



MARKETING PLAN

2022-2023

September

- **Wednesday, Sept. 21:** Fall Compact Points content deadline
- **Thursday, Sept. 22: Deadline for -**
 - Career Catalog updates to CTE Admin
 - Webpage updates to CTE Admin
 - Catalog Completer contact info due to Jenny (Google Form)
- Catalog Photography (throughout the month)

October

- Fall Compact Points published & distributed
- Catalog photography (early Oct.)

November

- Career Catalogs delivered
- **Wednesday, November 9:** Newsletter content deadline - for programs that did NOT complete a newsletter in 2021-22.

December

- **Thursday, December 1:** Digital Notebook updates due
- Participate in 9th & 10th Grade Orientations
- **Tuesday, December 13:** Winter Compact Points content deadline

January

- Program Newsletters published & distributed
- Participate in 9th & 10th Grade Orientations
- Participate in 8th Grade Parent Nights
- Prepare materials for Visitation Days
- Host **Visitation Days** & collect student info



Follow, Like & Share
Send Jenny Content!

February

- Host **Visitation Days** & collect student info
- Send follow-up emails to prospective students
- **EnrollTrack** opens
- Participate in 8th Grade Parents Nights
- **Celebrate National Career & Technical Education Month & CTE Teacher Recognition**
- Winter Compact Points published & distributed

March

- Review applications via EnrollTrack.
- Address procedures for Career Passports, including timeline, contents.
- Process letters of placement status to students.
- **Monday, March 13 & Tuesday, March 14:** Screening & Placement Days
- **Tuesday, March 21:** Spring Compact Points content deadline

April

- Work on Career Passports.
- **Hold Student, Parent and Teacher Receptions per district (April 10-28)**

May

- Finish Career Passports by **Thursday, May 4.**
- **Hold Student, Parent and Teacher Receptions per district (May 1-10)**
- Spring Compact Points published & distributed

Summer

- Remain in touch with incoming students via calls, texts, emails.

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