

## Thirty-Second Marketing Messages

If targeted audience members are intrigued by the three-second message, they will invest additional time into other communication channels or mediums. With detailed, yet simple and clear thirty-second messages, the FCS advocate will be able to draw targeted audience members into learning more about the key information they provide. Thirty-second messages will vary depending on the target audience and strategic goal of a communication piece.

The Impact Group recommends the following thirty-second messages:

### Overall thirty-second messages

- Family and Consumer Sciences provides students with the knowledge they need to be healthy, productive citizens and family members. From financial literacy and nutritious meal preparation to career planning; Family and Consumer Sciences prepares future generations for success with **knowledge they can't LIVE without**.
- Family and Consumer Sciences is a critical part of the educational curriculum, providing students with **knowledge they can't LIVE without**. Research shows that parents strongly desire classes and instruction to prepare their children with the practical knowledge they need to LIVE independently. Family and Consumer Sciences is uniquely positioned to provide students with that practical knowledge. From personal financial management and nutritious meal preparation to career planning, Family and Consumer Sciences provides students with the **knowledge they can't LIVE without**, that is being demanded by their parents.

### Thirty-second message – students

What do you plan on doing after high school? Whether going to college or pursuing a career, you will need to be equipped with the knowledge you need to live independently. Family and Consumer Sciences prepares you for future success in personal finances, career planning, family life, nutrition and wellness; and many other life skills so you can be equipped with the **knowledge you can't LIVE without**.

### Thirty-second message – superintendents/board members/principals

Research shows that your parents strongly desire classes and instruction to prepare their children with the practical knowledge they need to LIVE independently. Family and Consumer Sciences is uniquely positioned to provide your students with the practical knowledge that their parents are demanding for their children. From personal financial management and nutritious meal preparation to career path planning, Family and Consumer Sciences provides students with **knowledge they can't LIVE without**. This is being demanded by parents.

### Thirty-second message – parents

High school students have a lot on their academic plate, from AP classes to ACT and SAT test scores, but are they leaving high school equipped with the knowledge they need to be healthy, productive adults? From personal financial management and nutritious meal preparation, to independent living and career path planning, Family and Consumer Sciences provides students with the **knowledge they can't**

**LIVE without.**

**G Thirty-second message – school counselors**

- High school students who are passionate about impacting the lives of future generations through becoming a teacher have a lot of options to obtaining a fulfilling career. But what teaching field provides the opportunity to have the greatest impact on tomorrow's leaders? Future teachers seeking to have a positive impact on the quality of life of future generations can become Family and Consumer Sciences teachers. These teachers help students learn personal financial management, how to live independently, plan nutritious meals, explore future career paths, prepare for building their own strong family and more. Family and Consumer Sciences provides students with the **knowledge they can't LIVE without.**
- Family and Consumer Sciences provides students with the knowledge they need to be healthy, productive adults. Through Family and Consumer Sciences, students learn financial literacy, nutritious meal preparation, family life and career planning, all while gaining confidence and supplemental education for core classes. Family and Consumer Sciences provides students with the **knowledge they can't LIVE without.**

**G Thirty-second message – college counselors**

College students who are passionate about impacting the lives of future generations through becoming a teacher have a lot of options to obtaining a fulfilling career. But what teaching field provides the opportunity to have the greatest impact on tomorrow's leaders? Future teachers seeking to have a positive impact on the quality of life of future generations can become Family and Consumer Sciences teachers. Family and Consumer Sciences has a high demand for qualified teachers, with significant openings throughout the state of Ohio. These teachers help students learn personal financial management, how to live independently, plan nutritious meals, and explore future career paths. Family and Consumer Sciences provides students with the **knowledge they can't LIVE without.**

**G Thirty-second message – educational policymakers, lawmakers and legislators**

Family and Consumer Sciences provides students with **the knowledge they can't LIVE without.** Through Family and Consumer Sciences' courses, students looking to attend college are given the opportunity to explore careers and learn to manage their everyday finances, giving them better insight to what they want to study and helping to avoid significant college debt. Students also learn healthy eating and skills to live independently to vastly improve their quality of life. All middle and high school students need and deserve access to Family and Consumer Sciences. Family and Consumer Sciences provides students with the **knowledge they can't LIVE without.**

## **Three-Minute Messaging**

Finally, the three-minute message is for target audience members who really want to get to the details about FCS. Generally saved for the Web, the three-minute message allows the target audience member to have all of his or her questions answered.

The three-minute message should encompass the three and thirty-second messages, but include the data behind those messages that prove the three-second message, **FCS: knowledge you can't LIVE without**

**Main Audiences to Target:**

- 🕒 Middle and high school students
- 🕒 Parents of middle and high school students
- 🕒 Superintendents/principals
- 🕒 FCS teachers
- 🕒 Teachers of other disciplines
- 🕒 The general public
- 🕒 Education policy lawmakers
- 🕒 School counselors
- 🕒 School boards of education