

The Role of Marketing CTE

Richard Parker Antoine

10/8/2020



**Orange County
Public Schools**

The Role of Marketing CTE



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The Role of Marketing CTE

A stack of three books is shown on the right side of the image. The top book has a light-colored cover, the middle one is dark, and the bottom one is red. The quote is overlaid on the left side of the image.

“Marketing is no longer about the stuff you make, but the stories you tell.”

– Seth Godin

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“We don’t have a choice on whether we DO social media, the question is how well we DO it.”

– Erik Qualman

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Gary Vaynerchuk

quotefancy

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Mid Florida
TECH



Orlando
TECH



Westside
TECH



Winter Park
TECH



Winter Park
TECH
Avalon Campus

The Role of Marketing CTE



AVALON | MID FLORIDA | ORLANDO | WESTSIDE | WINTER PARK

OCPSTECHCENTERS.NET

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AVALON | MID FLORIDA | ORLANDO | WESTSIDE | WINTER PARK

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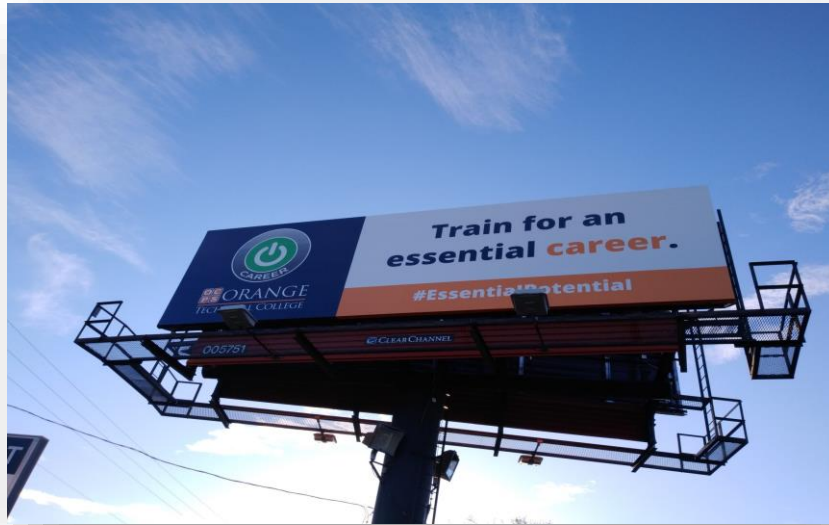
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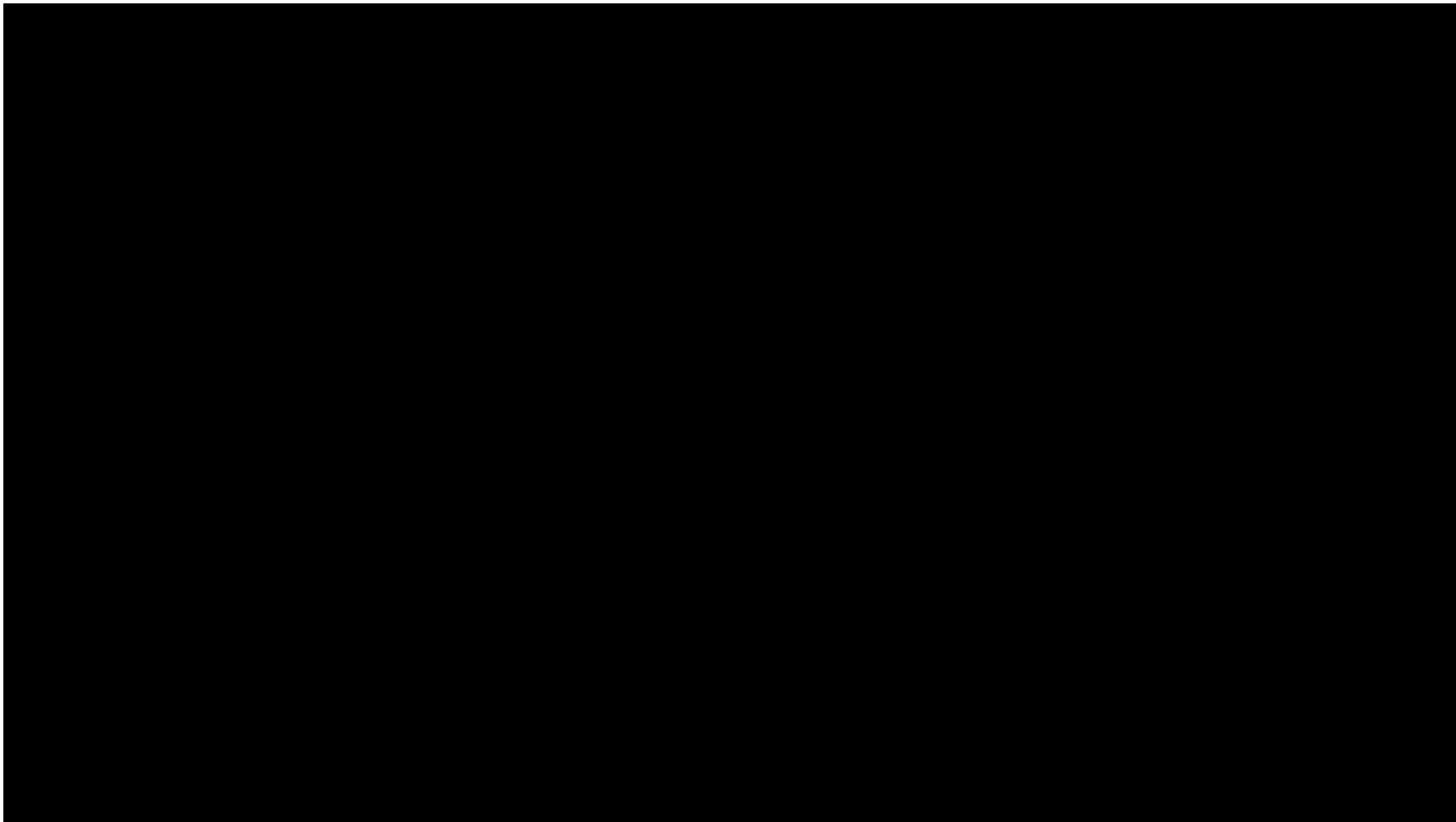


ORANGE

TECHNICAL COLLEGE

#EssentialPotential





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Student Category	Student Count 2012-13	Student Count 2018-19	% Growth
PSAV - Adult	2,996	3,772	26%
PSAV – HS Campus	0	3,360	3,360%
PSAV – HS Dual Enrolled	855	1,486	74%
Secondary	25,410	42,405	67%
Total	29,261	51,023	74%

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Need / Opportunity

- Enrollment counts, district initiatives, programs
- Current events, recruitment opportunities
- Community partnerships, sponsorships
- Advertising and branding, local media

Medium / Catalyst

- Branding (Awareness) – Impressions, perceptions (QL)
- Active (Action-Driven) – CTR, targeting, direct (QN)
- Organic (Passive) – WOM, referrals, social

Results / Conclusions

- Analytics (clicks, site visits, calls)
- Traffic (in-person or digital)
- Enrollment (student counts)

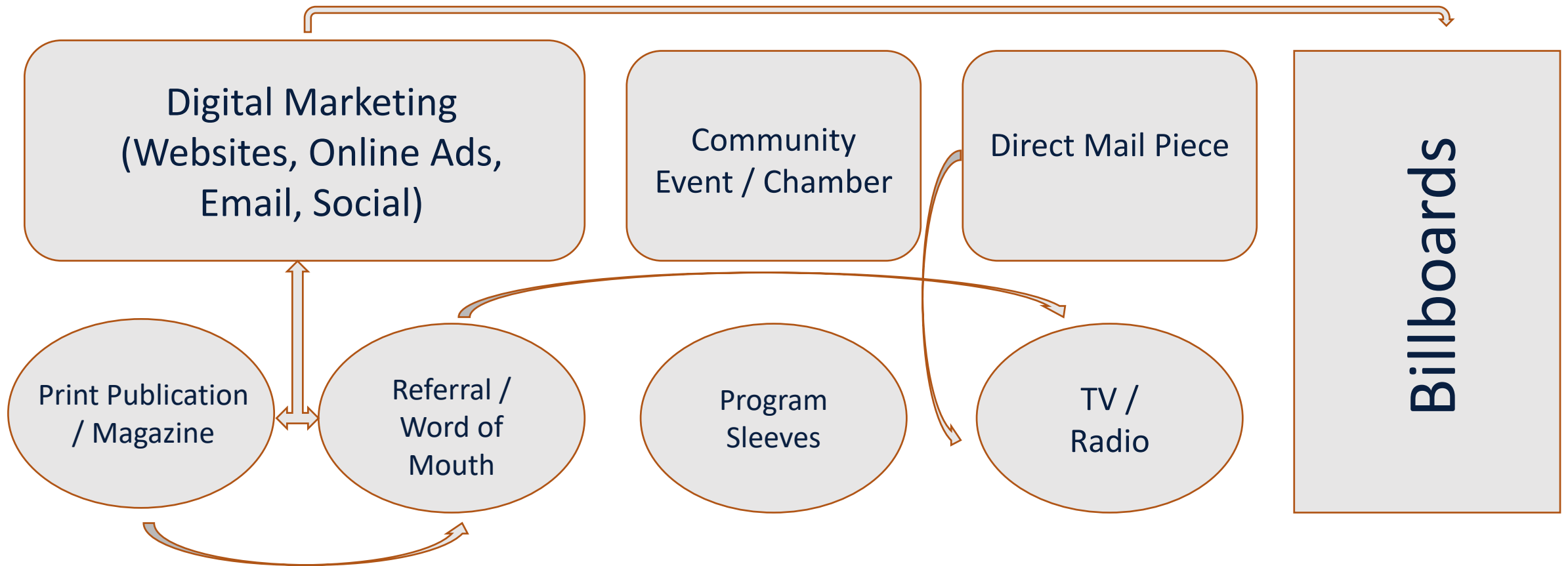
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<u>Strengths</u> <ul style="list-style-type: none">• Multiple locations• Articulation agreements• Short time commitment• Accepting of financial aid• Up-to-date equipment• Cost → ROI	<u>Weaknesses</u> <ul style="list-style-type: none">• Lack of understanding• Facilities dilapidation• Data collection• Cohesiveness of brand• Clarity of message• Amount of content
<u>Opportunities</u> <ul style="list-style-type: none">• Niche-based messaging• Social media growth• Sponsorships/partners• Employer connections• For-profit news cycle	<u>Threats</u> <ul style="list-style-type: none">• Increased competition• Student loans• Media saturation• State funding• Vocational stigma

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*Action → Application → Enrollment

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Changing Lives **T**hrough **E**ducation


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TECHNICAL COLLEGE

There's more than one way to a great career.

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Welcome to Orange Technical College!




Originally named the Orlando Vocational School, OTC opened its doors in 1933. [Learn More](#)

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Cool Stuff Taking Place everyday



Train for an Essential Career
#EssentialPotential

Greetings!

I'm the type of person who runs toward an emergency, not away from it.

I share that observation with you because in March, when the COVID-19 outbreak reached Central Florida, I took a leave of absence from my doctoral program in order to focus on the work of the school district. Not only would my teaching staff need immediate support as they transitioned their instructional model from the hands-on, lab driven environment to the online classroom, but district leaders would also begin the important planning for summer school and the impending fall re-opening of school buildings.

Our work would require great dedication and a laser focus on key priorities.

This time was (and is) extremely important for educators and I felt (and feel) my focus needed (and needs) to be targeted on my work. And though I changed roles mid-planning, the work in which my team and I have engaged to prepare for the fall session at Orange Technical College has been extremely important and has clearly been different from past years.


When I visited our campuses and classrooms this week as we reopened our buildings and welcomed our students back to class, I knew I made the right decision to defer my educational pursuits. The energy and buzz throughout the buildings was clearly evident: administrators, teachers, and students were all thrilled to back to some - albeit new - normalcy.

As I walked the halls of the campuses, I spoke with students who shared their personal stories of how the pandemic has impacted their families, their desire to up-skill and re-enter the workforce, and their excitement to go to school. I spoke with one student about the unprecedented impacts of the virus on all walks of life - from those who lost jobs to those who still have jobs.

This student quite simply said, "I am out of work. What's left to do? Go to school." He went on to ask me to thank teachers for their service to our community and our youth and asked that we keep up the hard work as "it doesn't go unnoticed."


During that conversation, I was reminded of an important life lesson I learned many years ago:

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#EssentialPotential




OTC Trains for Essential Careers

OTC ALUMNI



OTC Alumni - Thomas' Story



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During that conversation, I was reminded of an important life lesson I learned many years ago:

Life is full of defining moments.

It's not the moment that defines you, but rather, how you respond to that moment that defines person you become.


And so, while I have been grappling with whether or not to return to my doctoral studies, the moments I shared with our OTC students this week have convinced me that the time to renew this work is right.

Talk about changing lives through education. This lesson is one I will value and cherish for years to come.

To the students with whom I spoke this week, thank you for reminding me of my #EssentialPotential. And I'm honored that we can help you rediscover yours.

Stay safe and healthy everyone.

Have a great CTE Day!
Melanie



Melanie Stefanowicz
Associate Superintendent
Career & Technical Education
I Orange County Public Schools

OBJ 2020 Veterans of Influence: OTC Alumni Jim Lane



Orange Technical College alumni, veteran, and entrepreneur, Jim Lane, talks to the Orlando Business Journal about how his technical education at OTC helped shape his future. [Read](#)



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Orlando, FL [orangedtechcollege.net](#) Joined October 2011

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Orange Technical College @ocpsotc · Sep 8
@news5wkmg: Catch Melanie Stefanowicz (@MelSfef), Associate Superintendent for Orange Technical College, at 9:54am and 4:17pm today on News 6! Stay tuned for the full interview and see how OTC is helping students discover their #EssentialPotential through technical education.



1:59 173 views

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Social Media

CTE-newsletter

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- Largest social network in the world
- Friend requests, page likes, shares, video, comments, posts
- Company page, departments
- Facebook ad network (ROI)



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- Information network made up of 280-character messages called Tweets
- Tweets, re-tweets, likes, lists, followers, timelines, messages, videos, photos
- Hashtag influence (high)
- Jump into the conversation!



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- Largest professional social network
- Connections, groups, shares, messages, recommendations, posts
- Strong publishing platform
- Build your network!



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- Largest social photo/video network (owned by Facebook)
- Photos, videos, bio links, comments, snap stories, followers, messages
- Hashtag influence (high)
- Have some fun, show personality



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- It must be US!
- Tell your story, build brand
- Take marketing seriously
- Sustainable messaging plan
- Embrace social media



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