



# MARKETING PLAN

## SEPTEMBER

### CAREER CATALOG & WEBPAGE UPDATES:

- **September 9:** All updates due to your CTE Admin

### COMPLETER SUCCESS STORY:

- **September 9:** Complete the Google Form with completers' contact info

## OCTOBER

### COMPACT POINTS:

- **October 16:** Fall content is due

### PROGRAM NEWSLETTERS:

- **October 20:** Deadline to commit to creating a program newsletter - see back for more details

### STUDENT AMBASSADOR SELECTION:

- **October 29:** Deadline to submit names to Donna (no more than 6)

## NOVEMBER

### DIGITAL NOTEBOOKS:

- **November 6:** All updates to digital notebooks need to be completed

### STUDENT AMBASSADOR TRAINING:

- **November 12:** Stow, Tallmadge & Woodridge programs @ SMFHS
- **November 17:** Cuyahoga Falls & Hudson programs @ CFHS
- **November 19:** Kent programs @ TRHS

### CAREER CATALOGS delivered

Fall **COMPACT POINTS** published & distributed

### PROGRAM NEWSLETTERS:

- **November 12:** Newsletter content submission deadline

## DECEMBER

### CAREER PROGRAM SHOWCASE:

- All plans should be finalized by winter break

**PROGRAM NEWSLETTERS & QUARTER CARDS** finalized (to be distributed at Showcase)

## 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: **January 27**

### COMPACT POINTS:

- **January 28:** Winter content due

## FEBRUARY

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**

Winter **COMPACT POINTS** published & distributed

**SCREENING & PLACEMENT:** **February 24 & 25**

## APRIL

Prepare **CAREER PASSPORTS**

Hold **STUDENT, PARENT & TEACHER RECEPTIONS**

## MAY

### CAREER PASSPORTS:

- **May 3:** Finish Career Passports

### COMPACT POINTS:

- **May 14:** Spring content is due

## SUMMER

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

Spring **COMPACT POINTS** published & distributed

## Recruitment Materials

- **Career catalog page:** Keep the text brief with the goal to inform and make the reader want to learn more. The 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, you need to send me the link so we can update it on your webpage.
- **Photography:** I completed the majority of program photography in the Spring. I will be in touch if we need to schedule a shoot in September. As always, please share any professional photos you may have that I could use for marketing.
- **Completer success story:** Every program needs to submit two completers' contact info via the Google Form I provide in August.

## 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!



## 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:

### 2026-2027

- Athletic Health Care
- Automotive Tech
- Biotechnology
- Construction
- Cosmetology
- Criminal Justice
- Culinary
- Forestry
- Future Entertainers
- Health Careers
- Industrial Maintenance
- Marketing
- Six District EntrepreNew
- Teaching

### 2027-2028

- Academy of Medical Office
- Aeronautics
- Business & Sports Management
- CAD & ET
- Collision Repair
- Community Agriculture
- Cyber Academy
- Early Childhood Professions
- Engineering Academy
- ERP
- Fashion
- Finance Careers
- Interactive Marketing & Design
- Modern Communication

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!

