



MARKETING PLAN

SEPTEMBER

CAREER CATALOG & WEBPAGE UPDATES:

- **September 11:** All updates due to your CTE Admin

COMPLETER SUCCESS STORY:

- **September 11:** Complete the Google Form with completers' contact info

COMPACT POINTS:

- **September 27:** Fall content is due

OCTOBER

PROGRAM NEWSLETTERS:

- **October 2:** Deadline to commit to creating a program newsletter - see back for more details
- **October 23:** Newsletter content submission deadline

STUDENT AMBASSADOR TRAINING DAY 1:

- **October 22:** Cuyahoga Falls, Hudson & Woodridge programs Student Ambassador Training Day @ CFHS
- **October 24:** Kent programs Student Ambassador Training @ TRHS
- **October 29:** Stow & Tallmadge programs Student Ambassador Training @ SMFHS

Fall **COMPACT POINTS** published & distributed

NOVEMBER

DIGITAL NOTEBOOKS:

- **November 8:** All updates to digital notebooks need to be completed

STUDENT AMBASSADOR TRAINING DAY 2:

- **November 14:** Cuyahoga Falls, Hudson & Woodridge programs Student Ambassador Training @ CFHS
- **November 19:** Kent program Student Ambassador Training @ TRHS
- **November 21:** Stow & Tallmadge programs Student Ambassador Training @ SMFHS

CAREER CATALOGS delivered

DECEMBER

COMPACT POINTS:

- Winter content is due by **December 13**

CAREER PROGRAM SHOWCASE:

- All plans should be finalized by winter break

PROGRAM NEWSLETTERS published & distributed

JANUARY

CAREER PROGRAM SHOWCASE

- **January 6, 2:00 - 4:00 p.m.:** Drop off materials to KSU
- **January 7:** Career Program Showcase @ KSU (inclement weather date: Jan. 8)

Participate in **8TH GRADE PARENT NIGHTS**

Host **VISITATION DAYS** & collect student info

ENROLLTRACK opens

Winter **COMPACT POINTS** published & distributed

FEBRUARY

SCREENING & PLACEMENT:

- **February 26 & February 27**

Host **VISITATION DAYS** & collect student info

Send **FOLLOW-UP EMAILS** to prospective students

Participate in **8TH GRADE PARENT NIGHTS**

Celebrate **NATIONAL CAREER & TECHNICAL EDUCATION MONTH** & CTE Teacher Recognition

Review applications via **ENROLLTRACK**

MARCH

COMPACT POINTS:

- **March 21:** Spring content is due

Prepare **CAREER PASSPORTS**

Hold **STUDENT, PARENT & TEACHER RECEPTIONS**

APRIL

Prepare **CAREER PASSPORTS**

Hold **STUDENT, PARENT & TEACHER RECEPTIONS**

MAY

CAREER PASSPORTS

- **May 1:** Finish Career Passports

Spring **COMPACT POINTS** published & distributed

SUMMER

Remain in touch with incoming students via calls, texts, emails. (Click [Incoming Student Communication Timeline](#) for guidance!)

Recruitment Materials

- **Career catalog page:** Keep text brief with the goal to inform and make the reader want to learn more. QR code will take the reader to your webpage.
- **Program webpage:** Webpage and career catalog page content should be consistent but your webpage should include more detailed info.
- **Digital notebook on webpage:** Most instructors use Google Slides so that the updates you make will automatically link to your webpage. If you create a new file, we will need to update the link on your webpage.
- **Photography:** Most programs were photographed in the spring; if you did not have your program photographed, there may be an opportunity to do so in September.
- **Completer success story:** Every program needs to submit two completer's contact info via the Google Form provided (coming soon) for your career catalog page.

Compact Points

Compact Points is a 4-page newsletter that is published three times a year.

It is imperative that all programs be represented at least once throughout the school year in a Compact Points issue.

Please make a goal to send me 2-3 stories and photos throughout the year to be included in Compact Points, as well as social media and the Annual Report.

Student Ambassadors

Student Ambassadors are one of our most influential marketing tools! Please start brainstorming who you would like to nominate to represent your program! See reverse for the training dates.

Social Media

Please make sure you are following the Compact on social media @sixdistrictCTE.

Please share the Compact's social media info with your families!

Text or email me any of your program's daily happenings, photos, upcoming events or student accomplishments to post, and please share and "like" our posts to help spread the word!

Let's Connect



@sixdistrictCTE

Program Newsletters

You will have the opportunity to create a **Program Newsletter** every other year (you provide the content/photos and I create the newsletter). This is a great marketing tool to use during the Showcase, Visitations and to share with your industry partners. Please see below for the rotating schedule:

- | 2024-2025 | 2025-2026 |
|--------------------------|----------------------------------|
| • Construction | • Early Childhood Professions |
| • Teaching | • Community Agriculture |
| • Industrial Maintenance | • Cyber Academy |
| • Future Entertainers | • Engineering Academy |
| • Forestry | • Business & Sports Management |
| • Marketing/DECA | • CAD & ET |
| • Culinary | • Collision Repair |
| • EntrepreNew | • Computer Science |
| • Athletic Health Care | • Aeronautics |
| • Automotive Tech | • Modern Communication |
| • Biotechnology | • Academy of Medical Office |
| • Cosmetology | • ERP |
| • Criminal Justice | • Interactive Marketing & Design |
| • Health Careers | • Finance |

If you are not on this year's schedule, be sure to file away stories throughout the year that you can use for next year's newsletter!

CONTACT: JENNY MORGANTI



jmorganti.sc@gmail.com



440.669.7659