



**Higher Education Partnership of Alabama**

Competitive Analysis

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## Competitor Overview:



**Who They Are:** According to alunites.org, Alabama Unites For Education is a “grassroots coalition of parents, students, teachers, business leaders, and other supporters who share a commitment to building and sustaining a first-class education system in Alabama.”

Started in December 2015 by The University of Alabama’s chancellor, Dr. Witt, Alabama Unites For Education’s mission is to promote education throughout the state by raising public awareness and highlighting public policy.

## Digital Presence:

- **Website:**

- **Overview:**

- **Strengths:** Alabama Unites For Education’s website is aesthetically appealing due to its modern and sleek look. It is extremely easy to navigate and find its information. It also provides an emotional connection with the viewer.
- **Weaknesses:** Its website only has two pages with limited information. Due to the lack of Search Engine Optimization, it is extremely hard to find the website on search engines such as Google, Yahoo and Bing.

- **Homepage:**

- Every time a viewer looks at the homepage of Alabama Unites For Education, a window pops up asking for the viewer’s name, email and zip code to join the team. The homepage features a slideshow of testimonials from Alabama’s top education and policy influencers. People included are mayors and leaders in education systems. One slide in the slideshow highlights its three main priorities:
  - Access to educational opportunity for all Alabamians
  - A world-class education system, from Pre-K to doctoral programs

- Raising public awareness on issues related to education in Alabama

Below the slideshow, there is a video that highlights why the organization exists. Using live footage, it showcases how much of an impact the organization makes on Alabama's education system. The homepage welcomes visitors with a personal letter from the founder, Dr. Robert E. Witt. The website features two pages: a homepage and testimonial page. All of the information is clear, concise and easy to digest. Because of effective messaging, the website is easy to navigate and it successfully describes the organization's goals and mission.

- **Testimonials**

- The testimonials page features highly respected advocates for education across the state of Alabama. For example, there is a photo of the mayor of Mobile, Sandy Stimpson, along with a quote on how education impacts Mobile as a whole. The testimonials feature Ray L. Watts, The University of Alabama at Birmingham's President, Alison Grizzle, the 2013-2014 Alabama Teacher of the Year, Dr. Suzanne Lacey, Superintendent of the Talladega County Schools and much more.

- **Social Media:**

- **Overview:**

- **Strengths:** Alabama Unites For Education is actively engaged on Facebook and Twitter. It has an effective social media presence that consistently engages Facebook and Twitter users. Many posts welcome and ask for users' thoughts, comments and concerns. Each platform has a high quality visual to accompany every post. If there is not a visual, there is a link for users to view further information.
- **Weaknesses:** Alabama Unites For Education's biggest weakness is the absence of an Instagram account. Its social media presence is strong on Facebook and Twitter, but in a technology driven world, a strong social media presence is important on all platforms, including Instagram.

- **Facebook:**

- Alabama Unites For Education's facebook has a total of 9,934 likes. The "About" page is not as extensive as the Higher Education

Partnership of Alabama. However, Alabama Unites For Education posts multiple times a day and each post includes a photograph and link. It is extremely appealing to the eye and increases engagement. Its likes and comments on posts are extremely varied. Likes and comments vary from thousands to less than 10. Overall, its Facebook presence is strong and the content clearly highlights its mission.

- **Twitter:**
  - Alabama Unites For Education's Twitter follows 386 accounts and has 622 followers. Every tweet is accompanied by a high quality visual or a link for further information. Their tweets are newsworthy with information about current leaders and the education system. They also tweet human interest stories and show their support for all education systems throughout Alabama with tweets that highlight different schools' accomplishments.
- **Media Coverage:**
  - Since its December 2015 launch, Alabama Unites For Education has been featured in various media outlets across the state. Alabama Unites has been featured in 11 media publications. Outlets like AL.com and WBRC Fox 6 News have reported on Alabama Unites For Education along with other news outlets in cities throughout Alabama.

## Sources

Website: <http://alunites.org/>

Facebook: <https://www.facebook.com/ALUnitesForEducation/timeline>

Twitter: <https://twitter.com/alabamaunites?lang=en>

Media Coverage Links:

- AL.com-  
[http://www.al.com/opinion/index.ssf/2015/12/dr\\_robert\\_witt\\_alabama\\_must\\_un.html](http://www.al.com/opinion/index.ssf/2015/12/dr_robert_witt_alabama_must_un.html)
- Yellow Hammer-  
<http://yellowhammernews.com/politics-2/launch-of-new-education-group-could-signal-seismic-shift-in-alabama-politics-power-structure/>
- Media Release Powered By The Press:  
<http://prmediarelease.com/alabama-leaders-form-grassroots-education-coalition/#sthash.17wajCb7.dpbs>
- Alabama Public Radio: <http://apr.org/term/alabama-unites-education>
- Alabama Political Reporter:  
<http://www.alreporter.com/tag/alabama-unites-for-education/>
- Grade Power:  
<http://gradepowerlearning.com/alabama-educators-form-coalition-raise-public-awareness/>
- Alabama Today:  
<http://gradepowerlearning.com/alabama-educators-form-coalition-raise-public-awareness/>
- Vestavia Voice:  
<http://vestaviavoice.com/schools/coalition-unites-central-alabama-school-superintendents-comm/>
- The University of Alabama Dialog:  
<http://dialog.ua.edu/2016/02/in-case-you-missed-it-4/>
- WBRC Fox 6 News:  
<http://www.wbrc.com/story/31026228/bice-its-time-for-education-workers-to-get-a-raise>
- ARI Region 5 Blog: <http://ariregion5.blogspot.com/>