



Marketing Plan 2024-2025

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

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

- ♦ 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 partner 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
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 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 with students at each partner school.	August-May	MATC Recruiters	Increased enrollment, retention, and placement
Provide partner schools with monitors highlighting MATC events and information; and their current and former students’ achievements.	Ongoing	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 Dallas Krout	Participation
Participate in 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
Increase social media presence with 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	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	Debbie Scroggins	Increase positive perception & awareness of MATC Increased enrollment and placement

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/Spring	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 Student Services 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 updates to social media sites	Ongoing	Debbie Scroggins	Increase positive perception of MATC Increased enrollment and retention
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 tours for 8 th & 9 th graders in the district.	Yearly	MATC Recruiters	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
Create a short MATC video for recruiters to use on initial visit to partner schools	Biyearly	Multimedia Class (all school participation) MATC Recruiters	Enrollment Increase positive perception of MATC
When requested, actively participate in partner schools’ enrollment activities.	Ongoing	MATC Recruiters	Attendance, Enrollment, and Proper Placement
Develop publications for use when presenting information to potential students and their parents.	Ongoing	Debbie Scroggins MATC Recruiters	Attendance, Enrollment, Student Focus Groups, Surveys
Provide information about MATC programs, teachers, and MATC services on the web page.	Ongoing	Kyle Wilkey Debbie Scroggins	Web stats, Enrollment

Provide information about MATC programs and services to partner school students at MATC Open House.	Yearly	Debbie Scroggins Student Services MATC Full-time Teachers	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 Mendi Dawley 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

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 2025 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	Chris Willoughby	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	Kyle Wilkey Debbie Scroggins	Web stats, Enrollment, Focus Groups, Surveys
Increase social media presence with 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 MATC Teachers MATC Staff	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 MATC Teachers MATC Staff	Referrals, Enrollment

Promote opportunities at MATC for recent high school graduates	May	MATC Recruiters	Increased Enrollment of targeted age group
Create success profiles of former students to use in promoting Mid-America Technology Center	Ongoing	Debbie Scroggins MATC Full-time Teachers	Information received Positive feedback
MATC's participation in the "Statewide Marketing Campaign" using assets & co-branded assets	Ongoing	Mike Eubank Administrative Team Debbie Scroggins	In-person, Phone Participation in MATC programs New BIS 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 Recruiters	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	Debbie Scroggins MATC Recruiters	Enrollment, Focus Groups, Surveys
Increase social media presence with 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	Kyle Wilkey 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 a plan of study.	Ongoing	Christi Potter	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 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 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 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

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" using assets & co-branded assets	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 <i>CareerTech</i> system has on our partner schools/communities, on both a local and statewide scale. MATC's place in the CTE 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 MATC Teachers MATC Staff	Verbal Feedback Enrollment/Participation New Clients/Retaining Clients New Classes
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	Debbie Scroggins BIS Team	Increase positive perception and interest in MATC Increase Enrollment New Clients/Classes & Retainment Awareness of CTE system & MATC
Leadership Mid-America works with area businesses and industries to seek out leaders and potential leaders preparing them for positions of responsibility in their profession and community.	Yearly	Wade Jarlsberg	Participation
Create monthly newsletter using First Friday content and other pertinent information to promote direct ongoing communication with Key Stakeholders.	Monthly	Senior Staff Debbie Scroggins	Increase an open line of communication and transparency

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 Administrators MATC Legislative Committee Members	Legislative Support for <i>CareerTech</i> and educational activities Verbal and IP Feedback