District
Marketing Plan
2013-2014

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Marketing Coordinator
# 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
OVERVIEW

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

OBJECTIVES

- Maintain SOTC services and capacity with modernization of buildings and updating equipment.
- Advance the image of SOTC as a provider of educational excellence and an efficient custodian of public funds through annual report and LEAN objectives.
- Raise awareness of SOTC 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 SOTC 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, Facebook page and digital sign as marketing tools.
- Engage students, parents, teachers, administrators, media, and community leaders.
- Provide internal and external communication about SOTC in an effective and timely manner.
- Use internal and external surveys to enhance the marketing delivery system.
- Begin planning a re-branding campaign to support the launch of the new logo and renaming of SOTC to Southern Tech.
BRANDING

A strong brand establishes a positive image. In the life cycle of brand building, SOTC is 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 current logo has tremendous brand equity, however there have been a few problems with the name and acronym over the past few years. For Example, the name is too long and hard for people to remember so we have branded SOTC. SOTC sometimes gets shortened to three letters and SOTC also stands for many other things, the worst being a sex group. We are still being called vo-tech and the current brand doesn’t seem to have stopped that even among those students that went to school under the new name.

A re-branding campaign will take place in December 2014. Subtle hints of the name change will be incorporated into all correspondence from the school; after the current brand is used then the new brand will be used in verbiage only. Along with the re-branding a new slogan will be created.

The following programs will be leveraged in the re-branding campaign, and in some cases represent examples of co-branding:

- 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
- Attending all Sending School Awards Assemblies
- Adult and Career Development Online Classes
- BIS Management Training Series and Newsletter
- All SOTC Publications
- Ribbon Cuttings
STRATEGIC PLANNING AND MARKETING

SOTC MISSION

*SOTC provides quality education and training services to secure the future of Southern Oklahoma.*

SOTC VALUES

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

SOTC VISION

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

SOTC 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 SOTC Communications and Marketing plan will help SOTC 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 Southern Tech and as the official channel of communication between the district and publics.
- Communicate significant information, opinions, and interpretations to keep SOTC’s publics and other stakeholders aware of policies and actions.
- Coordinate or play a key role in activities that affect Southern Tech’s relationships with our publics and stakeholder groups.

**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
Key Publics

**Internal**

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

**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**


- Bus Routes/Times
- College Credit
- Conference Rooms
- Distance Learning Capabilities
- Economic and Community Development Services
- Financial Aid
- Flexibility
- Certifications
- EOI Remediation
- Cost of Attending
- Full Time and Short Term Programs
- Many Employees are SOTC Graduates
- Seminars
- Student Success
- Website Information
- Academic Enhancement
- Academic Credit at Southern Tech
- Assessment Center
- TCTW Efforts
- Online Classes
- OQA-Commitment
**GOALS, PERFORMANCE MEASURES, AND ACTION**

**Goal #1: Growth and development of all aspects of SOTC.**

<table>
<thead>
<tr>
<th>Action Plan</th>
<th>Target Audience</th>
<th>Deliverables</th>
<th>Results/Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan Ribbon Cutting for Health Careers West Building</td>
<td>SOTC students, future students, staff and community</td>
<td>Provide invitations for Key Networks and invite press</td>
<td>October 10, 2013</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Awareness of training facilities within the community and key publics.</td>
<td>Number of attendees and hits on website and FB page after event</td>
</tr>
<tr>
<td>Begin Offering Classes in Health West Building</td>
<td>Adult Students</td>
<td>Do press releases and inform schools and businesses of our openings</td>
<td>Increased number of participants in full-time Health Services Pathways, meet the</td>
</tr>
<tr>
<td></td>
<td>High School</td>
<td></td>
<td>needs of Business and Industry.</td>
</tr>
<tr>
<td></td>
<td>Business/Industry</td>
<td></td>
<td>Enrollment numbers and business hiring our students-numbers, Retention/Completion</td>
</tr>
<tr>
<td>Customer Service Training for all SOTC employees</td>
<td>SOTC Internal and External Customers</td>
<td>Secure speakers and/or watch videos</td>
<td>Prepare SOTC staff with better customer service skills</td>
</tr>
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<td></td>
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<td></td>
<td>Survey results, monitor complaints</td>
</tr>
<tr>
<td>BIS Management Series</td>
<td>Business Partners</td>
<td>Monthly Management Training Post on our website, Facebook, billboards and newsletter</td>
<td>Evaluations</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Increased number of participants</td>
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<tr>
<td></td>
<td></td>
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<td>Starts July extends monthly through June</td>
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## Goal #1: Growth and development of all aspects of SOTC.

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<tr>
<td>Staff activities throughout school year to promote good will among co-workers.</td>
<td>SOTC Staff</td>
<td>Plan activities with social committee and communicate to staff through emails, newsletters and announcements.</td>
<td>Timely communication with staff about activities. Survey</td>
</tr>
<tr>
<td>United Way Fund Raising throughout year with coordinated efforts with social committee.</td>
<td>SOTC Staff/United Way</td>
<td>E-mail staff activities and update on money collected.</td>
<td>Timely communication with staff about activities/money collected/goal met. Survey</td>
</tr>
<tr>
<td>Open House/Meet the Teacher</td>
<td>SOTC students and parents of students or potential students</td>
<td>Hand out fliers at enrollment to parents, have students invite parents, send posters to school to hang, do PSA’s and news article.</td>
<td>Good rapport with students and parents of students/survey</td>
</tr>
</tbody>
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## Goal #2: Effective and timely external and internal exchange of information

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<tr>
<td>Create A Facebook page for all Programs except those in shared areas.</td>
<td>Students and parents of students taking class</td>
<td>Teachers to interact weekly with students on their Facebook page, post photos, engage about class</td>
<td>More communication between Instructor and student, Use FB analytics to check interactions</td>
</tr>
<tr>
<td>New brochures for all programs to make it seamless</td>
<td>Students, prospective students, employers</td>
<td>Instructors to give out brochures when recruiting</td>
<td>More seamless communication throughout the school</td>
</tr>
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<tr>
<td>Complete Internal surveys and report findings to staff</td>
<td>SOTC staff</td>
<td>Report to SOTC staff results of survey</td>
<td>Better internal communication</td>
</tr>
<tr>
<td>Distribution of ACD catalog 3x per year to include mini annual report 1x per year.</td>
<td>External Audience</td>
<td>Catalogs mailed out and available for pick-up</td>
<td>Increase awareness of SOTC classes/participation and tax payer awareness Surveys, class sizes, student completion</td>
</tr>
<tr>
<td>Implement Marketing Plan/review annually</td>
<td>SOTC internal and external audiences</td>
<td>Marketing plan approval by board and posted on website</td>
<td>More visible Marketing Strategies</td>
</tr>
<tr>
<td>Use social media, digital sign, web, PSA’s, newspaper articles, participate in speaking engagements and other free events to promote SOTC.</td>
<td>SOTC external audiences</td>
<td>Facebook, digital sign, web, media and public</td>
<td>Opportunities for use of free tools to market SOTC</td>
</tr>
<tr>
<td>Use billboards, TV, radio, Newspaper, catalogs, brochures and booth rental to promote SOTC in paid media.</td>
<td>SOTC external audiences</td>
<td>Billboards, TV, radio, newspapers, catalogs, brochures and booths</td>
<td>Paid promotion of SOTC</td>
</tr>
</tbody>
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**Goal #2: Effective and timely external and internal exchange of information**
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<tr>
<td>Provide follow-up reports to staff after each board meeting</td>
<td>SOTC Staff</td>
<td>E-mail with unofficial report of board meeting</td>
<td>Timely communication with staff about board meetings</td>
</tr>
<tr>
<td>Inform all SOTC staff of major decisions made at Administrative Team Meetings.</td>
<td>SOTC Staff</td>
<td>E-mail staff report</td>
<td>Timely communication with staff about major decisions concerning SOTC</td>
</tr>
<tr>
<td>Meet with all SOTC staff members to give update on policy, regulations, construction, program changes, ODCTE requirements, strategic plan etc.</td>
<td>SOTC staff</td>
<td>Meeting/Presentation or Handouts if necessary, press releases when applicable.</td>
<td>Inform SOTC staff of changes regarding SOTC</td>
</tr>
<tr>
<td>Maintain a customer satisfaction rate of 90%</td>
<td>SOTC Customers</td>
<td>Customer Service speakers and updates</td>
<td>Survey Results</td>
</tr>
<tr>
<td>New Employee introduction and orientation</td>
<td>New Employees and SOTC staff</td>
<td>Paperwork/emails/new hire tour</td>
<td>Feedback from employees and new hire.</td>
</tr>
<tr>
<td>Complete quarterly internal newsletter and send to all staff</td>
<td>SOTC staff</td>
<td>Email newsletter</td>
<td>Staff survey</td>
</tr>
<tr>
<td>Recognition of staff achievement at staff meetings, board meetings, newsletter and employee recognition banquet</td>
<td>SOTC staff</td>
<td>Staff meetings, board meetings and employee recognition banquet. Send press releases with information.</td>
<td>Feedback from employees</td>
</tr>
<tr>
<td>Employee Team Building Activities</td>
<td>SOTC staff</td>
<td>Plan fun, interactive activities to help meet objectives</td>
<td>Feedback from employees</td>
</tr>
</tbody>
</table>
### Goal #3: Document our common processes and track their improvement

<table>
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<tbody>
<tr>
<td>Review school documentation/process mapping for entire school</td>
<td>Internal and external SOTC customers</td>
<td>Process Mapping and update staff when applicable</td>
<td>Better delivery systems for internal and external customers</td>
</tr>
<tr>
<td>Provide all SOTC staff with LEAN training</td>
<td>Internal SOTC customer</td>
<td>LEAN Training</td>
<td>Better understanding of LEAN processes which in turn offers better delivery systems</td>
</tr>
<tr>
<td>Provide Staff with Publications Standards Brochure and explain importance</td>
<td>SOTC staff</td>
<td>Create Publications Standards brochure and form and distribute to staff and place on intranet</td>
<td>Talk to staff about the importance of outgoing material that has the SOTC logo, the importance of striving for excellence and branding Number of publications that go through Marketing office</td>
</tr>
<tr>
<td>Train all staff in ICS</td>
<td>SOTC Staff</td>
<td>Online training/off site training keep staff informed of progress</td>
<td>Better prepared for a disaster or large event.</td>
</tr>
</tbody>
</table>
**Goal 4: Quality - Deliver quality instruction and services**

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Conduct internal/external needs assessment analysis with emphasis on technology, program/courses, professional development and services</td>
<td>Current Employees</td>
<td>Surveys</td>
<td>To give SOTC employees buy-in to daily operations of SOTC and to help with process improvement</td>
</tr>
<tr>
<td>We will assure appropriate staff development annually</td>
<td>All SOTC staff</td>
<td>Workshops, presenters, online curriculum, etc.</td>
<td>Better prepared and informed SOTC employees</td>
</tr>
<tr>
<td>Implement changes based on assessment</td>
<td>All SOTC Staff</td>
<td>Assessment Results</td>
<td>Show SOTC employees that they help make decisions at SOTC</td>
</tr>
<tr>
<td>We will earn the Gold Star School award and attain OQA Excellence Level status</td>
<td>SOTC Staff</td>
<td>Applications/Interviews</td>
<td>Better service offered at SOTC</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Whether we received the award, listen to feedback from OQA officials.</td>
</tr>
<tr>
<td>Conduct surveys to use internally and externally and for all departments</td>
<td>SOTC internal and external customers</td>
<td>Report to SOTC staff results of survey</td>
<td>Measure the success of classes, projects, etc.</td>
</tr>
<tr>
<td>Implement TCTW Goals</td>
<td>SOTC internal and external customers</td>
<td>TCTW Guidelines, update staff on key issues</td>
<td>Enhance educational opportunities at SOTC</td>
</tr>
<tr>
<td>Provide all staff with talking points about SOTC</td>
<td>SOTC staff</td>
<td>Handout/Email</td>
<td>Provide a better communication tool about SOTC</td>
</tr>
<tr>
<td>Monthly Teacher meetings</td>
<td>Educators/Student Services</td>
<td>Email/calendar/agenda/reports</td>
<td>Communication/survey</td>
</tr>
</tbody>
</table>