



Marketing Plan 2023-2024

Mid-America Technology Center enriches economic growth by providing quality education and training.

Mid-America Technology Center

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Mid-America Technology Center Mission:

- ♦ Mid-America Technology Center enriches economic growth by providing quality education and training.

MATC Values

- ♦ Integrity
- ♦ Quality
- ♦ Innovation
- ♦ Success
- ♦ Responsibility

MATC Vision

- ♦ Is recognized for quality education, training, leadership and service
- ♦ Provides a climate where all stakeholders can experience success
- ♦ Is recognized as a leader in economic development
- ♦ Provides an atmosphere where every individual is valued
- ♦ Continues to stay on the leading edge of technology, innovation and emerging workforce needs
- ♦ Continues to maximize return on investment

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
Involve all staff members in the marketing plan implementation and new logo and branding of MATC	Ongoing	Debbie Scroggins Promotional Marketing Committee	Evaluation of Marketing Plan, Employee Focus Groups, oral/written comments
MATC's participation in the "Statewide Marketing Campaign" – provide faculty & staff with "Key Messages" and "CareerTech Fact Sheet"	Ongoing	Mike Eubank Administrative Team Debbie Scroggins	Employee feedback – oral and written comments
Use of statistical data provided by an independent 3 rd party to make all staff members aware of the impact the <i>CareerTech</i> system has on our partner schools and communities, on both a local and statewide scale.	Ongoing	Mike Eubank Randy Henderson Dallas Krout Karen Hemmerling Wade Jarlsberg	Employee feedback – oral and written comments
Superintendents and sending school administrators meet regularly and as problems arise to provide information on issues concerning local schools.	Ongoing	Mike Eubank Administrative Directors	Feedback from Superintendent's Advisory Committee, Employee Focus Groups, Employee Survey
Restructure Professional Development System.	Ongoing	Randy Henderson Professional Development Committee	Employee Survey, Attendance at Staff Development Activities
Provide periodic activity to recognize employees and celebrate their accomplishments.	Ongoing	Mike Eubank Administrative Team	Employee Focus Groups, Employee Survey
Provide effective communication strategies and techniques for all employees.	Periodically	Professional Development Chairman	Customer Satisfaction Survey Results
Provide information concerning college credit availability through Prior Learning Assessments (PLAs) and Cooperative Agreements Program (CAPs)	Ongoing	Christi Potter Debbie Scroggins	Increase in availability of certifications received for college credit through PLAs and CAPs
Provide employees the opportunity to be involved in new student orientation May – August.	Ongoing	Administrative Team	Employee feedback – oral and written comments
Provide information about NTHS	Ongoing	All teachers Christi Potter	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.

Strategies	Dates	Responsibility	Evaluation
Provide MATC representatives to meet biweekly with students at each partner school.	August-May	MATC Recruiters	Increased enrollment, retention, and placement
Provide partner schools with display case or monitor highlighting current and former student MATC achievements and MATC information.	Ongoing	MATC Recruiters Debbie Scroggins	Positive perception of MATC Increased enrollment, retention, and placement
Provide photos and news to newspapers/social media to recognize students and BIS clients.	Ongoing	Debbie Scroggins	Feedback from media, News clippings, In-person (IP), and Phone
Use nontraditional student information “Breaking Traditions” award to post on social media.	Ongoing	Debbie Scroggins Full-time Program Teachers	Faculty and Student Participation
Work with teachers to create success profiles of former students to use in promoting MATC for use in newspaper articles, “Oklahoma’s <i>CareerTech</i> Champions” brochure, other publications, etc.	Ongoing	Debbie Scroggins Randy Henderson Karen Hemmerling Dallas Krout	Participation
Participate career awareness activities at partner schools.	Ongoing	MATC Recruiters	Participation
Provide scholarship assistance for students wishing to continue their education at MATC.	Ongoing	Christi Potter	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 BIS clients and feature/share articles about successes.	Ongoing	BIS Team Debbie Scroggins	Participation
Provide certificates of training completion for clients to display in their businesses.	Ongoing	BIS Team	Evaluation forms
Provide information about college credit opportunities – PLAs and CAPs	Ongoing	Christi Potter Debbie Scroggins	Increased participation Certifications & CAPs
Increase social media presence with timely updates to social media sites	Ongoing	Debbie Scroggins	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.

Strategies	Dates	Responsibility	Evaluation
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 and brochures to current and past BIS clients	Ongoing	BIS Team Debbie Scroggins Promotional Marketing Committee	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 timely updates to social media sites	Ongoing	Debbie Scroggins	Increase positive perception & awareness of MATC Increased enrollment and placement
MATC’s participation in the “Statewide Marketing Campaign” – alumni with “Key Messages” and “CareerTech Fact Sheet”	Ongoing	Mike Eubank Administrative Team Debbie Scroggins	In-person, Phone

Key Public #3 Public/Community: Potential Secondary Students

Objective: Maintain a service rate of at least 27% 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	MATC Recruiters	Enrollment, IP, Phone Congratulations on Facebook, Twitter, and Website
Contact all accepted students who have not schedules an orientation session	Yearly/May & June	MATC Recruiters	Orientation Participation
Conduct New Student Orientations throughout the summer during the day and evenings to finalize new enrollments (High School and Adult)	June, July & August	Administrative Team MATC Recruiters Christi Potter Debbie Scroggins	Participation
Send “School Starts” reminder texts to all accepted students	July	Randy Henderson (School Messenger)	Attendance, IP, Phone
Increase social media presence with timely updates to social media sites	Ongoing	Debbie Scroggins	Increase positive perception of MATC Increased enrollment, retention, and placement
Pre-enrollment Informational Program about MATC Programs for all 10 th graders in District.	Yearly (Fall)	MATC Recruiters	IP, Phone, Feedback from area schools
Conduct Sophomore Showcase/Pre-enrollment for all 10 th graders in District.	Yearly	MATC Recruiters MATC Full-time Teachers	Attendance, Enrollment
Conduct Tech Tours for all 8 th graders in District.	Yearly	MATC Recruiters MATC Full-time Teachers	IP, Phone
Conduct tours for Home/Private/Charter Schools, GT Students, Career Classes, and Special Needs Students as requested.	Ongoing	MATC Recruiters	IP, Phone
MATC Engineering Discovery Day – sophomores choosing Pre-Engineering as 1, 2 or 3	January/February	Pre-Engineering Teachers Debbie Scroggins	Participation Enrollment
Conduct all other tours as needed or requested	Ongoing	MATC Recruiters	IP, Phone, Enrollment
Develop and implement a contact program aimed at retaining interested sophomores	Ongoing	MATC Recruiters	Attendance, Enrollment, IP, Phone
When requested, actively participate in partner schools’ enrollment activities.	Ongoing	MATC Recruiters	Attendance, Enrollment, and Proper Placement
Develop publications for use when presenting	Ongoing	Debbie Scroggins	Attendance, Enrollment, Student

information to potential students and their parents.		MATC Recruiters	Focus Groups, Surveys
Provide information about MATC programs, teachers, and MATC services on the school's web page.	Ongoing	Randy Henderson Debbie Scroggins	Web stats, Enrollment
Obtain student "success stories" to develop local Tech Center Champions Program for promotional pieces and speaking engagements to promote graduates.	Ongoing	Debbie Scroggins MATC Full-time Teachers	Student Focus Groups and Surveys, Participation
Provide information about MATC programs and services to partner school students at MATC "Community Spotlight and College & Career Night."	Yearly	Debbie Scroggins MATC Recruiters Christi Potter MATC Full-time Teachers BIS Team	Participation. Student and Parent Feedback, Surveys
Obtain nontraditional student information and develop stories for "Non-Traditional Careers" brochure for advertising, direct mail and speaking engagements to promote graduates.	Ongoing	MATC Full-time Teachers Debbie Scroggins	Teachers provide student names and information
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	Debbie Scroggins	Participation
Assist/participate with local community service projects, state/national CTSO service projects, and MATC led community service projects.	Ongoing	Mendi Dawley – CTSOs MATC Full-time Teachers	Participation
Provide information on college credit opportunities through PLAs and CAPs	Ongoing	Christi Potter Debbie Scroggins	IP, Phone, Participation/ Certifications & other accepted PLA assessments and CAPs
"Reality Check" for all partner school 9 th grade students.	Fall/Yearly	Mendi Dawley	Participation by partner school's 9 th grade classes. Evaluations

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

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

Strategies	Dates	Responsibilities	Evaluation
Provide information to students and parents about “Next Step” scholarship for 2024 graduates.	January & July/ Yearly	MATC Recruiters Christi Potter	Increased enrollment (both new and continuing)
Distribute AT&D schedules to every household in MATC’s district and promote classes on social media sites.	July & December	AT&D Staff Chris Willoughby	Enrollment, New class offerings, Surveys
Provide information about discounts available for eligible AT&D classes to persons over the age of 65, persons 62-64, and school employees, who live in the MATC district.	Ongoing	AT&D Staff	Enrollment, Surveys
Place information about BIS specialized services at local businesses and work with Economic Development Teams.	Ongoing	BIS Team/Coordinators	Referrals, Enrollment
Develop publications and talking points to use when presenting information 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	Susan Cope Debbie Scroggins	Web stats, Enrollment, Focus Groups, Surveys
Increase social media presence with timely updates to social media sites	Ongoing	Debbie Scroggins	Increase positive perception of MATC Increased enrollment and placement
Provide articles and ads to run in local newspapers regarding MATC programs and services.	Ongoing	Debbie Scroggins	Recognition – Phone, IP & Surveys Increased Enrollment
Provide chambers of commerce and civic organizations information about MATC Programs and Services.	Ongoing	Mike Eubank Wade Jarlsberg BIS Team	Referrals, Enrollment
Provide ad for Chamber of Commerce resource books/magazines to promote MATC services	Ongoing	Wade Jarlsberg Debbie Scroggins	Increase positive perception of MATC Increase use of MATC services
Promote Leadership Mid-America for area business & industry employees	Ongoing	Wade Jarlsberg BIS Team	Referrals, Enrollment
Promote opportunities at MATC for recent high school graduates	May	Debbie Scroggins	Increased Enrollment of targeted age group
Create success profiles of former students to use in	Ongoing	Debbie Scroggins	Information received

promoting Mid-America Technology Center for use locally, in “Oklahoma’s <i>CareerTech</i> Champions” brochure, and in “Breaking Traditions Outstanding Nontraditional Student Award”.		MATC Full-time Teachers	Breaking Traditions Awards
MATC’s participation in the “Statewide Marketing Campaign” – provide public/community “Key Messages” and “ <i>CareerTech</i> Fact Sheet”	Ongoing	Mike Eubank Administrative Team Debbie Scroggins	In-person, Phone Participation in MATC programs New BIS Clients
Provide information on college credit opportunities at MATC through PLAs and CAPs	Ongoing	Christi Potter Debbie Scroggins	Participation Interest (IP, Phone, Surveys)
Create short (60 seconds or less) MATC video (use on MATC YouTube, Facebook, Webpage, ODCTE – to use on Twitter 30 seconds or less)	Yearly	Debbie Scroggins Carl Walls & Multimedia Class (all school participation)	Views Shares, Comments Enrollment Increase positive perception of MATC
Create “MATC Talks/News” (video used on MATC YouTube, Facebook, Webpage, Twitter)	Ongoing	Debbie Scroggins Carl Walls & Multimedia Class (all school participation)	Views, Shares, Comments Enrollment Increase positive perception of MATC

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 Recruiters	Enrollment Data, Student and Parent Surveys, IP, Phone
Provide prospective students information about MATC Full-time Programs and services through Program Information Cards or brochure.	Ongoing	Debbie Scroggins MATC Recruiters	Enrollment, Focus Groups, Surveys
Increase social media presence with timely updates to social media sites	Ongoing	Debbie Scroggins	Increase positive perception & awareness of MATC Increased enrollment and placement
Provide information about programs and services on the school's web site.	Ongoing	Susan Cope Debbie Scroggins	Web stats, Enrollment, Focus Groups, Surveys
Run ads and articles in local newspapers on MATC Programs and services.	Ongoing	Debbie Scroggins	Focus Groups, Surveys, Increased Enrollment and Participation
Meet individually with students and fill-out plan of study.	Ongoing	Christi Potter	Participation, Student Focus Groups, Student Surveys
Provide information about the new structure of college credit opportunities – PLAs and CAPs	Ongoing	Debbie Scroggins	Participation/Certifications, IP, Phone & CAPs

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 sending school Superintendents, Principals, and Counselors (middle school and high school) to talk about needs and expectations and to keep them informed of the programs and services MATC offers.	Quarterly	Mike Eubank Administrative Directors Christi Potter	Attendance Verbal Feedback
Provide sending school counselors with information packet.	Yearly/Ongoing	Christi Potter MATC Recruiters	Feedback Enrollment
Provide counselors with information on MATC Programs and Services for their offices and information on “Next Step” scholarship.	Fall & Spring Semesters	Christi Potter MATC Recruiters	Enrollment Scholarship Acceptance
Increase social media presence with timely updates to current/popular social media sites	Ongoing	Debbie Scroggins	Increase positive perception & awareness of MATC Increased enrollment, retention, and placement
Provide brochures and AT&D schedules at all partner schools.	Ongoing	AT&D Coordinator MATC Recruiters	Enrollment data
Provide information about ways to obtain college credit at MATC through PLAs and CAPs	Ongoing	Christi Potter Debbie Scroggins	Participation/Certifications, IP, Phone & CAPs

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 for advisors: student employers, parents, business & industry, and key community opinion leaders to gain insight to 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" – stakeholders with "Key Messages" and "CareerTech Fact Sheet"	Ongoing	Mike Eubank Administrative Team Debbie Scroggins	In-person, Phone
Use of statistical data provided by an independent 3 rd party to make stakeholders aware of the impact the CareerTech system has on our partner schools/communities, on both a local and statewide scale and MATC's place in the system and the impact that MATC makes.	Ongoing	Mike Eubank Randy Henderson Dallas Krout Karen Hemmerling Wade Jarlsberg	Participation/Attendance Verbal Feedback Analytics/Web Stats
Promote BIS as an essential economic development tool and resource center to community and civic groups.	Ongoing	Mike Eubank Administrative Team Wade Jarlsberg BIS Team	Verbal Feedback Enrollment/Participation New Clients/Retaining Clients New Classes
Provide pertinent information on social media sites	Ongoing	Debbie Scroggins BIS Team	Increase positive perception and interest in MATC Increase Enrollment New Clients/Retaining Clients New Classes
Leadership Mid-America works with area businesses and industries to seek out leaders and potential leaders preparing them for positions of responsibility in both their profession and community.	Yearly	Wade Jarlsberg	Participation
Create monthly newsletter using First Friday content and other pertinent information to promote direct communication with Key Stakeholders.	Monthly	Senior Staff Debbie Scroggins	Increase an open line of communication and transparency
Develop consortium and agreements with other technology centers, high education, and	Ongoing	Mike Eubank Administrative Team	Attainment of agreements

businesses.		Debbie Scroggins	
Invite legislators to speak at Local Civic organization meetings and MATC student organizations.	Ongoing	Mike Eubank Administrative Team Student Organizations BIS 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	Legislative Support for <i>CareerTech</i> and educational activities Verbal and IP Feedback