

W A S H I N G T O N
H I G H E R
E D U C A T I O N
C O O R D I N A T I N G B O A R D

Synopsis of Bill Hanson's Remarks at HECB Meeting September 16, 2010

A good thing about the Lottery is that none of our proceeds come from the general fund. They all come from sales. And in this case, sales are going to benefit education. This is a potentially very good thing for higher education and for the Lottery. As most of you know, SB 6409 sponsored by Sen. Jim Kastama of Puyallup, allows Lottery dollars to be placed in an Opportunity Pathways Account. This account can be used to fund financial aid programs for higher education. Currently, four programs are involved. The account also can be used to support early learning programs in Washington.

We at the Lottery were very much in support of this bill. After the bill was passed, we sought input from the HECB, and subsequently from many different groups. This is new to all of us. As we move forward we will continue to seek input and there may be things we want to change. I'm hoping you will be pleasantly surprised by our advertising campaign. You'll see different adults and children receiving a letter... and then reacting happily. The letter represents acceptance to a higher education institution.

What's next? We will continue to hold one-on-one meetings with anyone who will listen – especially higher education groups. We'll be sending out a graphic-rich email to a wide array of stakeholders, and both the Lottery and HECB are updating their websites to reflect this change. Also we're sending an open letter to the state's daily newspapers, and we're requesting editorial boards. We'll air it the week of September 27, but probably will pull it off the air for several weeks while the media are bombarded with political ads, and then after the election you'll see three or four of these ads running all year. We're trying to strike an emotional chord inspiring people to buy lottery tickets. We believe many more people will play Lottery games if they know their dollars will support education.

Every dime earned by Lottery programs in Georgia, Tennessee goes to education. We'd like this to be true in Washington. We believe this has great potential to increase our sales and, over time, provide more money for financial aid programs in higher education.

WASHINGTON'S LOTTERY & HIGHER EDUCATION

September 16, 2010

Where the money goes: A new day at the Lottery

Senate Bill 6409: An Overview

- In 2010, the state Legislature passed SB 6409 which directs Lottery dollars to the Washington Opportunity Pathways Account. This account helps fund higher education scholarships:
 - State Need Grants
 - State Work Study awards
 - Washington Scholars award
 - Washington Award for Vocational Excellence (WAVE)
- In FY2011, funds will also support early childhood education
- Dollars previously dedicated to K-12 education construction will be provided out of the state General Fund



Communications & Marketing

- The HEC Board and Washington's Lottery are working together to communicate and market this news statewide:
 - May-June: HECB and Washington's Lottery briefed higher education stakeholders
 - July: Legislation went into effect; press release issued
 - August: Previewed creative direction of upcoming ads; beneficiary information posted on HECB website
 - September: TV spots filmed and developed; ongoing communication to higher education stakeholders and the media; NPR reads begin; TV spots air



What's Next

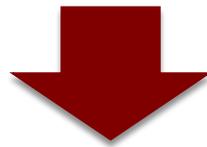
- Enhanced communications tools:
 - 1:1 meetings and speaking opportunities to higher education groups
 - Graphic rich email
 - Updated website
 - Social media kit
- Open letter and advertorials to statewide dailies
- Radio, print and television spots



Upcoming Ads: The Charge

Strike an emotional chord that inspires people to play the Lottery with that extra dollar in their pocket and pay it forward.

Build connections that give people the emotional permission to play.



LEVERAGE HUMAN INSIGHT



Objectives

EMOTIONAL POWER

Demonstrate the impact of the beneficiary

Give Washingtonians a role in fueling the opportunity for others

Build a branded connection between the Lottery and the beneficiary

Raise awareness about the Higher Education beneficiary



Questions?



THANK YOU!

