



**G2G:** Increasing awareness of and participation in a government program

## Services Employed



**Strategic Planning and Consulting**



**Branding and Strategic Messaging**



**Marketing Collateral**



**Web Services**

## National Science Foundation—Scholarship for Service

**Background:** Scholarship for Service (SFS) is a unique program designed to increase the quantity and caliber of information assurance and computer security professionals within the government. By attracting qualified students directly out of college, SFS hopes to address the shortage of government IT professionals. Funded by the National Science Foundation (NSF), the program comprises two tracks, the Scholarship Track and the Capacity Building Track, which provide tuition for students and funding for colleges and universities, respectively.

**Challenge:** To increase the quantity and quality of student placements, the NSF was faced with a two-part challenge—to build awareness of the SFS program among government hiring managers, and to create demand for SFS students within government agencies. Specifically, the NSF needed to forge a line of communication between students and hiring managers and provide a concise, cohesive explanation of the program's benefits and hiring procedures.

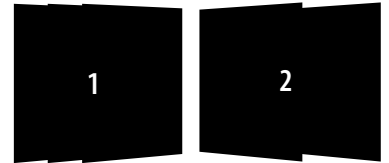
**ENC Solution:** ENC performed extensive grassroots research to identify which specific agencies had a need for SFS students and to determine the best tactics for promoting the program to these agencies. Based on that research, a comprehensive multi-channel marketing plan provided SFS with:

- A new logo, an updated SFS website, and marketing collateral
- A series of push/pull campaigns that created demand for SFS students within the agencies while simultaneously alerting students of available opportunities
- A job fair in Washington, D.C.
- A job opportunities newsletter
- Instructional materials and brochures targeting students, instructors, and hiring managers
- Virtual roundtable discussions with human resources personnel to foster discussion, answer questions, and resolve issues

**Results:** Nearly 500 individuals from 38 separate agencies are now aware of the SFS program. As a result, SFS has established 70 key contacts within these agencies who are now actively seeking to match open positions to SFS students. In fact, at the end of the campaign, more opportunities were identified than there were students to fill them.



## Scholarship for Service (SFS)



- 1) SFS Toolkits
- 2) SFS Opportunities Newsletter
- 3) SFS Job Fair Flyer
- 4) SFS Brochures
- 5) SFS Letterhead
- 6) SFS Brand Guidelines
- 7) SFS Mailing Label
- 8) SFS Logo