

2011 Sonlight Training Conference



February 2-4, 2011
Littleton, CO

Marketing & Product Development Update

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MARKETING:

I. New Core Names

Purpose of renaming is to equip customers to think outside of grade levels
There will be no new Core developed

II. Multi-Subject Packages

Formerly the Newcomer package – Grade oriented (no age ranges listed)
Now discounted 12% from full retail – communicate benefit
Will also offer packages that won't have required resources for returning customers (available online)
Eventually moving toward no defined package but benefits available with purchase of all subjects

III. More Hands-on Learning – we have more hands-on available than MFW

Core Tip Sheets – K, 1, 1+2, 2 [new A, B, B+C, C] now available; finishing 3, 3+4, 4 [new D, D+E, E]
Will be giving CD or electronic delivery rather than hard copy or print from website
Tip Sheets free with purchase of Core or MS package, upsell for IG purchasers

IV. Time Payments

Since 2010 - interest free, no fee
Based on credit score
9 month option in April, 6 month option in Apr-June, 3 month option year-round

V. Additional Bible Study Packages

Bible reading/memorization included at every level
Separate books are offered for additional study
Tell customers “Bible is included; if you want extra resources purchase the Bible package.”

VI. Catalog

Focus on packages, no book descriptions, prices, or trimester notations in catalog (found online)
Each program has a message from Sarita explaining what the student will learn, why materials were chosen
Core wheel – visual aid for choosing, laid out for each Core

VII. Future – Leveraging Social Media

Conventions will be listed as events on SL FaceBook page 3 weeks before event – you can link to your FB Profile page
Recommend that SCCs create a business FB account – show event on page, reference on SL landing page
SL looking at targeted FB ads, developing use of Social Media tools

VIII. Future – Brand Perception Process and Messaging

How does the market perceive Sonlight? Expensive, book list, unpredictable
In process of creating brand perception survey to look at whether perception matches desired perception, then change that perception with different wording, graphics, price structure, etc.

PRODUCT DEVELOPMENT:

I. New Product – **Grammar 5 and 6**

Information on Wiki

Not intended to tie with specific Cores, uses variety of passages from Cores

Suggest: learn grammar like learn music...whatever age you start learning, you must start at beginning

II. New Product – **What Good is Christianity?** [written as response to criticism of Christianity]

18-week course for upper high school apologetics study (built from What Christ Has Done For World)

IG, 6 books + DVD ... equips/educates students for college

Covers history, world view, cultural literacy, contemporary atheism (UTT focuses on culture, world view)

Schedules 40-50 pages of reading per day ... recommended ages 16-18

III. New Product – **MathTacular 4 and Workbook** [DVD suitable grade 4+, workbook suitable grade 6+]

Samples on the Wiki and website

DVD not in separate vignettes as with levels 1-3, instead progresses through a story

Younger siblings can watch and enjoy, older students use the workbook to practice word problems

Introduces a method for solving all word problems

Problem set up > try it > solve = 10 minutes, additional problems in workbook for practice (easy > harder)

Option to play scene-by-scene or as a whole story. 29 Individual scenes.

IV. New Product - **All About Spelling**

Appropriate for auditory, visual or kinesthetic learners

Level 1 in 1st grade, like with grammar study should start at beginning as it builds on itself

Approach: letter sounds, diphthongs *then* segmenting (like Reading Reflex)

Enjoyable, interactive, effective

Offered as additional resource in 2011, looking at integration in Multi-Subject package in future

May replace *Sequential Spelling*, but not this year

V. New Product – **Piano Wizard**

See Wiki for further information

Sonlight will ship a display model for very large events

VI. Improvements – **Core 100** [major revamp]

Updated literature books, spreading out topics & expanding depth

Removing *Gathering of Days*, *Christy*

Making it more age/level appropriate – 5 books are deeper, 15 books in middle school/high school level

Updated questions to provide more lit analysis with answers

More emphasis on important events, updated HUS notes (more readable, current)

Answers provided to most questions

VII. Improvements – **Upper Level IG Format Changes**

Details on wiki

Not modularizing high school Cores at this time

Created Parent Guide/Student Guide – same content but reformatted (Cores 200-530)

Parent Guide has maps/key, Student Guide has blank maps

PG 89.99 & SG 34.98 w/ consumable map, discounted with Core purchase

PG has full content of current IG, SG has independent work (no copy, no repurchase discount) - consumable

Discussion questions will now be numbered for easier tracking

Not expected to be ready April 1st

VIII. Improvements – **Science G**

Removed Usborne Book of Science (very outdated), replaced with What's Science All About?
Schedule and activity sheets updated, refreshed hands-on activities to maintain coordination

IX. Future – **Electronic Distribution** [NOT PUBLIC INFO YET!]

Intend to release electronic IGs in 2012 (offering adjustable scheduling, progress tracking, notes)
Web interface & application for tablet or smart phone
Information stored on server, progress can be printed [competitors only offer electronic IG in pdf form]
THIS IS GOING TO BE BIG!!!!

X. Future – **Reforming IGs** [NOT PUBLIC INFO]

All IGs are being reviewed to ...
Remove fluff and keep most useful info, keeping hand-holding content where needed
Streamlining text
Evaluating books with mom/student experience considered
Reviewing time requirement and balance