



Goldenrod Research Corporation is an education research company based out of Nebraska. I started working for the company on a part time basis in January 2017 and came on full time as the Director of Marketing in June 2017.

Goldenrod’s primary offering is a set of products called YouthTouch, which includes robotics and fluid power machines coupled with curriculum and staff development to bring STEM (Science, Technology, Engineering, and Math) into schools. The retail cost of YouthTouch is \$19,700 but is offered to worthy schools at \$9,850 three times a year, during Goldenrod’s matching grant rounds.

Working for Goldenrod presented a unique set of challenges, as they sell directly to administrators and superintendents with purchasing power at schools and school districts.

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SWOT Analysis



SWOT Analysis- 01/17

Strengths <ul style="list-style-type: none">• No competitors• STEM is a Natl. Priority• Profit Margin- 82%• Low cost per student• Fast growing occupations in STEM field• Effective use for ESL• Successfully integrated with female and minority students• Can be integrated across platforms and curriculums• Satisfied US user base (75- 300k students)• Prestigious Groups (NASA, Smithsonian, etc)• International	Weaknesses <ul style="list-style-type: none">• Limited sales force• No social media following• No commercial database of schools• No mechanism for multi-unit district sales• Low email deliverability• Leads only contacted once (if at all)• District purchases = longer sales cycle
Opportunities <ul style="list-style-type: none">• Interns• Build community around product• Press coverage/ PR to create buzz• Line item in district budgets• Use diversity as selling tool• Company/ Product Branding• Marketing automaton• Raise profile• District rental program• Blog/ Videos• Year round drip campaign• Customer endorsements	Threats <ul style="list-style-type: none">• Political Mandates• Higher price tag = more levels of approval to navigate• Project Lead the Way, Lego Robotics, Ipads, etc.- indirect competitors that compete for the same funding

Social Media

One of the first things I did upon starting with Goldenrod was to write our social media strategy, create social media pages, and start promoting them. Ultimately, the money for boosting posts and doing paid promotions on social media and other digital ads was not available from higher up in the company. Even still, posts and graphics were created, approved, and scheduled via Hootsuite.

Social Media Strategy

Summary-

The purpose of the Goldenrod Research Corporation social media strategy is to engage with existing and potential customers. By creating accounts on Facebook, Twitter, Instagram, and LinkedIn, Goldenrod is not only monitoring the conversation about their products, but also leading it. Regular updates are a question of simply maintaining active social media accounts. Engagement with customers and last minute postings will be consistent with regular updates in tone and design.

Posts for Facebook and Twitter will be scheduled at least one month prior to their release date and will be implemented via the Hootsuite software.

Instagram will be used primarily for posting updates about how Goldenrod products are being integrated in the classroom. It will be an extension of the “blog” featured on goldenrodresearch.com.

As of 01/2017, Goldenrod Research Corporation was claimed as a business. LinkedIn will primarily be used to network with industry professionals and school districts. Engagement on a biweekly basis will be sufficient.

The Social Media strategy will be implemented in two phases:

Phase One (pre-website redesign):

Social media will be used to promote the grant round for April 1st- May 15th.

Phase Two (post-website redesign) :

- a) Social media will primarily be used to invite potential customers to “Learn More” about Goldenrod Products. Traffic will be dumped on the landing page where potential customers will see how Goldenrod products are being implemented in the classroom.
- b) Social media will be used to promote upcoming grant rounds in the period immediately preceding the grant round and during the grant round.

Post Content:

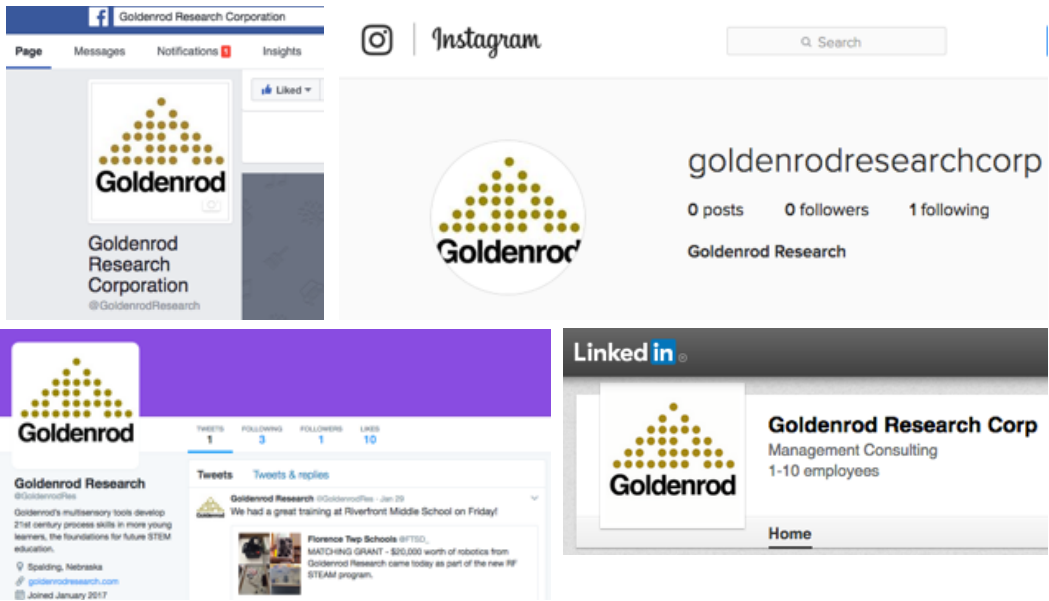
Tone:
First person plural/ conversational

Graphics:
Clean, white, pastels, primarily utilizing Goldenrod’s branded gold as an accent when applicable

Frequency:

Facebook: 2x week, daily engagement
Twitter: 2x week, daily engagement
Instagram: 1x monthly, biweekly engagement
Linkedin: 2x monthly share, biweekly engagement

Page Design: (02/01)



Post Content:

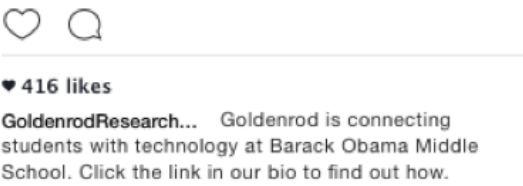
Facebook:



Instagram:



Twitter:



Social Media (October 2017)

Page

Inbox

Notifications 21


Insights

Publishing Tools

Pages to Watch

Settings

Help

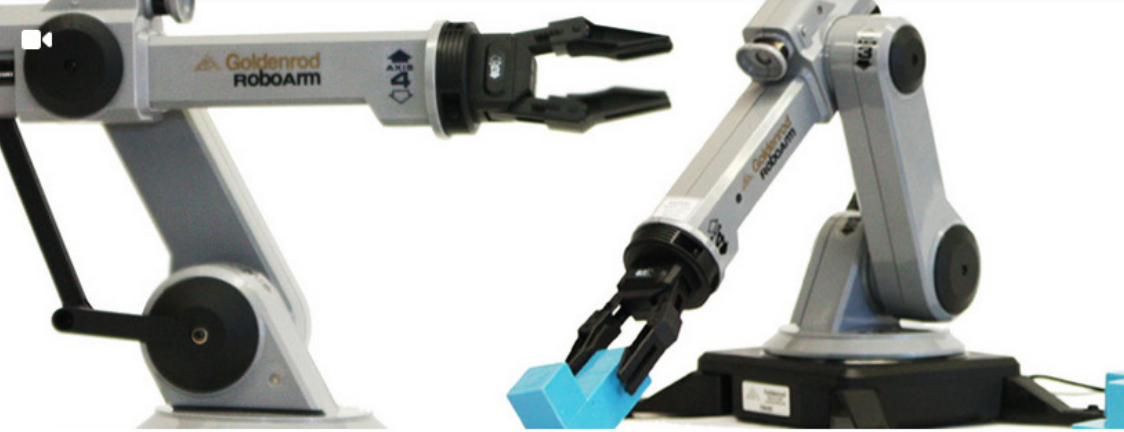


Goldenrod Research Corporation

@GoldenrodResearch

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Following

Share

Send Email



Tweets 93

Following 1,679

Followers 163

Likes 874

Lists 0

Moments 0

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Goldenrod Research

@GoldenrodRes

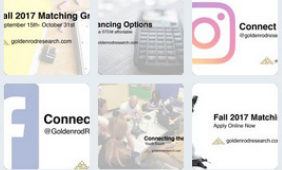
We make YouthTouch, a complete system of hands-on technology integration, for learners in Grades 3-8 to support the foundations for future #STEM education.

Spalding, Nebraska

goldenrodresearch.com

Joined January 2017


34 Photos and videos



Tweets

Tweets & replies

Media




Goldenrod Research @GoldenrodRes · Apr 26

Goldenrod is proud of our outstanding record of quality in product design and service. Connect with us at goldenrodresearch.com.


2

2




Goldenrod Research @GoldenrodRes · 20h

There is only four weeks left to register for our Fall Matching Grant. #STEM #STEMed #Edtech #STEMkids #STEMgirls #STEMgrant #Robotics




Who to follow · Refresh · View all



Michael Dowell @MDowe...

Follow



STEM Printables @STEM...

Follow

Find people you know

Trends for you · Change

#WednesdayWisdom

@dailystem is Tweeting about this

#WorldSeries

Dodgers get the win in Game 1 of the World Series

#Bolts

#TBLvsCAR

1,824 Tweets


Fats Domino

Verizon 12:23 PM

goldenrodresearchcorp

29 posts 63 followers 91 following

Promote Edit Profile



Goldenrod Research






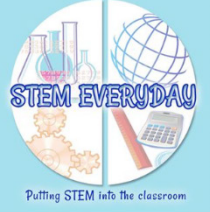
Commercial & Industrial

We make YouthTouch, a complete system of hands-on technology integration, for learners in Grades 3-8 to support the foundations of #STEM education.

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204 W St Joseph St, Spalding, Nebraska

Directions




Verizon 12:23 PM

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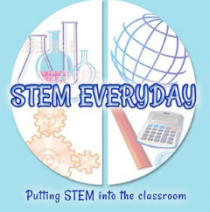
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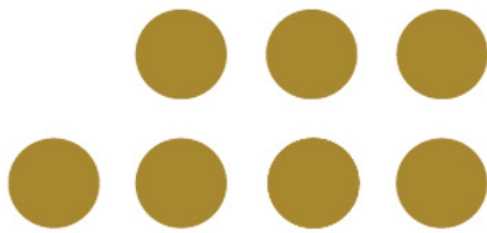
Directions



6

7

Graphic Design




3 Days
Matching Grant Program




Fall 2017 Matching Grant
September 15th- October 31st
 goldenrodresearch.com



Financing Options
To make STEM affordable
 goldenrodresearch.com



Apply Now.




3.14




Connecting the Dots
YouthTouch
 goldenrodresearch.com



Connecting the Dots
YouthTouch
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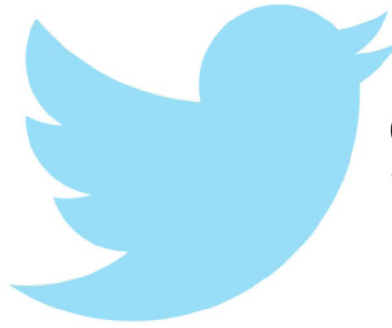
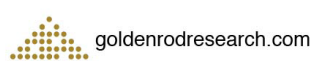
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September 15th- October 31st
 goldenrodresearch.com



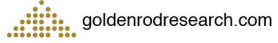
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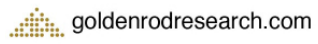
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Fall 2017 Matching Grant
Apply Online Now



Website Redesign

Goldenrod’s website was designed in the mid 1990’s. When I came on, I concluded that because of the outdated style, confusing navigation, and design in HTML, potential customers were equating these things with an outdated product. We needed a redesign. I worked with the President of the company to rewrite all of the copy for the new goldenrodresearch.com, I condensed and cleaned up the confusing web map, and informed all of the Wordpress designs which were given to a freelancer, tweaked by me, and approved by the President. As of October 2017, the new goldenrodresearch.com has not been launched but I have included screenshots of the work I did in support of these efforts.

US and Canada #888-827-2260 ext: 105 | 0333-444-2066

English

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YOUTH TOUCH

The company's flagship offering is YouthTouch, a complete system of hands-on technology integration, for learners in Grades 3-8. YouthTouch includes hardware, software, instructional activities and staff development.

Learn More >

Goldenrod

SCHOOLS AWARDED YOUTHTOUCH GRANTS FOR TECHNOLOGY INTEGRATION

Posted by admin

0 Comments

Forty-two schools across the United States were awarded YouthTouch matching grants from Goldenrod Research in

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GOVERNMENT PROGRAM FUNDING:

In the past, many schools have used the following governmental funding programs, for which they are eligible, to support the match for the YouthTouch STEM matching grant. Please call us to learn how other schools have used these sources creatively and effectively.

Title I


Title IIA

21st CCLC

Gifted & Talented

GOVERNMENT GRANTS:

Please check your State Department of Education website for state level grants. See <https://www.grants.gov/> for Federal grant opportunities.



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Always indicate if an immediate response is required.

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EXTENDED TERMS:


Goldenrod's normal payment terms are net 30 from date of invoice. Customers with good credit may be eligible for net 90 or longer terms. Discuss a custom payment plan with us to suit your cash flow.

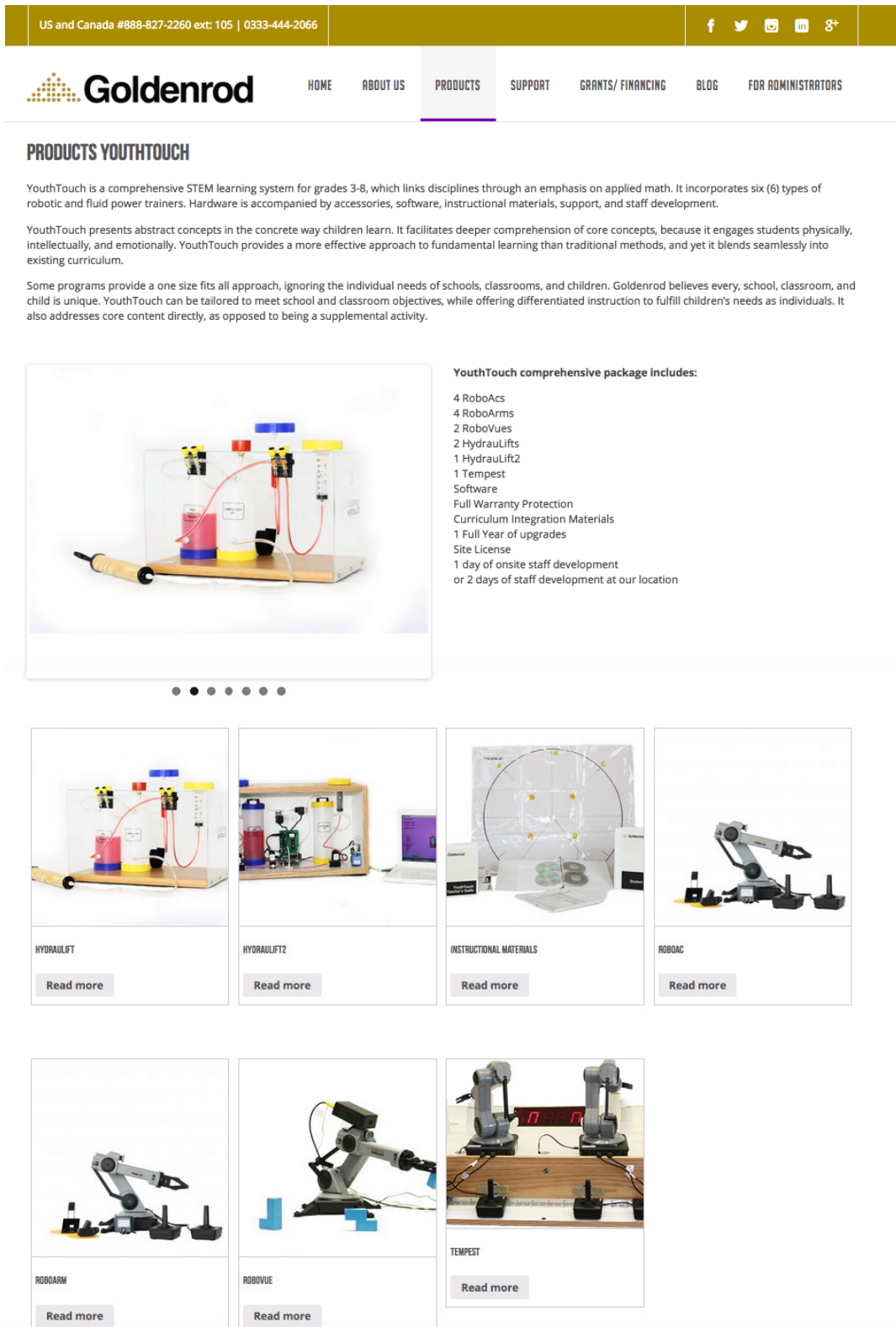
PREPAY:

Goldenrod offers a discount of \$125.00 for customers who prepay.

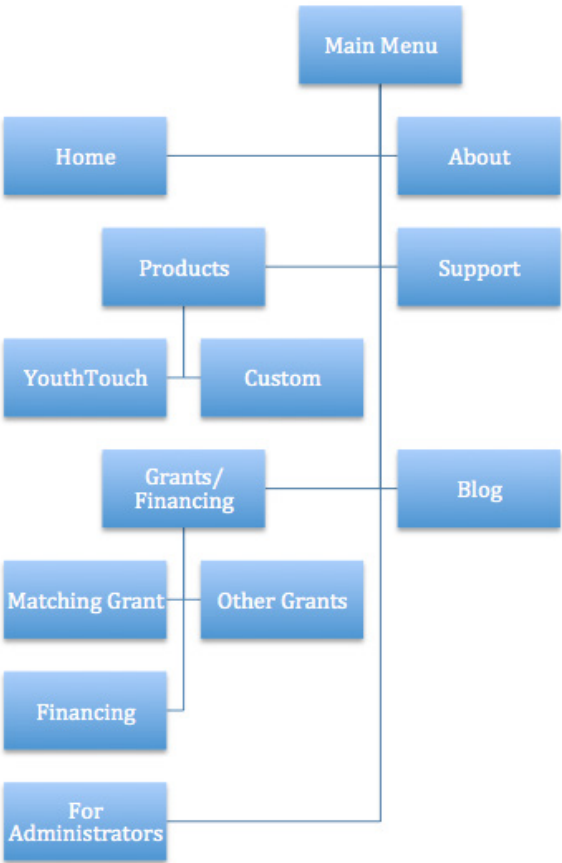
LEASING:

Customers buying YouthTouch or any purchase of \$10,000 or more are eligible to apply for a multi-year lease. Buy out lessor for \$1 at end of term. Contact us for details and a lease application.





New Web Map



Public Relations

Public Relations contacts and systems for following up with press outlets did not exist before I came on with Goldenrod. I established a database of contacts including STEM publications, Education publications, and influencer blogs and websites. Goldenrod’s president was interviewed on Remarkable Chatter’s STEM Everyday Podcast #78 as a result of these relationships I established. Had I stayed with the company longer, I would have been able to follow up with more of these contacts.

Press Releases

[MONTH DAY, YEAR]

FOR IMMEDIATE RELEASE

Contact: Michael Womack

[SCHOOL NAME] receives STEM Technology Grant

[CITY, STATE, MONTH DAY, YEAR]- Goldenrod Research Corporation is proud to announce that [SCHOOL NAME] is the recipient of the 2017 YouthTouch STEM (Science, Technology, Engineering, Math) Matching Grant.

The grant will provide funds for the purchase of a YouthTouch Technology package, which includes robotics, fluid power, and professional development to help integrate STEM across Math and Science curriculum. Through hands on activities and proven techniques, students will learn real world applications of STEM.

[SCHOOL NAME] is ahead of the curve, as employment in STEM fields grows at a faster rate than overall employment and the average wage of STEM occupations is nearly double than the national average. Lea Melchior, President of Goldenrod Research Corporation said, “As a fellow educator, I understand the value of introducing STEM early. Empowering youngsters to transition from arithmetic to mathematical reasoning sooner enables more to pursue STEM futures. That’s why in an effort to give back, I created the STEM grant program to make YouthTouch affordable for more elementary and middle schools.” About Goldenrod Research Corporation:

Goldenrod was founded in 1985 and first introduced YouthTouch in 1997 to provide educators with a high tech/high touch way to teach the basics within each school’s existing curriculum. Their commitment to education is evidenced through the matching grant program, which provides 20 grants annually to worthy elementary/ middle schools to help the school acquire a complete YouthTouch technology integration system. Goldenrod is also committed to producing their products in the United States, which is why manufacturing is done in Spalding, Nebraska.

[MONTH DAY, YEAR]

FOR IMMEDIATE RELEASE

Contact: Michael Womack

Teachers Participate in STEM Technology Training

CITY, STATE, MONTH DAY, YEAR- The faculty of [SCHOOL NAME] School will participate in a day long session of YouthTouch training/professional development at the school on [DAY, DATE] from [B TIME] until [E TIME]. The teachers will engage in hands-on learning activities, manipulating robots and fluid power machines as though they were students, as well as learning instructional techniques for integrating real world technology activities into their existing curriculum. Goldenrod Research corporation, the manufacturer of the YouthTouch package will send a trainer to work with [SCHOOL NAME] faculty. The trainer will work in teams with the teachers. They will program, calculate, and communicate with each other along with robots in order to experience how modern technologies can be effective teaching tools by making difficult concepts easier for the students to comprehend. The training focuses on activities that demonstrate concepts such as problem solving, estimating, negative numbers, and algebraic reasoning. These are areas of learning that students often struggle to comprehend and are the building blocks for all future mathematics. Eventually, students themselves will participate in these hands on activities and proven techniques, learning real world applications of STEM.

[SCHOOL NAME] is ahead of the curve, as employment in STEM fields grows at a faster rate than overall employment and the average wage of STEM occupations is nearly double than the national average. The school acquired a YouthTouch system in [AWARD DATE], when [NAME OF SCHOOL] was awarded a grant as a pilot/referral school. They are part of an elite group of 325 progressive schools nationwide selected to implement the exciting YouthTouch technology program.

Lea Melchior, President of Goldenrod Research Corporation spoke about the grant saying, “As a fellow educator, I understand the value of introducing STEM early. Empowering youngsters to transition from arithmetic to mathematical reasoning sooner enables more to pursue STEM futures. That’s why in an effort to give back, I created the STEM grant program to make YouthTouch affordable for more elementary and middle schools.”

[MONTH DAY, YEAR]

FOR IMMEDIATE RELEASE

Contact: Michael Womack

Goldenrod Covers HALF of STEM Programming

Worthy schools to receive YouthTouch Technology Integration System at half the cost

Spalding, Nebraska- October 16th 2017

Goldenrod Research Corporation, an education research company based out of Spalding Nebraska, is pleased to offer its Fall 2017 Matching Grant to worthy schools domestically and internationally. The grant will cover HALF of the cost of purchasing the YouthTouch system, to integrate robotics, fluid power, and coding into classrooms. This will save schools looking to improve their STEM programs \$9,850. Over 350 schools have taken advantage of the program since 1997! Will your school be next?

Other STEM packages may offer expensive programs that require a full course to deliver, while cheaper robotic programs don't correspond to existing curriculum or aren't aligned to standards. The Goldenrod YouthTouch system adapts to curriculum, aligns with standards and includes over 100 cross curricular activities. It is better for kids, easier for teachers, and affordable through the matching grant!

President of Goldenrod, Lea Melchior, said, "It is an honor to work with schools to make STEM equipment available for those who wouldn't normally be able to afford it."

Grant applications are being accepted now through November 17th. Applicants must first register in our information portal here (http://goldenrodresearch.com/grant_announcement.aspx?CheckJavaScript=1&pageId=1&) where they will find more information and be able to access the application.



Interested Schools should register for more information and they will be guided through their grant application.

Press should contact Michael Womack, Director of Marketing, by phone at 813-928-3859 or email at Michael@goldenrodresearch.com for more information. Pictures and video of YouthTouch available upon request.

Marketing

Email Marketing

Goldenrod uses a partner bulk emailing service and the Interspire software to send out bulk emailing campaigns. These are designed to promote the matching grant round and to boost registrations on our CRM, from which sales calls are made. While at Goldenrod, I utilized Dreamweaver and Interspire to design the emails. I also did all the copywriting. I have included examples of a few emails below.



2017-18 STEM Matching Grant- Deadline Oct. 31st

Are you working toward expanding your school's STEM program? Goldenrod Research is now offering a matching grant that will cover **HALF** of the cost of purchasing the YouthTouch system, to integrate robotics, fluid power, and coding into your classrooms. Your school could be saving \$9,850 while elevating your STEM program.

Others may offer expensive programs that require a full course to deliver, while cheaper robotic programs don't correspond to your existing curriculum or aren't aligned to standards. Our YouthTouch system adapts to your curriculum, aligns with standards and includes over 100 cross curricular activities. It is better for kids, easier for teachers, and affordable through our matching grant!



Over 350 schools have already taken advantage of our Matching Grant. Your school could be next. Click the link below to register. Get the grant details and learn how YouthTouch would work for you.

[Learn More](#)

Connect With Us

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Spalding, NE 68665

[f](#) [t](#) [in](#) [ig](#)



Extended Deadline Nov. 17th- STEM Matching Grant

Dear fellow educators,

This is a fearful time for many. The nightly news is intense and disturbing. We dread the next news report and storm forecast. There's uncertainty about education budgets too, but that pales in comparison to tragedies. These issues mix together, and without analyzing, we just don't like how we feel these days. It is difficult finding enthusiasm to initiate projects that build for the future. The natural tendency is to hunker down while waiting to see what happens. We understand, and we are fighting our feelings, too.

While reminded daily of much we cannot control, let's keep focusing on what we can effect as educators. We know children still need to learn, and we know STEM is important to their futures. Goldenrod is offering its annual matching STEM grant for the 20th year to make the YouthTouch program more affordable for schools, so you can impact more kids.

We'd like to see many more registrations, so that more schools are in the running for this year's awards. Wealthy districts and private schools are signing up; charter schools are hopeful their fortunes will improve, but regular public schools are telling us they have no money and so why bother.

Don't feel defeated yet! Uncertain budgets and funding streams aside, I urge you to take the first step now: register for our matching grant and throw your hat in the ring. Make this an educational decision not an emotional or economic one. IF YouthTouch fits your needs, IF you believe in the value of STEM and hands-on learning, register now, despite your present misgivings. Don't worry about tomorrow's money today, because registering has no cost or obligation. Applying for the grant incurs none either. We'll guide you in writing your application and help you secure an award. Even receiving the award and accepting it is not final. It will cost a little of your time to start the process, but that's all.

Why should you bother now? Because everything changes. Things change for the better too, and when they do, as they always do eventually, you will be ready to take advantage of improved circumstances. You won't be starting at the beginning. You will be far ahead of the pack, and so will your students.

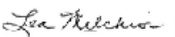
[Learn More](#)

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Goldenrod Research Corporation
204 West Saint Joseph Street
Spalding, NE 68665

[f](#) [t](#) [in](#) [ig](#)


Sincerely,



Lea Melchior
President



Goldenrod
Goldenrod Research Corporation
204 W. St. Joseph Street
PO Box 305
Spalding NE 68665



STEM Grant Announcement

Deadline: February 15th

Goldenrod Research, creator of the YouthTouch Technology Integration System, proudly announces its 2016-2017 STEM Grant. Official application and guidelines are available online via registration.

Now in its 20th year, the YouthTouch STEM Grant program, through 1:1 financial matches, has enabled over 200 schools across the US and Canada to affordably integrate robotics and fluid power technology into their 3-8th grade classrooms.

YouthTouch engages your students in hands-on experiences as they learn over 100 core concepts integrating Science, Technology, Engineering, and Mathematics. Activities address academic standards, and they emphasize critical thinking, problem solving and teamwork. Best of all, kids love YouthTouch!

Our educational robotics specialist, is available to personally assist you in completing the brief application. Each grant awarded covers half the cost of the Youth Touch Technology Integration System including equipment, software, instructional materials and on site staff development. I hope your application will be among those reviewed for award next month.

Sincerely,

Lea Melchior
President
Goldenrod Research Corporation
588-827-2260

Fax Marketing

A hold over from Goldenrod’s previous marketing efforts was a fax sent to schools with a similar goal as the email marketing campaigns. The following message was written and designed by me for that purpose.



Goldenrod Research Corporation
204 W Saint Joseph Street
Spalding, NE 68665

YouthTouch Matching Grant Round 2 for 2017
Deadline November 17

Goldenrod Research, creator of YouthTouch, is pleased to announce its 2017-2018 grant competition. It provides an opportunity to grow your STEM program and offer robotics and fluid power experiences for grades 3-8 affordably. Goldenrod will award 1:1 matching grants for use toward the purchase of YouthTouch. In exchange, the schools selected will serve as referral sites for a year.

YouthTouch generates excitement, while complementing –not replacing– your existing curriculum. Each school chosen will receive all the tools necessary to engage students in hands-on lessons designed to impart a firm understanding of ratios, estimating, coding, and over 100 other concepts, integrating Math, Science, Engineering and Technology. Activities emphasize critical thinking, problem solving and teamwork. The comprehensive package includes equipment, accessories, instructional materials, and staff development. Best of all, kids love YouthTouch.

Since 1997, we have offered our grant program in order to engage with the most progressive elementary/middle schools nationwide. Over 350 institutions are previous grant recipients. We are pleased once again to offer this grant to benefit students and expand our referral base.

If you'd like to enhance your STEM program and your school's visibility as a referral site, we encourage you to learn now whether YouthTouch is a good fit for your school.

The grant application is not elaborate, and our education specialist, Rick Erdich, is help you through the process. He'll even preview and critique your narrative, before you submit.

The grant provides for ½ the cost of the YouthTouch system. Goldenrod will grant \$9,850 to awardees, who must provide the other ½ as their match. Goldenrod regularly helps schools coordinate matching funds from other sources and accommodates individual cash flow situations. Don't allow money issues alone to deter you, if you are strongly interested.

Browse our website to learn about YouthTouch: <https://www.goldenrodresearch.com/products.htm>. Online access to the grant application and guidelines is accessible via registration.

If you have trouble registering via mobile device, call toll free to: 888-827-2260 ext 106 or call my direct line: 813-234-0225, and we will submit the registration for you.

Lea Melchior

Lea Melchior
President

Google Alerts

One of the unique challenges of working for a company that markets to schools is tracking down schools with the funding and the interest in STEM related products. To meet this challenge, I set up Google Alerts for various terms related to STEM and school budgeting. From there, I sought out contact information for worthy leads, sent an email proposal to them, and added them to our CRM to be contacted by our sales person.

Funding

A unique challenge at Goldenrod was coming up with funding to support our marketing goals. In August 2017, I was tasked with filming, and editing a short video to be combined with a power point and presented to potential investors. I have included stills from that video below.

