



*Where Education **Empowers.***

Marketing Plan

2025-2026

Marketing Goals 2025-2026

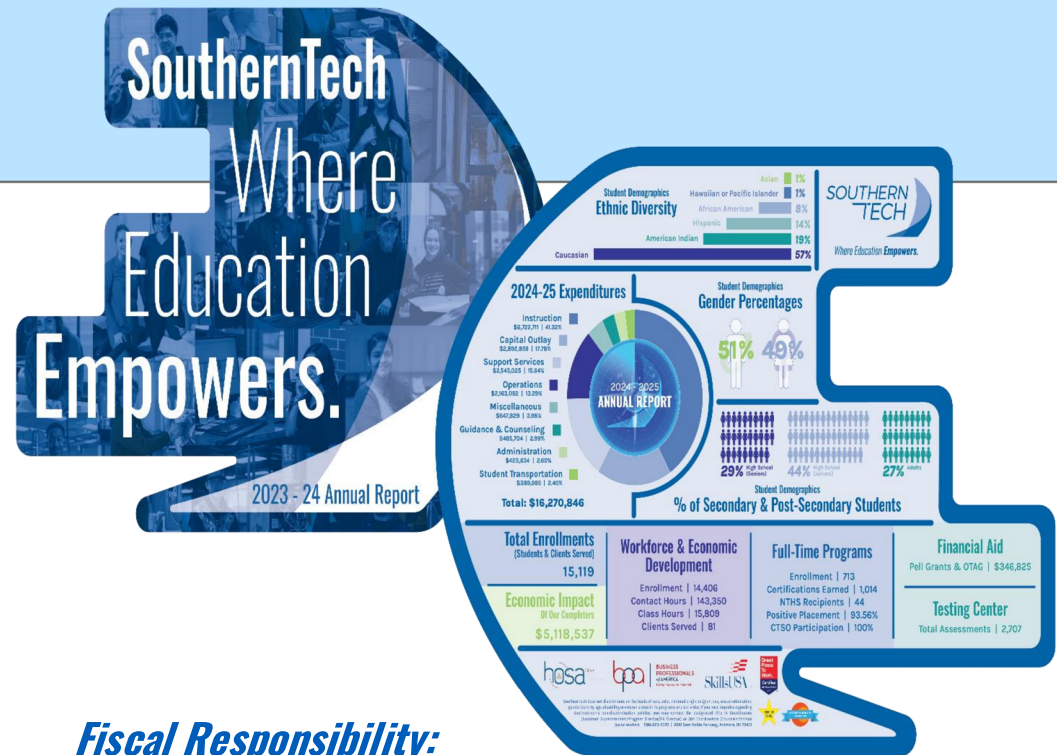
Goals are based on the campus wide strategic plan that includes:

Student Success:

- Highlight student success and activities on Campus.
- Prioritize marketing toward under enrolled programs, adult students and a diverse student base.
- Introduce elements that improve the student experience and give SouthernTech more community exposure.
- Work with sending schools to advance the SouthernTech brand.

Organizational Excellence:

- Update campus facilities with updated marketing pieces, graphics, posters, etc.
- Update SouthernTech Marketing Documents including fliers, handouts, tri-folds



Fiscal Responsibility:

- Utilize existing marketing tools like the statewide consortium
- Use Social media more to accomplish some of the marketing previously done through print.
- Be diverse on the marketing approach using different tools when appropriate. These tools could include, print, billboard, video boards, radio, live stream, and social media.



Student Success



- Create an “I got the job wall,” where we place student photos with the I got the job sign once employed. Create an internal campaign encouraging students to notify Rhonda upon hire. Co-brand using the hashtag #hiresotech and create a social media campaign on multiple platforms to get the phrase trending.
- Re-brand Building 100 with graphics that promote current or recent students and highlights, our values, mission and brand. Use graphics to identify resources available to our students.
- Create an empower GED wall where GED student photos are placed after they complete and pass a subject.
- Focus on our annual events: signing day, completion ceremony, Worklahoma and the corporate fitness challenge. Include new ones like CTSO kick-off, Great Place to Work Celebration & End-of-Year Celebration/PD.
- Highlight student organizations, community activities and student events through social media channels.

Student Success



- Select a current student for each program that can be highlighted on social media and feature each program, the student doing hands-on training and the student's career aspirations. This will be a weekly campaign.
- Create a marketing campaign targeted toward under-enrolled programs, WED and adult recruitment and enrollment.
- Promote up to three WED classes weekly through available channels.
- Partner with our sending schools on co-branding. This will include a monthly poster series produced for our sending schools that highlights specific programs. The first five poster will be given out at the fall counselor meeting.

Student Success

- Feature a African American student or instructor/employee for a daily campaign to run during back history month.
- Run a campaign during enrollment which features adult student enrolled in full-time programs. Feature one student a day for 1-2 weeks.
- Re-new the SouthernTech graduation cords for 2025/2026 Seniors. They will continue to feature SouthernTech branding and colors. The intent is that our students wear them at their high school graduation to highlight their attendance at SouthernTech.
- Utilize the OKCareerTech "share your story," feature to submit unique student stories to potentially be used in statewide marketing.
- Create an updated timeline showing the SouthernTech history to date to feature in building 100 as a wall graphic.



CareerTech Stories

Submit your CareerTech Stories below that will be featured across our social platforms!

Name *

First Name Last Name

Email *

account@okcartertech.com

Story *

Picture Attachment *

Browse Files
Drag and drop files here

Submit

Organizational Excellence

- Get updated professional student and classroom video and images to be used in future marketing pieces including print, video and radio.
- Re-work internal existing documents for a consistent look, branding and feel. These documents will include our Fulltime Program Packets, LPN Handbook, PN Select Handbook, Wed Short Term Health hand-out, Program Information Guides, FAFSA information guide, LPN Application Packet, GED Flyer, Career Services Flyer & Nurse Refresher Packet.
- Create and produce WED Marketing handouts, tri-folds, & bi-folds including, Motorcycle Safety, Confined Space, OSHA Training, Safer Workspace, Facility Maintenance, CDL, Concealed Carry, Short Term Program Snapshot & CPR.
- Create digital format version of the SouthernTech annual report to be placed on our website.





Fiscal Responsibility

- Move up the delivery of our two digital marketing campaigns from February-June to December-April. This will allow us to create an enrollment campaign at the beginning of enrollment and then a secondary campaign for under enrolled programs once the initial placement takes place. We will use Sparklight to deliver content on multiple platforms, including google video, YouTube, Spotify, and desktop and tablet, and then multiple content providers I.E. Roku, HBO Max, Samsung Plus, ION Television, DirectTV, Etc. and then KXII Digital- banners, videos links on their website, mobile apps and across all of their platforms.
- Continue to use a multimedia marketing Campaign. Which will include billboards, newspaper and printed materials, Live stream, radio and internet advertising, Social media and social media ads, and internal video boards
- Social media focus- Focus on producing content, building following and social interactions
- Improve on our usage of statewide marketing materials with an emphasis on their monthly content and areas of focus.
- Continue to partner with Work Ready Oklahoma on our Career & College Expo.
- Have the Marketing group attend Vehicle graphic school, identify tools and supplies needed to begin to wrap vehicles in 25/26 and look to brand SouthernTech vehicles including pool cars, trucks, police car, ambulance, dump truck, and future purchases. Create a game plan for 26/27 budget for partial wraps, full wraps and magnetic door signs for our fleet of vehicles.

Fiscal Responsibility



You Tube



In 2025-2026 SouthernTech will focus on social media- We are going to increase the amount of content produced for social media. This will be a movement away from some of our traditional print ads and a more economic alternative.

Facebook-2023/2024- Results

- 5654- Followers
- We produced 278 pieces of content (.76 per 365 days)
- We received 1102 social media shares
- We received 5027 social media likes
- We received 542 social media comments

Facebook-2024/2025-Results

- 6247- Followers (+593 followers or 10.5% increase of 2024)
- We produced 608 Pieces of content (1.67 per 365 days. 219% of 2024)
- We had 2269 social media shares.(206% of 2024)
- We received 2675 social media likes (252% of 2024)
- We received 2208 social media comments (407% of 2024)

In 25/26 we will look to grow our following by 5% (313 followers) and our interactions (7152 interactions- 2024/2025)-likes, comments and shares by 10%(7868 interactions)

Instagram- 2023/2024- Results

- 0 Followers

Instagram -2024/2025- Results

- 44- Followers

Looking to grow Instagram 150% in 25/26 (66 new followers)

QUESTIONS