Project 3 Marketing:

* How and where do you get your information about finance and banking?

We receive our information from the financial institutions. We are meeting with them in March to have a Think Tank and find out better ways to deliver services to our clients.

* What experiences do college aged adults have as clients of the center?

I am unsure of what this is asking. Most college aged adults are accumulating student loan debt and learn how to prepare for their financial future through the FEC. We are also partnering with financial counselors at colleges/universities to aid students.

* What communication channels does Aurora FEC use?

The FEC uses referrals and word-of-mouth currently. FEC also has Instagram, facebook and twitter but has not used it. The City of Aurora is willing to help forward the new vision.

* Do you use Hootsuite?

Yes, we do use Hootsuite.

* How does some of your segmentation differ form on another?

I don’t understand this question.