



# Campaign Toolkit

Get My High School Diploma Promotion



**GET YOUR HIGH  
SCHOOL DIPLOMA**

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TO ACCESS ANY CREATIVE MATERIAL WITHIN THIS TOOLKIT, SIMPLY VISIT:

<https://www.dropbox.com/sh/nsj7zamdu0cclzx/AADurROlc9VGt1WSiUDCU0cea?dl=0>



## 1. Toolkit overview

Welcome to the 2019 Get My High School Campaign Toolkit. Inside, you will find materials you need to promote and participate in this campaign.

# “DOES FINISHING MY HIGHSCHOOL DIPLOMA MEAN GOING BACK TO SCHOOL?”

### 1.1 About The Campaign

The Get My High School Diploma campaign is a provincial educational campaign aimed at assisting those without their Ontario Secondary School Diploma (OSSD) the information they need towards getting the successful future they deserve.

Statistics Canada noted in 2016 that 8.5% of men and 5.4% of women aged 25 to 34 had less than a high school diploma, representing about 340,000 young Canadians. Additionally, in 2016, the employment rate of young adults aged 25 to 34 with less than a high school diploma was 67% for men and 41% for women. In 1990, 75% of men and 50% of women in the same educational category were employed.

Without this accreditation, a barrier from future employment is created. There is misunderstanding and confusion around the OSSD relative to similar alternative programs. Due to colleges offering competitive (however not necessarily suitable) programming, and the lack of understanding of the OSSD, adult learning programs across the province are being under utilized.

The job market is becoming more competitive and increasingly the OSSD is a pre-requisite to full time employment, even in traditional “labour” based roles due to an increasing level of automation and technical sophistication for many positions.

Over the past year, we’ve spoken with adult learners across Ontario including a survey with over 500 Ontarians to gain a understanding from their perspective to the barriers of completing their OSSD.

From this research, we found that although they desire to complete and have an understanding of the importance of having their high school diploma, there are many barriers they are facing.

To address these barriers, we’ve created a provincial campaign that addresses these barriers head-on to convince adult learners to overcome their fears.

We are excited to provide you with this toolkit for your school board to start promoting your adult credit programs in your community.

Together, we can address the issue head-on with a collective voice that assures adult learners not to let anything hold them back from achieving their goals.



## 1.2 What's inside

### RESEARCH SUMMARY

To get a better understanding of the research findings, we are sharing the results so you have a better understanding of what Ontarians are currently thinking.

### KEY MESSAGES

Use these as a guideline when promoting the campaign in your community.

### SOCIAL MEDIA

Promoting on your social networks is one of the most effective ways to create awareness and advertise your services.

### WEB ASSETS

Use these assets on your website to drive traffic to the campaign website.

### EMAIL

Here you will find an email signature for even more visibility.

### PRINT

Refer to this section for everything you need to know about the print materials available for your use, including brochures and banners.

**“AS A NEW CANADIAN,  
DO I HAVE TO START  
AGAIN TO RECEIVE A  
HIGH SCHOOL DIPLOMA?”**



## 2. Research findings

# “DOES EVERY EMPLOYER REQUIRE A HIGH SCHOOL DIPLOMA?”

### **MOST FIND VALUE IN A HIGH SCHOOL DIPLOMA, BUT AT THIS STAGE IN THEIR LIVES NOT AS MANY ARE WILLING TO PURSUE IT**

82% of Ontarians without a high school diploma see this accreditation as valuable, with a majority (53%) seeing it as ‘very valuable’. This compares favourably to just one in ten (12%) who see it as not valuable. Despite this, more than half (54%) don’t want to get their high school diploma at this time, as many have gotten by without one.

### **BARRIERS EXIST, BUT FEW LOOK INTO PUSHING PAST THEM**

Two in five (41%) acknowledge having faced barriers to employment or getting a job not having their high school diploma. Building on this, even though 29% indicate that they would like to get their high school diploma at some point, most of these (24% overall) find some barrier to prevent them from doing so, such as hating the idea of going back to school (20%), having to go back with younger students (15%), finding they do not know where to start (13%), are worried that it would be too difficult (10%), being too busy, (10%) costs (10%), etc. In fact, just 5% would like to get their high school diploma and are currently taking steps to achieve it.

### **REGRET AND STIGMA PERSIST**

Looking back, seven in ten (71%) wish they had finished their high school diploma. This might be because most (85%) find today’s job market is becoming more competitive and it’s harder to get a job. A similar seven in ten (70%) feel that there is a stigma associated with not having your high school diploma.

### **COMPREHENSION OF KNOWING WHERE TO GO FOR INFORMATION SHOWS, BUT MOST ARE NOT CLAMORING FOR IT**

Just under half (49%) know how to get their high school diploma or would know what resources to turn to (44%) if they wanted to get their diploma now. Having said that, fewer than one in five (15%) would like to get information about how to get their diploma. This figure jumps to 37% among those who would like to get their diploma at some point.

### **OSSD FAMILIARITY IS LOW**

While a majority (57%) have heard of the OSSD in some capacity, only 28% are familiar with the program (of which 16% are very familiar with it and would know who to contact). This compares to a third (31%) who have never heard of the program.



### 3. Key messages

#### **FINISHING YOUR HIGH SCHOOL DIPLOMA. IT'S CLOSER, EASIER, FASTER AND MORE WITHIN REACH THAN YOU PROBABLY THINK**

As you communicate in your market, please keep this theme and messaging front and centre to ensure our province-wide messaging is consistent. Remember, we understand. There are barriers to finishing your high school diploma that can be stressful. We have the answers to all their questions, and an Ontario high school diploma is the preferred accreditation for employers.

#### **IT'S FLEXIBLE**

With over 250 locations offering adult credit programs in Ontario, we've made it easy for you to take the next step towards your successful future, with flexible options that suit your timetable. You can take courses at specific locations convenient to you, or earn credits online. PLUS you will be with other adult learners in an adult learning environment. Credits can be taken during the day, night, or even during the summer. Find out more about how to tailor your journey today.

#### **IT'S FREE**

If you're an Ontario resident over the age of 18, tuition is free when finishing your high school diploma. That's right. You can achieve your high school diploma without tuition costs.

#### **IT'S FAIR**

Credits toward finishing your high school diploma can also be applied for previous learning or experience you may already have. This can mean finishing your high school diploma may be closer than you imagine. This is especially important for new Canadians who have previous academic and life experience prior to arriving in Canada.

#### **OTHER**

The Ontario Secondary School Diploma is the preferred accreditation for employers. It's what they look for when considering job applications.

Don't let anything hold you back from taking the next easy step toward achieving your goals. You deserve it! And with over 250 locations to serve you, your diploma is within reach!

Visit [GetYourHighSchoolDiploma.ca](http://GetYourHighSchoolDiploma.ca) and discover everything you need to finish your high school diploma fast!



## 4. Social media

This section includes steps to prepare your social media channels, as well as sample posts and imagery. Feel free to use these as-is or customize them to your liking.

If you have any questions about social media, please contact **Doug Harrison, Director Client Services, Ramp Communications** at [doug@ramped.ca](mailto:doug@ramped.ca).

### USING SOCIAL MEDIA

Using social media to promote the campaign will help us reach new audiences, strengthening our voice across Ontario while promoting your services and programs.

We've provided three home page banners for your use. Simply update your social channels with any of these banners;



Consider editing your 'about' sections on your social media channels to include key messages and/or your services.

Use a call to action and either the campaign's website or your board's URL in your posts; you may include [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) with the call to action "what's keeping you from finishing your high school diploma?" Remember whenever you post, make sure you mention "share this" to get people involved and encourage participation in the campaign.

Remember, you can access all creative assets here:

<https://www.dropbox.com/sh/nsj7zamdu0cclzx/AADurROlc9VGt1WSiUDCU0cea?dl=0>



## 4.1 Social media post samples

**“DOES FINISHING MY HIGH SCHOOL DIPLOMA MEAN GOING BACK WITH TEENAGERS?”**

Sometimes what holds people back from completing their high school diploma is that they think they will feel out of place. Rest assured, you will be studying with adult students in a comfortable learning environment. We have all the answers to your questions about finishing your high school diploma.

Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.

**“WILL FINISHING MY HIGH SCHOOL DIPLOMA BE HARD TO FIT INTO MY SCHEDULE?”**

We’ve made it easy to finish your high school diploma on YOUR timetable. Whether you’re attending in-person or learning online, we have many options to suit your availability.

Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.

**“WILL FINISHING MY HIGH SCHOOL DIPLOMA COST A LOT OF MONEY?”**

You can get your high school diploma at little or NO cost to you. We want to make it as easy as possible for you to succeed and we know that sometimes cost can be a tough hurdle to get over. Getting your high school diploma is free no matter when you choose to go for it.

Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.

**“IS IT TOO LATE TO FINISH MY HIGH SCHOOL DIPLOMA?”**

It’s never too late to get your high school diploma. The faster you make the decision to go for it, the faster you’ll be able to achieve your goals. So you don’t need to be concerned about your age. There’s a place for you today.

Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.

**“AS A NEW CANADIAN, DO I HAVE TO START AGAIN TO RECEIVE A HIGH SCHOOL DIPLOMA?”**

There is no substitute for experience. That means that the things you have achieved so far in your academic and working life may be able to count towards fulfilling what you need to get your high school diploma now.

Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.



## 4.1 Social media post samples

**“DOES EVERY EMPLOYER REQUIRE A HIGH SCHOOL DIPLOMA?”**

Achieving a high school diploma will allow you to have more options as you set your goals for the future. Better quality jobs and enhanced opportunities for advancement are more likely to present themselves once you have achieved it. Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.

**“WILL FINISHING MY HIGH SCHOOL DIPLOMA TAKE A LONG TIME?”**

Some people believe achieving your high school diploma is a lengthy task. It’s not. Starting today is good advice, but whenever you decide to start, achieving your goals are not too far off, and your diploma is closer than you think. Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.

**“DOES FINISHING MY HIGH SCHOOL DIPLOMA MEAN GOING BACK TO SCHOOL?”**

There are many flexible options for achieving your high school diploma, including completing it online. If going back to school is not your preference, check out the various options available to you. Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.

**“CAN I GET MY HIGH SCHOOL DIPLOMA WHILE I’M WORKING FULL-TIME?”**

We’ve made it easier for you to achieve your goal of getting your high school diploma. There are many flexible options for you. Simply visit (board url) or [getyourhighschooldiploma.ca](http://getyourhighschooldiploma.ca) and discover everything you need to achieve your goals.



## 5. Web assets

We've created static digital ads for some of the most common ad formats:



**WHAT'S KEEPING YOU FROM FINISHING YOUR HIGH SCHOOL DIPLOMA?**

IT'S FAST, FREE, AND EASIER THAN YOU THINK.

**FIND AN ADULT LEARNING CENTRE**



**WHAT'S KEEPING YOU FROM FINISHING YOUR HIGH SCHOOL DIPLOMA?**

IT'S FAST, FREE, AND EASIER THAN YOU THINK.

**FIND AN ADULT LEARNING CENTRE** 





FINISHING YOUR HIGH SCHOOL DIPLOMA IS FAST, FREE, AND CLOSER THAN YOU THINK.

**IT'S NEVER TOO LATE!**

**FIND AN ADULT LEARNING CENTRE**

## 6. E-Signature

To promote the campaign, we've created a email signature for your use:



**WHAT'S KEEPING YOU FROM FINISHING YOUR HIGH SCHOOL DIPLOMA?**

**FIND OUT MORE**



If you wish to access any of these elements, simply click the link below:

<https://www.dropbox.com/sh/nsj7zamdu0cclzx/AADurROlc9VGt1WSiUDCU0cea?dl=0>



## 7. Printed materials

To promote the campaign in your region, we've creative print ready materials for your use. We've created a newspaper ad, brochure and banner for your adult learning locations.

These can be customizable by simply having a local print house access the file and update the pdf. Simply provide the link below to your print house and have them download the file. If you require the working files (design files) please email [doug@ramped.ca](mailto:doug@ramped.ca).



### WHAT'S KEEPING YOU FROM FINISHING YOUR HIGH SCHOOL DIPLOMA?

For some, it's a fear of going back to school with a younger crowd. For others, it's a cost consideration. Maybe you don't think you have the time.

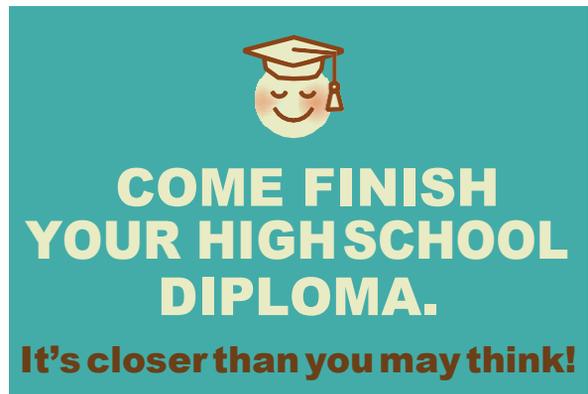
We understand, but there's truly no need to worry. It's easier, free, faster, and more within reach than you probably think. And it's never too late!

We've made it easy for you to take the next step towards your successful future, with flexible options that suit your timetable. The best thing is, finishing your high school diploma is FREE!

The OSSD (The Ontario Secondary School Diploma) is the preferred accreditation for employers. Don't let anything hold you back from taking the next easy step toward achieving your goals. You deserve it! And with over 60 locations to serve you, your diploma is within reach!



Visit [getyourhighschooldiploma](http://getyourhighschooldiploma) and discover everything you need to finish your high school diploma fast!


All files can be accessed here:

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