

# 2020-2021 Career-Technical Education Programs MARKETING PLAN



**Six District  
Educational  
Compact**



## August 2020

- Send welcome letter to new students
- All Career-Technical Education Programs begin, August 31

## September 2020

- Plan remarks, displays for your Open House.
- Review changes to your page in the Career Catalog.
- Select Compact Ambassadors.
- Send information/photos for Compact Points to Mary Beth Harper by September 10.

## October 2020

- Return changes to catalog page, October 15.
- Have Compact Ambassadors attend training at Stow-Munroe Falls High School from 7:45 to 11:00 a.m. on October 22.

## November 2020

- Send information/photos for individual Career-Technical Education Program newsletters by November 20.
- Work with Student Ambassadors about presentation.

## December 2020

- Send information/photos for Compact Points to Mary Beth Harper by December 9.

## January 2021

- Participate in 10<sup>th</sup> grade orientations.
- Participate in 8<sup>th</sup> grade parent nights.
- Prepare displays, programs and materials for Visitation Days.

## February 2021

- EnrollTrack site opens February 3.
- Participate in Cuyahoga Falls Career Night, February TBD
- Participate in 8<sup>th</sup> 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 4 at Roosevelt High School, 6:30 p.m.

## March 2021

- Review applications via EnrollTrack.
- Address procedures for Career Passports, including timeline, contents.
- Participate in Screening and Placement Days, March 15 p.m. and March 16 a.m.
- Process letters of placement status to students.

## April 2021

- Send information/photos for Compact Points to Mary Beth Harper by March 19.
- Work on Career Passports.
- Hold Student, Parent and Teacher Receptions per district.

## May 2021

- Finish Career Passports.
- Hold Student, Parent and Teacher receptions per district.
- Last day for Career-Technical Education, Level II, May 14.
- Last day for Career-Technical Education, Level I, May 24.

## July 2021

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

