



COLLEGE & CAREER ACADEMY

MARKETING & GROWTH PLAN

Goal: Increase student participation, expand industry partnerships, and strengthen workforce pipeline outcomes

CORE OBJECTIVES (12–24 Months)

- Increase CTAE pathway enrollment
 - Grow dual enrollment participation
 - Expand Work-Based Learning (WBL) placements and Bridge Internship participation
 - Increase non-traditional pathway enrollment
 - Strengthen post-program placement (3S1) outcomes
 - Build brand recognition of EDGE CCA as the workforce hub of Emanuel County
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TARGET AUDIENCES

Primary:

- 8th–10th grade students (pipeline builders)
- Parents/guardians (decision influencers)

Secondary:

- Local business & industry partners
 - Community stakeholders (Chamber, Development Authority)
 - Current high school students (pathway changers)
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BRAND POSITIONING

Position EDGE CCA as:

“The direct pathway from high school to high-skill, high-wage careers.”

Key Messaging Themes:

- Earn while you learn
 - Real-world experience, not just classroom learning
 - Industry certifications + college credit
 - Clear path to employment
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MARKETING STRATEGIES

DIGITAL & SOCIAL MEDIA STRATEGY

Platforms: Facebook, Instagram, TikTok, YouTube

Content Plan:

- Student spotlight videos (WBL, internships)
- “Day in the Life” of EDGE students
- Industry partner features
- Before/after success stories (student → career)
- Short reels: certifications, labs, hands-on work

Frequency:

- 3–5 posts per week
- 2 video features per month

KPI:

- Engagement rate
 - Video views
 - Inquiries / applications
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SCHOOL-BASED RECRUITMENT PIPELINE

Middle School Strategy (CRITICAL):

- 6th–8th grade career awareness push
- YouScience data integration into marketing
- Hands-on EDGE Experience Days
- CTAE pathway demo labs

Events:

- CTAE Night (upgrade to interactive showcase)
 - Parent nights (focus on ROI: careers + pay)
 - EDGE campus tours (quarterly)
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PROGRAM-SPECIFIC CAMPAIGNS

Create mini campaigns for each pathway:

- Healthcare (CNA, internships with hospital)
- Engineering & TSA pathways
- Agriculture / FFA
- Business / Entrepreneurship TCC
- Materials Handling / Logistics

Each campaign includes:

- Flyer + social posts + student testimonial
 - Industry partner quote
 - Career salary data (local relevance)
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INDUSTRY PARTNERSHIP MARKETING

Strategy:

Position EDGE as a workforce solution, not just a school

Tactics:

- Quarterly Industry Roundtables
- “Adopt-a-Program” partnerships
- Employer branding on campus + marketing materials
- Feature employers in campaigns

Goal:

- Add 5–10 new partners
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BRIDGE INTERNSHIP PROGRAM (FLAGSHIP MARKETING TOOL)

Position it as:

“The final step before entering the workforce”

Promotion:

- Dedicated branding (already started—strong move)
 - Success metrics (hours worked, certifications earned)
 - Employer testimonials
 - Summer-focused campaign (March–May push)
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PRINT & VISUAL MATERIALS

You already do this well—now systematize it:

Core Assets:

- Career Guide (annual)
- Transition Guide (special populations)
- Pathway one-pagers
- CTSO flyers (you’ve built these)
- Bridge Program flyer (flagship)

Upgrade:

- QR codes on EVERYTHING
- Consistent branding system (colors, fonts, icons)

DATA-DRIVEN MARKETING

Use:

- CTAE Reports
- CLNA data
- WBL placement data
- Certification attainment

Turn into:

- Infographics
 - Social posts
 - Board presentations
 - Grant narratives
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SIGNATURE INITIATIVES (HIGH IMPACT)

EDGE Career Signing Day

- Like athletics signing day
 - Students sign with employers, colleges, or military
 - HUGE PR opportunity
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EDGE Workforce Showcase

- Students present projects to industry
 - Capstone presentations
 - Invite business leaders
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EDGE Career Bus / Mobile Lab

- Take programs to middle schools & community
 - Recruitment + awareness tool
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“From Classroom to Career” Campaign

- Real student → real job storytelling
 - Use video heavily
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MEASUREMENT & KPIs

Track quarterly:

- Enrollment by pathway
 - Dual enrollment numbers
 - WBL placements
 - Bridge participation
 - Social media engagement
 - Industry partner count
 - Post-program placement rate
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IMPLEMENTATION TIMELINE

Fall:

- CTAE Night
- Social media push
- Middle school outreach

Winter:

- Program recruitment campaigns
- Industry engagement

Spring:

- Bridge Internship push
- Signing Day event

Summer:

- Capture content (internships, WBL)
 - Build next year campaigns
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KEY SUCCESS FACTOR

The biggest leverage point:

Tell better stories about what students are actually doing.

You already have:

- Programs
- Partnerships
- Structure

The growth comes from:

- Visibility
- Consistency
- Clear outcomes