

# Get a Life

## Content and Outreach Budget Summary

### 1. Get a Life Web content

Our research shows that popular teen/tween sites like MTV.com and The-N.com update content weekly if not *daily*. To keep tweens interested in Get a Life, it's imperative that Web content be fresh, compelling and most of all interactive – contests, interactive polls/quizzes, celeb videos, etc.

- **Articles** – Inspirational, kid-friendly career info to form the knowledge backbone of the Get a Life site
- **Videos** – 1-2 videos per month featuring profiles of notable Texans and real middle-schoolers around the state – budget is around \$500 per video including travel expenses
- **Kid-created content** – Videos, polls, quizzes and other peer content submitted by real Texas middle-schoolers
- **Monthly artwork/essay contests** – Regular contests encourage repeat visits – prizing (Flip video cams, iPods, etc.) in the \$100-\$200 range
  - *Contest prizing sponsors are possible*

### 2. TEKS curriculum program

Create a statewide TEKS-aligned career exploration program (with TEA approval) – initially with 12 pilot schools from Comptroller Economic Regions – and provide resource hub online for teachers and counselors.

- **Required: \$5,000**

### **3. Career games**

The biggest request from students who have market-tested the Get a Life site is the same – “more games.” Games are tied with surfing for info about interests and hobbies as the #1 online activity for tweens. They’re also the #1 item tweens save their money for. A recent MTV study shows tweens most enjoy games that let them role-play and do things they can’t yet do in real life.

#### **Required: Up to \$80,000**

- **Virtual work world game** where students create personal avatars, get virtual “jobs,” buy houses and cars, and manage their salary. Each “career choice” will have an educational mini-game within the game (8 careers/mini-games to start) – \$60,000 (\$20,000 virtual world, 8 mini-games at \$5,000 each)
- If we’d like to add **new mini-games** (careers) to the virtual world cost is \$5,000-\$10,000 apiece – we can expand the number of careers indefinitely and offer “hidden” careers/games as bonuses
- **Additional professionally produced games** – around \$20,000 apiece
- We can also produce **simple Flash games** in-house to make our offering of games more robust
- **3D/papervision “augmented reality” project** – \$20,000 for 3D environment that’s triggered by printed “bar code” on paper

#### **4. Middle school advisory board**

Create a peer board comprised of Texas middle-schoolers who can act as tastemakers, advocates and moderators on the Get a Life site – put a real face on Texas middle-schoolers and drive interest for other kids. Primary board comprised of 12-20 kids statewide; overall advisory group can grow to include thousands of kids online.

- **Required:** Staff time to coordinate and oversee

#### **5. Work with Texas Tuition Promise Fund**

Tie Get a Life to TTPF program through creation of middle-school scholarship program. Devote a portion of the Promise Fund to middle-school age kids.

- **Required:** Staff time to coordinate and oversee

#### **6. PR campaign**

Traditional advertising and marketing focused on the Texas tween market.

- **Free/low support – \$200/month:**
  - Facebook and MySpace pages (54% of tweens are on MySpace and 35% on Facebook)
  - E-mail newsletter to CPA subscribers (parents)
  - Promotion in CPA publications (parents)
  - Tagalong promotion at TTPF and Unclaimed Property events - \$200
- **Medium support – \$1,700/month:**  
Free/low-level support plus:

- MySpace/Facebook advertising targeted by age and location - \$1,000
- Google search keywords (78% of tweens use Google for search) - \$500
- **Maximum support – Up to \$265,000:**  
Free and medium-level support plus national press campaign in tween publications; advertising across Texas:
  - \$28,000 – 2 weeks of advertising in movie theaters for Get a Life month (325 screens in Houston, Dallas, Austin, San Antonio)
  - \$78,000 – 6 weeks of local cable advertising surrounding the holiday season, on Nickelodeon and Cartoon Network, 4-8PM time window
  - \$82,000 – 3 weeks of Radio Disney ads in Houston, Dallas, Austin, San Antonio for our Demi Lovato or Selena Gomez video interview (both are Houston-based Disney stars)
  - \$50,000 – 3-4 months of banner ads on sites like Teen.com (#1 teen community), MTV.com and AddictingGames.com (#1 youth gaming site)
  - \$25,000 – Get a Life marketing giveaways with Web site address for school and public events (pencils, magnets, stickers, etc.)

## **7. Grassroots outreach**

Staff person devoted to building relationships to further Get a Life – with teachers and school administrators in Texas’ 1,583 middle schools, educational and professional organizations, alumni associations, libraries, camps, mentor and volunteer groups – and to organize and execute outreach efforts in schools.

- \$60,000 – Salary/benefits for outreach person
- \$3,300 – Computer/software for resource
- \$24,000 (\$2,000/month) – Travel/conference fees
- \$7,500 – Booth and signage
- \$3,000 – Travel laptop to demo Get a Life site
- \$1,000 – Video projector and iPod to play Get a Life videos at events

## **8. Business outreach / partnerships**

Partner with Texas-based or kid-friendly businesses (e.g. HEB, Schlitterbahn, Sea World), business mentorship organizations, professional and alumni associations to create statewide/large-scale Get a Life promotions.

- **Required:** Staff time to organize and coordinate; funds for marketing/outreach materials; outreach person to “project manage” contact and relationship with businesses

## **9. Establish Texas CPA as middle-school authority**

As the Get a Life program unfolds, we will naturally evolve into a state and national leader in understanding

tweens' tastes and behavior online. If we partner with UT or another school, we can expand this role into a full-blown research project about tween life in the digital world and ways to effectively and positively impact tween thinking.

- **Required:** Staff time to organize and coordinate; funds for study

## **10. Green job dollars**

According to a 2008 survey by Youth Trends, Inc., 71% of tweens think caring about the environment is cool – tap into available SECO/ARRA funds to develop a green-job program targeted at middle-schoolers.

- **Required:** Staff time to coordinate and organize program; outreach person to help coordinate program with schools

## Budget summary

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<b>Get a Life Web content</b>	\$15,000
<b>TEKS curriculum program</b>	\$5,000
<b>Career games</b>	Up to \$80,000
<b>Middle school advisory board</b>	Staff time to coordinate and oversee
<b>Work with Texas Tuition Promise Fund</b>	Staff time to coordinate and oversee
<b>PR campaign</b>	\$2,400-\$265,000
<b>Grassroots outreach</b>	\$99,000 (including salary)
<b>Business outreach / partnerships</b>	Staff time to organize and coordinate; funds for marketing/outreach materials; outreach person to “project manage” contact and relationship with businesses
<b>Establish Texas CPA as middle-school authority</b>	Staff time to organize and coordinate; funds for study
<b>Green job dollars</b>	Staff time to coordinate and organize program; outreach person to help coordinate program with schools
<b>TOTAL</b>	<b>\$201,400-\$464,000</b>