

District Marketing Plan

2019-2020

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Table of Contents

Overview	3
Branding	4
Strategic Planning and Marketing	6
Key Publics	8
Goals-Key Performance Measures	9
Goal 1: Growth	9
Goal 2: Communication	10
Goal 3: Process Improvement	13
Goal 4: Quality	14

OVER-

Through a strategic and targeted approach, the District Marketing Plan will position SouthernTech as a system providing educational and training excellence.

OBJECT-

- Maintain SouthernTech services and capacity with modernization of buildings and updating equipment.
- Advance the image of SouthernTech as a provider of educational excellence and an efficient custodian of public funds through annual report and LEAN objectives.
- Raise awareness of SouthernTech training opportunities and enhance value through an unprecedented promotion of public and business education.
- Develop clear and concise messages that promote the core principles of SouthernTech and incorporate those messages into a creative campaign that is communicated to the public through earned media, advertising, and community outreach initiatives.
- Embrace an integrated approach with internal organization to manage image and message at every level of interaction by leveraging all available resources in an effort to achieve strategic consistency.
- Utilize the District's website, Social Media, digital sign, and internal TV/Message boards as marketing tools.
- Engage students, parents, teachers, administrators, media, and community leaders.
- Provide internal and external communication about SouthernTech in an effective and timely manner.
- Use internal and external surveys to enhance the marketing delivery system.
- Continue a re-branding campaign to support the new logo and renaming to SouthernTech.
- Continue a campaign to reach more adults in full time programs.
- Continue the campaign to recognize alumni and grow the data base with alumni information.

BRANDING

A strong brand establishes a positive image. In the life cycle of brand building, SOUTHERN TECH is getting established, yet there is a limited understanding of its brand essence. Parents and students make choices based on the connection with the brand’s promise and the actual experience they have with a school or program. The name and logo have recently changed but the standards continue to remain the same or grow at SouthernTech.



Branding (Continued)

The new logo and name, SOUTHERN TECH are growing in recognition. Less than three years out and students and staff are continuing to promote the new name, SOUTHERN TECH. As the re-branding campaign continues, the students and staff will be reminded of the name change by helping each other to use the new name.

The following programs will be leveraged in the re-branding campaign:

- ◆ Informational Catalogs and Brochures
- ◆ Open House/Parent Night/Meet the Teacher
- ◆ Tec-X
- ◆ Counselors/Administrators Meetings for Area
- ◆ Facebook and Website
- ◆ Speaking Engagements
- ◆ Media and Advertising
- ◆ Superintendent's Meetings
- ◆ Enrollment Interviews at the High Schools
- ◆ Pre-enrollment
- ◆ Having a School Wide Awards Assembly
- ◆ Corporate and Career Development Classes Including Online Classes
- ◆ Corporate and Career Development Management Training Series and Newsletter
- ◆ All SOUTHERN TECH Publications
- ◆ Alumni Campaign
- ◆ Perfect Attendance Incentives

Strategic Planning and Marketing

SOUTHERN TECH MISSION

SOUTHERN TECH provides quality education and training services to secure the future of Southern Oklahoma.

SOUTHERN TECH VALUES

- Competence
- Accountability
- Innovation
- Service
- Listening and Collaboration
- Employee Involvement
- Leadership

SOUTHERN TECH VO-

Southern Oklahoma Technology Center will be recognized as a model of excellence in career and technology education.

SOUTHERN TECH COMPETITIVE ADVANTAGES

1. Customized training
2. Diverse talent
3. Leadership
4. Employees
5. Reasonable costs
6. Certification driven
7. Timely delivery
8. Flexibility
9. Loyalty
10. OUR HISTORY

The SOUTHERN TECH Communications and Marketing plan will help SOUTHERN TECH achieve its mission and goals through the following:

- Collect and analyze information on the changing knowledge, opinions, and behaviors of key publics and stakeholder groups.
- Serve as the central source of information about SouthernTech and as the official channel of communication between the district and publics.
- Communicate significant information, opinions, and interpretations to keep SOUTHERN TECH's publics and other stakeholders aware of policies and actions.
- Coordinate or play a key role in activities that affect SouthernTech's relationships with our publics and stakeholder groups.
- Serve as the primary hub for any external communication that serves our district. All publications are filtered through the marketing department to assure correct and symmetrical messaging.

Primary Target Audiences

- Current High School Students
- Current Adult Full-Time Students
- Prospective High School Students
- Prospective Adult Students
- Parents
- Short-Term Students
- Prospective Short-Term Students
- Business and Industry
- School Administrators/Counselors/Teachers
- Internal Personnel
- Seminar Center Users
- Tax Payers
- Alumni

Key Publics

Internal

Individual Work Groups (Board of Education, Administration, Instructors, Business Office, Communications and Marketing, Financial Aid, Student Services, T&I, HR, CCD, Dental Hygiene and Support Staff {Administrative Assistants, Teaching Assistants, Custodial, Maintenance, Bus Drivers *and* Board of Education})

External

- ◆ Advisory Boards
- ◆ Alumni
- ◆ Chambers of Commerce
- ◆ Employers/Businesses
- ◆ Organizations
- ◆ Community Leaders
- ◆ Higher Education
- ◆ Legislators
- ◆ Media
- ◆ ODCTE
- ◆ Other Technology Centers
- ◆ Partner Schools (Counselors, Administration, Instructors and Staff)
- ◆ Potential Students
- ◆ Retirees
- ◆ Unemployed or Underemployed
- ◆ Vendors
- ◆ Voters

Key Information for our Publics

Enrollment Information, 3D-CNC Machining, Auto Collision, Auto Service, BioTechnology, Clinical Medical Assisting, CAD, Construction, Cosmetology, Dental Hygiene, Diesel, Graphic Design, Heavy Equipment Operation, HVAC, Mechatronics, Medical Office, Nurse Assisting, Practical Nursing, Pre-Engineering, Video Production, Welding, Corporate and Career Development and Conference Center.

- ◆ Bus Routes/Times
- ◆ Prior Learning Assessment (PLA's)/Certification
- ◆ Conference Rooms
- ◆ Distance Learning Capabilities
- ◆ Economic and Community Development Services
- ◆ Financial Aid
- ◆ Flexibility
- ◆ Continuous Improvement/Data/Decision Making
- ◆ Scholarship Information
- ◆ Cost of Attending
- ◆ Dates and Hours of Operation
- ◆ Full Time and Short Term Programs
- ◆ Many Employees are SOUTHERN TECH Graduates
- ◆ Seminars
- ◆ Student Success
- ◆ Website Information
- ◆ Academic Enhancement
- ◆ Academic Credit at SouthernTech
- ◆ Assessment Center
- ◆ TCTW Efforts
- ◆ Online Classes
- ◆ OQA-Commitment

Goals, Performance Measures, and Action Plans

Goal #1: Growth and development of all aspects of SOUTHERN TECH.

<i>Action Plan</i>	<i>Target Audience</i>	<i>Deliverables</i>	<i>Results/Evaluation</i>
Increase number of students in under enrolled classes	Potential students Counselors, parents	Static Advertising, Success Stories, videos, Facebook, radio ads, adult advisor, partnerships with tribes and business and industry	Look at the numbers in the classes to see if they meet the minimum requirement for the class.
Increase the number of adult students enrolled in full time programs	Adult Students Business/Industry	Target students through handouts, events, media roll-outs, social media, business and industry, and scholarships/financial needs adult advisor, partnerships with tribes and industry	To increased the overall adult enrollment average of full time programs to the Oklahoma Career Tech adult average of 34% Evaluate the way adults are notified about class offerings and then check the number enrolled by October 1st.
Customer Service Training for all SOUTHERN TECH employees	SOUTHERN TECH Internal and External Customers	Secure speakers and/or watch videos	Prepare SOUTHERN TECH staff with better customer service skills Survey results, monitor complaints
Corporate and Career Development Customized Training	Business Partners and adult students	Bi-annual catalog, social media, digital sign and TV, print advertising, billboards, radio, and face to face.	Evaluation of classes Increased number of participants
Engage community/students about construction/temporary moves/changes	Current students/future students	Radio, Newspaper, Facebook, signage and word of mouth	Evaluation of students and staff at end of construction
Continue a database for Alumni, start a communication process with alumni and plan an event for them to attend	All SouthernTech Alumni	Email, teacher contacts, reach out to current students at year end, engage with media and website, send messages and plan event	Number of alumni, number of participants in alumni event

Goal #1: Growth and development of all aspects of SOUTHERN TECH.

<i>Action Plan</i>	<i>Target Audience</i>	<i>Deliverables</i>	<i>Results/Evaluation</i>
Staff activities throughout school year to promote good will among co-workers.	SOUTHERN TECH Staff	Plan activities with social committee and communicate to staff through emails, newsletters, posters and announcements.	Timely communication with staff about activities. Survey after activities
United Way Fund Raising	SOUTHERN TECH Staff/United Way	E-mail staff activities and update on money collected.	Timely communication with staff about activities/money collected/goal met. Goal-At least \$3,000 collected November of Fiscal Year
Student Recruitment/ Enrollment for High School Students and Adults	Students-High school, middle school and adults	Three counselors recruit high school and middle school (as available) about career opportunities. Adults-multi media and Adult Advisor.	Increased number of applications in each program to assure the right student is placed in the best program for their career objective. Results can be measured by the number of students changing programs or dropping before Oct. 1.
Staff Team building	SOUTHERN TECH Staff	Plan with social committee and communicate to staff	Staff feedback verbally and surveys

Goal #2: Effective and timely external and internal exchange of information

<i>Action Plan</i>	<i>Target Audience</i>	<i>Deliverables</i>	<i>Results/Evaluation</i>
Post on all Facebook pages for all Programs including information that concerns others	Students and parents of students taking class	Marketing to post and re-post on main page using Sendible software.	More FB Posts Check FB analytics for interactions
New handouts when needed and program handouts updated on the website.	Students, prospective students, employers, parents, companies	Brochures for recruiting Brochures available for CCD as well as fliers for training.	More seamless communication throughout the school about individual programs and Corporate and Career Development training.

Goal #2: Effective and timely external and internal exchange of information

<i>Action Plan</i>	<i>Target Audience</i>	<i>Deliverables</i>	<i>Results/Evaluation</i>
Complete Internal surveys and report findings to staff	SOUTHERN TECH staff	Report to SOUTHERN TECH staff results of survey using email, text messages and computer software for pop up messages.	Better internal communication
Distribution of CCD catalog 2x per year to include mini annual report 1x per year.	External Audience	Catalogs mailed out and available for pick-up	Increase awareness of SOUTHERN TECH classes/participation and tax payer awareness Surveys, class sizes, student completion
Implement Marketing Plan/review annually	SOUTHERN TECH internal and external audiences	Marketing plan approval by board and posted on intranet	More visible Marketing Strategies
Use social media, digital sign, web, PSA's, newspaper articles, TV, participate in speaking engagements and other free events to promote SOUTHERN TECH.	SOUTHERN TECH external audiences	Facebook, digital sign, web, media and public	Opportunities for use of free tools to market SOUTHERN TECH
Use billboards, TV, radio, Newspaper, catalogs, brochures and booth rental to promote SOUTHERN TECH in paid media.	SOUTHERN TECH external audiences	Billboards, TV, radio, newspapers, catalogs, Facebook, brochures and booths	Paid promotion of SOUTHERN TECH
Complete/Update annually course descriptions, first year catalogs, annual report and other documents that support SOUTHERN TECH.	SOUTHERN TECH internal and external audiences	Used by SOUTHERN TECH employees for recruitment and informational to taxpayers. Internal TV's on campus, email and Pop up messaging on computer.	Better internal and external communication. Do a survey to measure communication results.

Goal #2: Effective and timely external and internal exchange of information (continued)



<i>Action Plan</i>	<i>Target Audience</i>	<i>Deliverables</i>	<i>Results/Evaluation</i>
Provide follow-up reports to staff after each board meeting	SOUTHERN TECH Staff	E-mail with unofficial report of board meeting	Communication with staff about board meetings within 24 hours of meeting.
Inform all SOUTHERN TECH staff of major decisions made at Administrative Team Meetings.	SOUTHERN TECH Staff	Leadership Team report to their immediate employees Administration Team report to their immediate employees	Timely communication with staff about major decisions concerning SOUTHERN TECH within one week of decision making.
Meet with all SOUTHERN TECH staff members to give update on policy, regulations, construction, program changes, ODCTE requirements, strategic plan etc.	SOUTHERN TECH staff	Meeting/Presentation or Handouts if necessary, press releases when applicable. Internal TV's and pop up computer notification.	Inform SOUTHERN TECH staff of changes regarding our school. Long term changes within six months of changes. Immediate changes within one of changes.
Maintain a customer satisfaction rate of 90%	SOUTHERN TECH Customers	Customer external and internal surveys Service speakers and updates	All survey Results communicated to marketing department to address negativity and to alter communication efforts if needed.
New Employee introduction and orientation	New Employees and SOUTHERN TECH staff	Paperwork/emails/new hire tour and HR Orientation	Feedback from employees and new hire to determine satisfaction in orientation.
Utilize TV's, message boards and sign about success stories	Staff, Students and Patrons using facilities	In house TV's, message boards in Recovery Room and digital sign	Verbal feedback and survey from staff and students.
Recognition of staff achievement at staff meetings, board meetings, newsletter and employee recognition banquet	SOUTHERN TECH staff	Staff meetings, board meetings and employee recognition banquet. Send press releases with information.	Feedback from employees for satisfaction of recognition.

Goal #3: Document our common processes and track their improvement

<i>Action Plan</i>	<i>Target Audience</i>	<i>Deliverables</i>	<i>Results/Evaluation</i>
Staff using SharePoint for quality management, documentation and process mapping.	Internal SOUTHERN TECH customers	Process Mapping, SharePoint used for quality management, and other shared information for staff.	Better delivery systems for internal customers. Timely notifications to keep staff informed.
Provide all SOUTHERN TECH staff with LEAN training	Internal SOUTHERN TECH customer	LEAN Training to leadership and some smaller groups through professional development.	Better understanding of LEAN processes which in turn offers better delivery systems. Use LEAN when a process needs improvement.
Provide Staff with Publications Standards Brochure and explain importance	SOUTHERN TECH staff	Create Publications Standards brochure and form and distribute to staff and place on intranet and make sure Graphics class utilizes it. Talk to all new hires about standards.	Talk to staff about the importance of outgoing material that has the SOUTHERN TECH logo, the importance of striving for excellence and branding Number of publications that go through Marketing office
Train all staff in NIMS	SOUTHERN TECH Staff	Online training/off site training keep staff informed of progress	Better prepared for a disaster or large event.
Conduct tornado, fire and lock down drills twice per year or as required by OSD	SOUTHERN TECH Staff and students	Implement correct procedures in a timely manner.	Better prepared for disasters. Time taken for drills.
Update Policies Procedures and regulations.	SOUTHERN TECH Staff and Board of Education	Annually review and recommend necessary changes and tell staff about changes.	Change in Policies, Procedures and regulations, approved by board and Superintendent
Conduct weekly admin meetings, monthly leadership meetings and quarterly strategic planning meetings	SOUTHERN TECH Staff	Updates on personal or campus activities and review strategic plan for updates	Informed staff and updated strategic plan

Goal 4: Quality-Deliver quality instruction and services

<i>Action Plan</i>	<i>Target Audience</i>	<i>Deliverables</i>	<i>Results/Evaluation</i>
Conduct internal/external needs assessment analysis with emphasis on technology, program/courses, professional development and services	Current Employees	Surveys	To give SOUTHERN TECH employees buy-in to daily operations of school and to help with process improvement
Assure appropriate staff development annually	All SOUTHERN TECH staff	Workshops, presenters, online curriculum, etc.	Better prepared and informed SOUTHERN TECH employees
Implement changes based on assessment	All SOUTHERN TECH Staff	Assessment Results	Show SOUTHERN TECH employees that they help make decisions at SOUTHERN TECH
We will earn the Gold Star School award and attain OQA Excellence Level status	SOUTHERN TECH Staff	Applications/Interviews	Better service offered at SOUTHERN TECH, Whether we received the award, listen to feedback from OQA officials.
Conduct surveys to use internally and externally and for all departments	SOUTHERN TECH internal and external customers	Report to SOUTHERN TECH staff results of survey	Measure the success of classes, projects, etc.
Implement TCTW Goals	SOUTHERN TECH internal and external customers	TCTW Guidelines, update staff on key issues	Enhance educational opportunities at SOUTHERN TECH
Provide all staff with talking points about SOUTHERN TECH	SOUTHERN TECH staff	Handout/Email	Provide a better communication tool about SOUTHERN TECH
Monthly Teacher meetings	Educators/ Student Services	Email/calendar/agenda/ reports	Communication/survey
Provide teacher mentors for all new teachers	New Instructors	Monthly meeting, periodic check in' s	New Teacher evaluation
Provide teaching assistants for every instructor	Teachers	Input boxes for help and bi-weekly check in' s	Better instruction, more time with students
Implement Canvas and use a set standard for all instructors	Teachers/ Students	Online instruction, required staff development, individual tutorials	Online curriculum available to all full time students.

Goal 4: Quality-Deliver quality instruction and services (continued)

<i>Action Plan</i>	<i>Target Audience</i>	<i>Deliverables</i>	<i>Results/Evaluation</i>
Healthy Campus Initiatives to promote wellness among staff at Southern.	SouthernTech Staff	Programs offered to staff such as wellness check, flu shots, mobile chiropractor, mammogram van, walking trails and workout facility usage. Steps/ Miles walked by staff.	Staff use of programs offered Meeting goal of steps/ miles walked
CCD-Increase the number of health offerings	Students requesting/ required health classes	More health classes offered including paramedics	Number of health classes that make the minimum qualification to offer class.
CCD-Development of MakerSpace	People wanting to use MakerSpace	Working with the Chamber to come up with the rules and regulations of management of the space	The number of people using the space effectively and without incident.
CCD-Small Business Development in Murray Co. (OKSBDS)	Small Businesses and individuals wanting classes	To increase the number of enrollments in classes offered in Murray Co. and provide small business consultations.	Increased number of students taking classes at Murray Co. Increased number of small businesses served.

Appendix A: Marketing Activities

Daily	Weekly	Monthly
Check Facebook	Facebook Posts	Attend Teachers Meeting
Check Email	Send out press releases if needed	Attend Leadership Meeting
Check Phone Messages	Check Mentions	Planning Group Meeting
Check Twitter, Google+	Create Social Media Posts/repost	Create Radio Commercial
Check all social media	Send sign updates	Create Billboards
Check with Graphics Person on projects	Send TV updates	Attend Strategic Planning Mtgs.
		Attend Board Meetings
Bi-Monthly	Yearly	Other Events
CMO State Meetings	1st Day of School	STEM Day
Perfect Attendance (9	Back to School Bash	Speaking Engagements
Twice per year	College/Career Day	Taking Photos for newspaper articles
Blood Drives	Public Notice-Title 9 (Sept.)	Ribbon Cuttings
Recreation Renegades Mtg.	Contests	Ground Breaking
Creative Marketing Mtg.	Teacher Appreciation Reception	NSPRA (every other year)
	Update Wiki ours and Ardmore about us	Team Building
Quarterly	Bosses Day-Oct.	Mobile Museum
OKSPRA Meetings	Administrative Assistants Day-April	STEAM Camp
	MFG DAY	Teacher Technology Days
	TECH-X (two of these)	
	Family Christmas Party	
	Mug buddies	
	Graze Daze	
	SOUTHERN TECH Inventory	
	Last Day of School	
	August Conference	
	Employee Team Building	
	Staff Photos	
	Create Budget (February)	
	Regional and State Contests	
	Update Chambers of Commerce Websites	
	Update Mom's Everyday info.	
	Completion & Achievement Assembly	

JULY

Open PO's for all Newspapers, Radio Stations etc.
 New Fiscal Year begins
 Staff Photo' (schedule it) (Do PO for shirts)
 Schedule someone to work on school video
 (individual Programs)
 Schedule speakers to do PR presentations
 Travel to NSPRA conference (every other year)
 July 4th Independence Day
 Put on sign enrollment dates
 Put on sign start date
 Put in leave system Saturdays worked
 Update marketing plan
 Prepare student survey

OCTOBER

Bosses Day
 HOSA Blood Drive
 World Series
 Halloween
 Manufacturing Day
 Order TEC-X Items
 Put end of quarters on calendar for perfect attendance
 Order Shirts for Perfect attendance
 Recreation Renegade Meeting
 Plan for Trick-or-treating
 downtown 2000 activity
 books

JAUNARY

Start Working on OKACTE
 Awards
 Start working on OKSPRA
 Awards
 Martin Luther King Day
 Superbowl Predictions
 Call Partners for Progress
 recipient to give date
 New Years
 Prepare zero based budget
 Start working on next year's
 Marketing Plan

NOVEMBER

Plan for Mug buddy
 Draw for Mug Buddy
 Veterans Day
 Tech-X
 Put up Christmas Decorations
 OKSPRA MEETING
 Thanksgiving Event

FEBRUARY

Natl. children's dental month
 Career Tech Week
 Contests
 Interviews
 Presidents Day
 Carter Co. Chamber Bqt.
 Start planning for Team Bld.
 OKSPRA MEETING

AUGUST

Put updated marketing Plan on board agenda (August)
 Send invitations for social committee and Marketing Planning
 Aug. Conference
 Plan first day of class for students
 Do PO's for events
 Update Calendar
 Send in leave requests
 Carter Co. Free Fair ad. And labor day ad
 Do a snapchat filter for first day of school

SEPTEMBER

Constitution Day-Remind Teachers
 Start Planning Open House
 OKSPRA MEETING
 Carter Co. Jr. Livestock Show
 College/Career Fair
 Put Non Discrimination Statement in Paper
 Ask Teachers what they want for TEC-X

DECEMBER

Family Christmas Party
 Mug Buddies
 Graze Daze
 Meet with Admin. About Awards
 perfect Attendance for students
 Best of the Year
 Worst of the Year
 Hanukkah

MARCH

Spring Break
 Plan for Employee Team building
 NCAA Tournament
 Easter

APRIL

OKSPRA State Conference
 BPA State
 HOSA State
 Administrative Assistant Day
 Tax Day
 Spring Gardening
 Ask about employee shirts for gold star
 Earth Day
 Academy Awards
 NTHS Ceremony

MAY

State VICA contests
 Carter Co. Teachers Apprec.
 Student Senate Blood Drive
 Mothers Day
 National Transportation week
 Lone Grove Days
 Memorial Day
 National BPA Conf.
 End of School
 End of Session
 Kentucky Derby (first Sat. in May)
 Preakness Stakes (3rd Sat. in May)
 Perfect Attendance
 Cinco De Mayo
 Student Auction
 Gold Star Award Due
 Team Building Activity Planned
 Education Appreciation Bqt.-Chamber
 NTHS Induction
 Fitting staff with shirts for August
 Conf. and fall events

JUNE

Flag Day
 promotional Products in Stillwater
 Father's Day
 National VICA
 National HOSA
 Nat'l. Air Cond. Apprec. Week
 Schedule Billboard Advertising
 Summer Vacation
 NBA Playoffs
 Belmont Stakes (3rd Saturday following Preakness)
 Client Day and CMO Meeting

Large Projects

Marketing Plan
 Annual Report
 H.S. Handouts
 M.S. Handouts
 Team Building
 Christmas Party
 Thanksgiving Banquet
 Press Releases
 Brochures (fliers etc.)
 Billboards
 Social Media
 Budget

Large Projects

Class Videos
 Decorating for Christmas
 Carter Co. Teacher Appreciation Banquet
 Student Perfect Attendance
 Gold Star School
 Yearly Website Updates to IT
 Open House
 Meet the Teacher Night
 Back to school Bash
 Strategic Planning (ongoing)
 Alumni