

2017-18

Marketing Plan for College Tech Prep



August 2017

- Send welcome letter to new students
- All College Tech Prep Programs begin, August 17

September 2017

- Plan remarks, displays for your Open House.
- Review changes to your page in the Career Catalog.
- Select Compact Ambassadors.

October 2017

- Send information/photos for Compact Points to Mary Beth Harper by October 5.
- Return changes to catalog page, October 16.
- Have Compact Ambassadors attend training at Davey Tree Expert Co. from 7:45 to 11:00 a.m. on October 24.

November 2017

- Send information/photos for individual College Tech Prep newsletters by November 20.
- Work with Student Ambassadors about presentation.

December 2017

- Send information/photos for Compact Points to Mary Beth Harper by December 15.

January 2018

- Participate in 10th grade orientations.
- Participate in 8th grade parent nights.
- Prepare displays, programs and materials for Visitation Days.
- Applitrack site, opens January 30.

February 2018

- Participate in 8th grade parent nights.
- Celebrate National Career & Technical Education Month.
- Host Visitation Days in your classroom/lab and collect e-mail addresses, phone numbers.
- Send follow-up e-mails and make calls to prospective students.
- Attend Conversation with Parents on Thursday, February 1 at Roosevelt High School.
- Participate in Cuyahoga Falls Career Night, February 8 from 6-8 p.m.

March 2018

- Review applications via AppliTrack.
- Address procedures for Career Passports, including timeline, contents.
- Participate in Screening and Placement Days, March 13/14.
- Email acceptance letters.

April 2018

- Send information/photos for Compact Points to Mary Beth Harper by April 9.
- Work on Career Passports.
- Hold Student, Parent and Teacher Receptions.

May 2018

- Finish Career Passports.
- Hold Student, Parent and Teacher receptions.
- Last day for College Tech Prep Programs, Level II, May 9.
- Last day for College Tech Prep Programs, Level I, May 18.

June 2018

- Collect information about summer internships, scholarships.
- Obtain addresses including e-mail addresses of returning students.



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