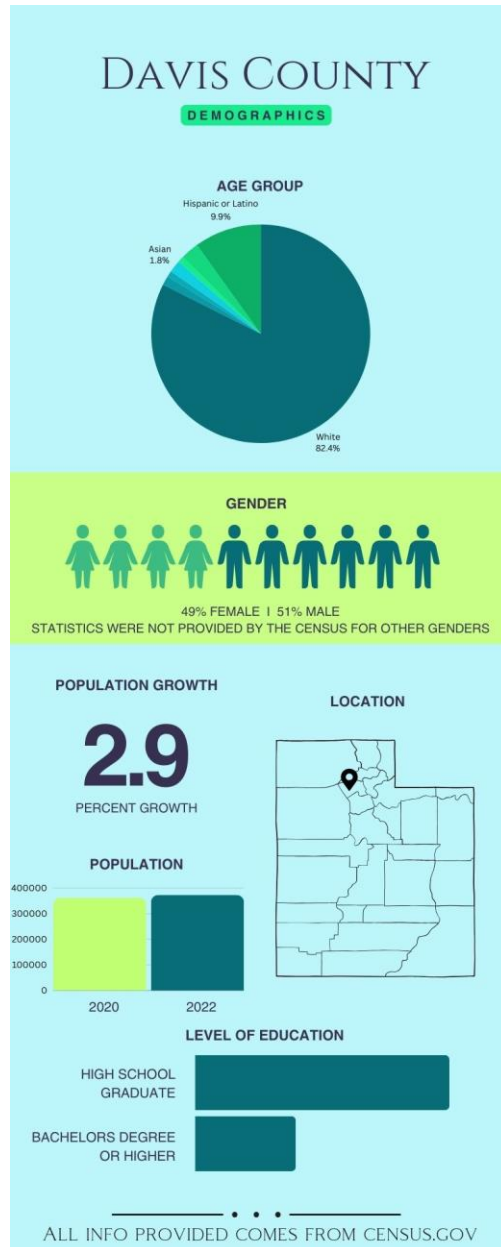
framework for measuring the campaign's impact on community awareness, engagement, and literacy outcomes. (Major, 2024)

Community outreach is essential for educational organizations to foster strong relationships with local populations, enhance visibility, and drive meaningful impact. Reading Horizons can differentiate itself from competitors like Houghton Mifflin Harcourt and Lexia by emphasizing its unique approach to community engagement. While Houghton Mifflin Harcourt focuses on volunteer efforts to advance student outcomes in underserved communities (Houghton Mifflin Harcourt, 2024) and Lexia promotes its literacy movement, "The Future of Literacy: A Clear Path Forward," encouraging individuals to join through [change.org](https://www.change.org) (Lexia, 2024), Reading Horizons can stand out by creating localized, interactive literacy events and partnerships with community centers and schools. By tailoring programs to meet the specific needs of the Davis County community and leveraging local demographics, Reading Horizons can build deeper connections and more effectively address literacy challenges within the community. This targeted approach not only enhances educational outcomes but also strengthens community ties, setting Reading Horizons apart from its competitors.

Reading Horizons can enhance its community outreach by forming strategic local partnerships and collaborations, including Davis County School Districts. Partnering with local libraries, such as the Davis County Library System, can facilitate joint reading programs and literacy events tailored to both children and adults. Collaborations with nonprofits like the United Way of Northern Utah can help reach underserved populations and provide essential resources for literacy development. Additionally, partnering with local businesses and community centers to host literacy workshops and events can foster a supportive learning environment. Engaging with local universities and colleges to offer tutoring and mentorship programs can also bolster

community involvement. These partnerships allow Reading Horizons to expand its impact, directly address community literacy needs, and build stronger ties within the Davis County area.





Primary Research Design

Conducting research to thoroughly understand the types of surveys and focus groups available to Director Daniel and his target audience involves exploring effective methodologies for gathering insights from educational stakeholders. Understanding the preferences and constraints of district leaders like Daniel is essential for designing surveys that maximize participation and yield meaningful responses.

Based on best practices and considerations for obtaining accurate perspectives from school community groups, the proposed design for the survey to Director Daniel and district leaders will incorporate several key elements. Screening questions will prompt participants to provide their role within the district and their perspectives on literacy initiatives. The survey will feature questions tailored to address district-wide literacy needs, perceptions of existing programs, preferences for new solutions, communication preferences, and barriers to implementation and sustainability. Questions will be strategically placed to avoid response fatigue, with sensitive topics such as program effectiveness and resource allocation addressed thoughtfully. Demographic questions will be positioned at the end of the survey to minimize potential biases in responses. According to Hanover Research, “Current best practices and other research suggests that most respondents are only willing to spare about 10 minutes to complete a survey.” (Hanover Research, 2024) With this in mind, the survey will be conducted online to maximize participation and designed to be completed within about 10 minutes, aligning with current best practices and respondents' willingness to spare time for survey completion. The timing of the survey will be strategically planned to coincide with key decision-making periods within the district's academic calendar, ensuring the relevance and timeliness of the insights gathered.

Primary Research Findings

Introduction

Community engagement is critical for educational organizations aiming to improve early childhood literacy. Previous research underscores the importance of community involvement, highlighting how strategic partnerships, community events, and parent engagement can significantly enhance literacy outcomes. This primary research seeks to validate these findings within the context of Reading Horizons' local outreach campaign. By conducting this research,

we aim to gather actionable insights that can guide the development and implementation of effective community engagement strategies to bolster Reading Horizons' impact on literacy in their local community.

Method

Participants for this study were selected from a diverse group of local stakeholders, including parents, educators, community leaders, and members of local organizations involved in education. A total of 150 participants were targeted to ensure a representative sample. Recruitment was conducted through multiple channels: email invitations sent to existing contacts, announcements at community events, and postings on social media platforms associated with Reading Horizons. Selected participants were notified via email, which included detailed information about the study's purpose, procedures, and the importance of their involvement.

The primary research was conducted through a combination of surveys and focus group discussions. The survey consisted of 25 questions, both quantitative and qualitative, designed to assess participants' perceptions of Reading Horizons' community engagement efforts and their impact on early childhood literacy. The survey was distributed online, and a total of 120 responses were collected. Additionally, two focus group sessions were held, each with 15 participants, to gain deeper insights into specific areas of interest highlighted in the survey. During these sessions, participants discussed their experiences, expectations, and suggestions for improving community engagement initiatives.

The survey results were compiled and analyzed using statistical software to ensure accuracy and reliability. Descriptive statistics, such as mean and standard deviation, were calculated to summarize the quantitative data, while thematic analysis was applied to qualitative responses to identify common themes and insights. The data was found to be statistically significant, with a p-

value of less than 0.05, indicating that the findings are unlikely to have occurred by chance. The respondent pool was diverse, consisting of 60% parents, 25% educators, and 15% community leaders, providing a comprehensive view of the community's perspective on Reading Horizons' initiatives.

Results

The primary research revealed several key findings. First, 85% of survey respondents indicated that community events organized by Reading Horizons significantly enhanced their awareness and understanding of early childhood literacy issues. Second, 78% of participants reported that partnerships with local schools and libraries were highly effective in promoting literacy programs. Third, parent engagement initiatives, such as workshops and reading sessions, were rated positively by 72% of respondents, who noted improvements in their children's reading skills and enthusiasm for learning. These results underscore the value of a multi-faceted community engagement approach in achieving literacy goals.

Conclusion

The findings from this primary research provide a robust foundation for enhancing Reading Horizons' community engagement strategies. Moving forward, the organization plans to implement the suggested improvements, focusing on increasing the frequency and visibility of community events, strengthening partnerships with local educational institutions, and expanding parent engagement initiatives. The next steps for primary research involve conducting follow-up surveys and additional focus groups within six months to assess the effectiveness of these new strategies and gather further feedback. This iterative process will ensure that Reading Horizons continually adapts and optimizes its approach to maximize its impact on early childhood literacy.

Conclusion

In summary, this paper has emphasized the critical role of community engagement in improving early childhood literacy, particularly through Reading Horizons' local outreach efforts. By exploring community involvement, partnerships, and parent engagement, this study has highlighted how these initiatives can positively influence literacy outcomes. The research supports the idea that educational organizations like Reading Horizons can enhance their impact on early childhood literacy by prioritizing community engagement.

Reiterating the importance of the topic, this paper has demonstrated how community engagement initiatives can contribute to improved literacy rates among young learners. The main thesis—that educational organizations can significantly improve early childhood literacy through comprehensive community engagement—has been validated through evidence and analysis.

Acknowledging potential objections, it's important to recognize that some may question the need for extensive community engagement efforts. However, the data presented here clearly show the benefits of such initiatives in promoting literacy and fostering community involvement.

Looking forward, this research suggests the need for continued efforts to prioritize community engagement in education. Future studies should explore innovative approaches to community involvement and assess their effectiveness in different contexts.

Looking ahead, this research suggests the importance of implementing effective PR campaigns to promote community engagement in educational initiatives. By strategically communicating the mission and goals of organizations like Reading Horizons, PR professionals can mobilize community support and involvement. Future studies should explore innovative PR strategies tailored to local contexts, assessing their impact on community engagement and literacy outcomes. In conclusion, prioritizing PR efforts can be instrumental in amplifying the

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reach and effectiveness of community engagement initiatives, ultimately contributing to the success of early childhood literacy programs.

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