

*"DISCOVER YOUR COMPETITIVE ADVANTAGE"*



Marketing Plan 2026-2027

## Mid-America Technology Center

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### Mid-America Technology Center Mission:

- ♦ Providing a competitive advantage for workforce and economic growth through quality education and training.

### MATC Values

A - Achievement

D - Development

V - Value

A - Accountability

N - Networking

T - Technology

A - Advancement

G - Growth

E - Excellence

This highlights Mid-America Technology Center's commitment to integrity, quality, innovation, success, and responsibility while emphasizing their overall mission and vision of creating growth, advancement, and excellence for all stakeholders.

The overall goal of the Mid-America Technology Center Marketing Plan is to define goals, objectives, target markets, evaluations, and strategies to meet the needs of our customers and uphold MATC's mission, values, and vision.

## Key Public #1 Faculty & Staff

Objective: Employees will become public relations ambassadors of the school programs and services.

Strategies	Dates	Responsibility	Evaluation
Continued involvement of all staff members in the marketing plan implementation and branding of MATC	Ongoing	Ariel Anglin Promotional Marketing Committee	Evaluation of Marketing Plan, Employee feedback – oral/written comments
MATC’s participation in the “Statewide Marketing Campaign” – provide faculty & staff with “Key Messages” and “ <i>CareerTech</i> Fact Sheet”	Ongoing	Mike Eubank Administrative Team Ariel Anglin	Employee feedback – oral and written comments
Utilizing statistical data to make all staff members aware of the <i>CareerTech</i> system's impact on our partner schools and communities, on both a local and statewide scale.	Ongoing	Administrative Directors	Employee feedback – oral and written comments
Superintendents and partner school administrators meet regularly to provide/exchange information on issues concerning local schools.	Ongoing	Mike Eubank Administrative Directors	Feedback from Superintendent’s Advisory Committee, Employee Focus Groups, Employee Survey
Provide periodic activities to recognize employees and celebrate their accomplishments.	Ongoing	Mike Eubank Administrative Team	Employee Focus Groups, Employee Survey
Provide employees the opportunity to participate in new student orientation May-August.	Ongoing	Administrative Team	Employee feedback – oral and written comments
Provide information about NTHS	Ongoing	All teachers Nicole Barlow	Increase in student involvement/ induction
Provide information about CTSOs	Ongoing	All teachers Mendi Dawley	Participation

## Key Public #2 Customers: Current Customers and Family Members

Objective: Current customers will become public relations ambassadors of the school’s full-time programs and services, will complete their programs, and will encourage potential customers to enroll at Mid-America Technology Center.

<b>Strategies</b>	<b>Dates</b>	<b>Responsibility</b>	<b>Evaluation</b>
Provide MATC representatives to meet with students at each partner school.	August-May	MATC Admissions Coordinators	Increased enrollment, retention, and placement
Provide photos and news to newspapers/social media to recognize students and PRO clients.	Ongoing	Ariel Anglin	Feedback from media, News clippings, In-person (IP), and Phone
Use nontraditional student information “Breaking Traditions” award to post on social media.	Ongoing	Full-time Program Teachers Ariel Anglin	Faculty and Student Participation
Work with teachers to create success profiles of former students to use in promoting MATC.	Ongoing	Ariel Anglin Full-time Program Teachers	Participation
Participate in career awareness activities at partner schools.	Ongoing	MATC Admissions Coordinators	Participation
Provide scholarship assistance for students wishing to continue their education at MATC or other postsecondary institution.	Ongoing	Nicole Barlow	Increased numbers of students continuing/completing MATC.
Provide job placement services for current students and clients through web-based (Jobs OK) and calls from potential employers	Ongoing	Mendi Dawley Teachers/Instructors	Participation, Placement
Obtain letters of endorsement from current PRO clients and feature/share articles about successes.	Ongoing	PRO Team Ariel Anglin	Participation
Provide certificates of training completion for clients to display in their businesses.	Ongoing	PRO Team	Evaluation forms
Increase social media presence with updates to social media sites.	Ongoing	Ariel Anglin	Positive perception & awareness of MATC

## Key Public #2 Customers: Alumni

Objective: Alumni will become public relations ambassadors of the school's Programs and Services and will encourage other potential customers to enroll at Mid-America Technology Center.

<b>Strategies</b>	<b>Dates</b>	<b>Responsibility</b>	<b>Evaluation</b>
Provide placement assistance for alumni through both web-based (Jobs OK) and calls from potential employers	Ongoing	Mendi Dawley Teachers/Instructors	Participation, Placement
Use alumni as Advisory Board members.	Ongoing	MATC Faculty and Staff	Participation
Provide information (website, Constant Contact, postcards, and brochures) to current and past PRO clients	Ongoing	PRO Team Ariel Anglin	Participation/Enrollment
Provide information to completing/current daytime program students and AT&D classes.	Ongoing	AT&D Staff	Participation/Enrollment
Increase social media presence with updates to social media sites	Ongoing	Ariel Anglin	Increase positive perception & awareness of MATC Increased enrollment and placement
Alumni invited as guest speakers for MATC 'Advantage Day' for all 2nd-year students & Adults in full-time programs. Topics: Insurance, Public Speaking, Law Enforcement Etiquette	Spring	Amy Cornforth Full-time faculty PRO Team	Participation Verbal Feedback Getting & Retaining Employment
Career Fair for MATC students: Alumni invited to participate as local businesses, military, and colleges.	Spring	Student Services	Participation Verbal Feedback Employment offers
Alumni invited to attend MATC Student Spring Showcase Students have the opportunity to show off projects and demonstrate the skills they learned in their full-time programs	Spring	MATC faculty Administrative Team Student Services	Student Participation Outside Attendance Verbal Feedback

### Key Public #3 Public/Community: Potential Secondary Students

Objective: Maintain a service rate of at least 26% from each partner school.

Strategies	Dates	Responsibility	Evaluation
Recruiters hand-deliver, to partner schools, acceptance letters to all high school students selected for MATC programs.	Yearly/Spring	MATC Admissions Coordinators	Enrollment, IP, Phone Congratulations on social media
Contact all accepted students who have not scheduled an orientation session	Yearly/June & June	MATC Admissions Coordinators	Orientation Participation
Conduct New Student Orientations throughout the summer to finalize new full-time enrollments (High School and Adult)	June & July	Administrative Team Student Services	Participation
Increase social media presence with updates to social media sites	Ongoing	Ariel Anglin	Increase positive perception of MATC Increased enrollment and retention
Create a short MATC video for recruiters to use on initial visit to partner schools	Biyearly	Multimedia Class (all school participation) MATC Recruiters	Increase knowledge & positive perception about MATC Enrollment
Pre-enrollment Informational Program about MATC Programs for all 10 <sup>th</sup> graders in District.	Yearly (Fall)	MATC Admissions Coordinators	IP, Phone, Feedback from area schools
Conduct Sophomore Showcase/Pre-enrollment for all 10 <sup>th</sup> graders in District.	Yearly (Fall)	MATC Admissions Coordinators MATC Full-time Teachers	Attendance, Enrollment
Hold 8 <sup>th</sup> Grade Interactive Career Expo for partner school students	Yearly (Spring)	MATC Admissions Coordinators Full-time faculty, staff, and students	Verbal Feedback Participation
Conduct 9 <sup>th</sup> Grade tours for partner school students	Yearly (Spring)	MATC Admissions Coordinators MATC Ambassadors as tour guides	Verbal Feedback Participation
Conduct tours for Home/Private/Charter Schools, GT Students, Career Classes, Special Needs, and others as requested.	Ongoing	MATC Admissions Coordinators	IP, Phone
Life Essential Reality Fair for all High School seniors completing their MATC program and Adult students	Spring	Student Services Ariel Anglin	Participation Enrollment

MATC ‘Advantage Day’ for all 2nd-year students & Adult students in full-time programs. Topics: Insurance, Public Speaking, and Law Enforcement Etiquette	Spring	Amy Cornforth Full-time faculty PRO Team	Participation Verbal Feedback Getting & Retaining Employment
Career Fair for MATC students: participation from local businesses, military, colleges	Spring	Student Services	Participation Verbal Feedback Employment offers
MATC Student Spring Showcase Students have the opportunity to show off projects and demonstrate the skills they learned in their full-time programs	Spring	MATC faculty Administrative Team Student Services	Student Participation Outside Attendance Verbal Feedback
When requested, actively participate in partner schools’ enrollment activities.	Ongoing	MATC Admissions Coordinators	Attendance, Enrollment, and Proper Placement
Develop publications & posters for use when presenting information to potential students and their parents.	Ongoing	Ariel Anglin MATC Admissions, Counselor	Increase awareness and positive perception of MATC Attendance, Enrollment
Provide information about MATC programs, teachers, and MATC services on the web page.	Ongoing	Dominik Jackson Ariel Anglin	Web stats, Enrollment
Provide information about MATC programs and services to partner school students at MATC Open House.	Yearly	MATC faculty and staff	Participation. Student and Parent Feedback, Surveys
Obtain nontraditional student information and develop stories for “Non-Traditional Careers” to be used by recruiters and teachers during the admissions process.	Ongoing	MATC Full-time Teachers Nicole Barlow Ariel Anglin	Participation by teachers and students
Nominate students for “Breaking Traditions Award Program” – nontraditional students	January/Yearly	MATC Full-time Teachers	Increase nominations and recognition of students on the state level
Support partner schools’ yearbooks by providing photos of students in their MATC classes.	Ongoing	Ariel Anglin	Participation
Assist/participate with local community service projects, state/national CTSO service projects, and MATC led community service projects.	Ongoing	Sara Simonton – CTSOs MATC Full-time Teachers	Participation

### Key Public #3 Public/Community: Potential Adult Students and PRO Clients

Objective: Adults in the community will know Mid-America Technology Center as a high-quality institution and will participate in programs and services.

<b>Strategies</b>	<b>Dates</b>	<b>Responsibilities</b>	<b>Evaluation</b>
Provide information to students and parents about “Next Step” scholarship for 2026 graduates.	January & July/ Yearly	Nicole Barlow	Increased enrollment (both new and continuing)
Distribute AT&D information (postcards directing patrons to website) to every household in MATC’s district and promote classes on social media sites.	July & December	AT&D Staff Chris Willoughby Ariel Anglin	Enrollment, New class offerings, Surveys
Provide information about discounts available for personal enrichment AT&D classes to persons over the age of 65, persons 62-64, and partner school employees.	Ongoing	Chris Willoughby	Enrollment, Surveys
Place information about PRO specialized services at local businesses and work with Economic Development Teams.	Ongoing	PRO Team/Coordinators	Referrals, Enrollment
Develop publications and talking points to use for presenting to potential students and clients.	Ongoing	Promotional Marketing Committee	Enrollment, Focus Groups, Surveys
Provide information about MATC Programs and Services on the school’s web page.	Ongoing	Dominik Jackson Ariel Anglin	Web stats, Enrollment, Focus Groups, Surveys
Increase social media presence with updates to social media sites	Ongoing	Ariel Anglin	Increase positive perception of MATC Increased enrollment and placement
Provide articles and ads to run in local newspapers regarding MATC programs and services.	Ongoing	Ariel Anglin	Recognition of MATC, students, clients and business partners Increased Enrollment
Provide chambers of commerce and civic organizations' information about MATC Programs and Services.	Ongoing	Administrative Directors PRO Team MATC faculty & staff	Knowledge of MATC and positive perception Referrals and Enrollment
Provide ad for Chamber of Commerce resource books/magazines to promote MATC services	Ongoing	Wade Jarlsberg Ariel Anglin	Increase positive perception of MATC Increase use of MATC services
Promote ‘Leadership Mid-America’ for area business & industry employees	Ongoing	Cody Barton PRO Team	Referrals, Enrollment
Promote opportunities at MATC for recent high school graduates	May	MATC Admission Coordinators MATC Faculty & Staff	Increased Enrollment (full-time and PRO) of targeted age group

Create success profiles of former students to use in promoting Mid-America Technology Center	Ongoing	MATC Full-time Teachers Ariel Anglin	Information received Positive feedback
MATC's participation in the "Statewide Marketing Campaign" using assets & co-branded assets	Ongoing	Ariel Anglin	Showing cohesion of CareerTech, MATC & other Tech Centers Participation in MATC full-time programs New PRO Clients

### Key Public #3 Public/Community: Parents of Potential Secondary Students

Objective: Parents of secondary students in our area partner schools will know Mid-America Technology Center provides educational opportunities that prepares students for entry into both the workforce and/or prepares them to further their education whether it be college/university, military or business and industry licensure or certification.

Strategies	Dates	Responsibility	Evaluation
Place information at partner schools to provide information to parents.	Ongoing	MATC Admission Coordinators	Enrollment Data, Student and Parent Surveys, IP, Phone
Provide prospective students with information about MATC Full-time Programs and services through Program Information Cards or brochures.	Ongoing	Ariel Anglin MATC Admission Coordinators	Enrollment, Focus Groups, Surveys
Increase social media presence with updates to social media sites	Ongoing	Ariel Anglin	Increase positive perception & awareness of MATC Increased enrollment and placement
Provide information about programs and services on the school's website.	Ongoing	Dominik Jackson Ariel Anglin	Web stats, Enrollment, Focus Groups, Surveys
Run ads and articles in local newspapers on MATC Programs and services.	Ongoing	Ariel Anglin	Focus Groups, Surveys, Increased Enrollment and Participation
Meet individually with students and fill out a plan of study.	Ongoing	Nicole Barlow	Participation, Student Focus Groups, Student Surveys

### Key Public #3 Public/Community: Counselors, Teachers, and Administration

Objective: Sending school staff will be knowledgeable about Mid-America Technology Center’s career majors/programs and services and will encourage students to enroll in appropriate classes.

Strategies	Dates	Responsibility	Evaluation
Hold meetings with partner school Superintendents, Principals, Counselors, and Special Services to discuss needs, expectations, new laws, and regulations to keep all informed of the programs and services MATC offers	Quarterly	Mike Eubank Administrative Directors Nicole Barlow Shelly Eubank MATC Admission Coordinators	Attendance Verbal Feedback
Provide counselors with information on MATC Programs and Services, and information on “Next Step” scholarship.	Fall & Spring Semesters	Nicole Barlow MATC Admission Coordinators	Enrollment Scholarship Acceptance
Increase social media presence with updates to social media sites	Ongoing	Ariel Anglin	Increase positive perception & awareness of MATC Increased enrollment, retention, and placement
Provide partner schools with AT&D information.	Ongoing	AT&D Coordinator MATC Admission Coordinators	Increased AT&D enrollment

## Key Public #4 Stakeholders: Taxpayers, Business Supporters, Employers of Former Students and Legislators:

Objective: Our stakeholders will support us by voting positively on millage elections, by hiring our students, by supporting us with their financial and human resources, and by providing legislation and state funding to help us reach our mission.

Strategies	Dates	Responsibility	Evaluation
Hold advisory committee meetings: employers, parents, business & industry, and key community opinion leaders to gain insight into business and industry needs and to thank them for their support.	Fall & Spring	MATC Faculty and Staff	Participation/Attendance Verbal Feedback
MATC's participation in the "Statewide Marketing Campaign" using assets & co-branded assets	Ongoing	Mike Eubank Administrative Team Ariel Anglin	In-person, Phone
Utilizing statistical data to demonstrate the impact of the <i>CareerTech</i> system on partner schools and communities at both the local and statewide levels, while highlighting MATC's role within the CTE system and the significant contributions it makes.	Ongoing	Mike Eubank Administrative Team	Participation/Attendance Verbal Feedback Analytics/Web Stats
Promote PRO as an essential economic development tool and resource center to community and civic groups.	Ongoing	Administrative Team PRO Team MATC Faculty & Staff	Verbal Feedback Enrollment/Participation New Classes/Clients & Retainment
Provide pertinent information on social media sites using Statewide Marketing assets to highlight MATC is part of the CTE system & MATC co-branded assets	Ongoing	Ariel Anglin PRO Team	Increase CTE awareness, positive perception, and interest in MATC Increase Enrollment New Clients/Classes & Retainment
'Leadership Mid-America' partners with local businesses to identify and prepare emerging leaders for roles of responsibility in their careers and communities.	Yearly	Cody Barton PRO Team	Participation
Invite legislators to speak at Local Civic organization meetings and MATC student organizations.	Ongoing	Mike Eubank Administrative Team Student Organizations PRO Team	Participation Verbal Feedback
Send legislators selected articles of news clippings featuring MATC.	Ongoing	Mike Eubank	Verbal Feedback
Lobby at the State Capitol.	Ongoing	Mike Eubank Administrative Team MATC Legislative Team	Legislative Support for <i>CareerTech</i> and educational activities Verbal and IP Feedback