

NCPN Atlanta, Georgia, 2009

Marketing Career Clusters

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Cope Norcross

**Why CTE AND Rigorous
Academics are a MUST for
EVERY STUDENT**



Today's Focus

- **Why Market Career Clusters**
- **Market Segments**
- **Target Markets**
- **How to Tap Your Markets**
- **Developing Your Message**
- **Samples from Around the USA**

What are others doing?



100 Marketing Tips



Why Market Career Clusters?

AWARENESS

To let students and others know that you are engaged in new and/or different activities

ATTRACT STUDENTS

To enhance student success by attracting sufficient numbers of students to support Career Clusters

INCREASE STUDENT SUCCESS

- higher secondary and post secondary graduation rates
- persistence to higher education
- completion of certifications/ degrees

Successful high schools/colleges
must continually market two messages:

Mission & vision of the organization

Career Clusters:

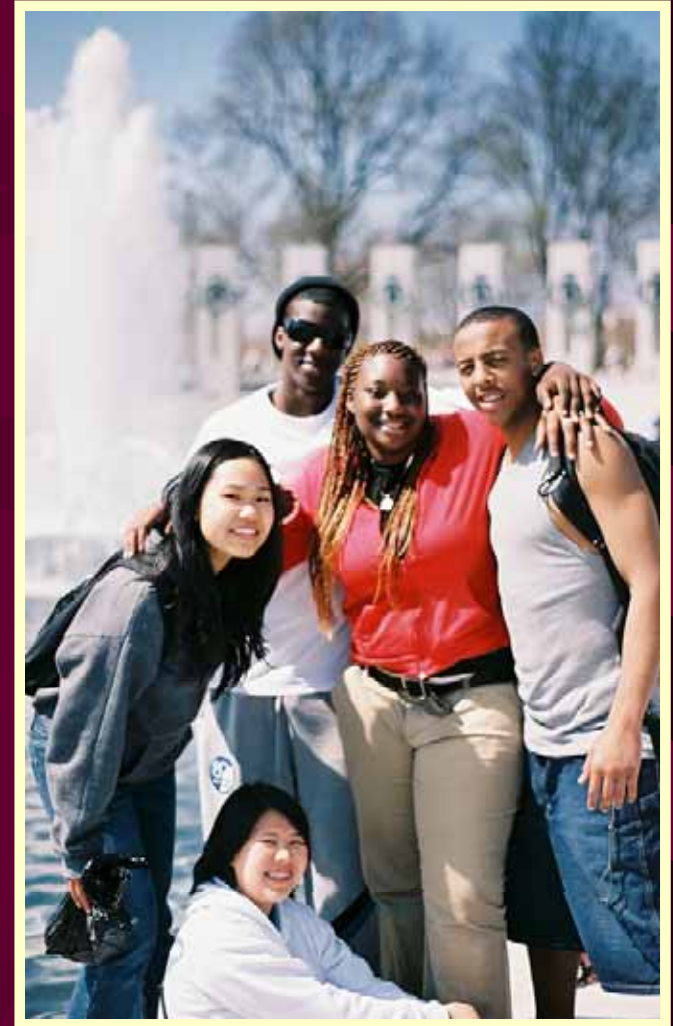
Individual programs of study leading to
success

Market Segments?

A group of potential students, with a great deal in common for which a specialized set of courses & services will be provided.

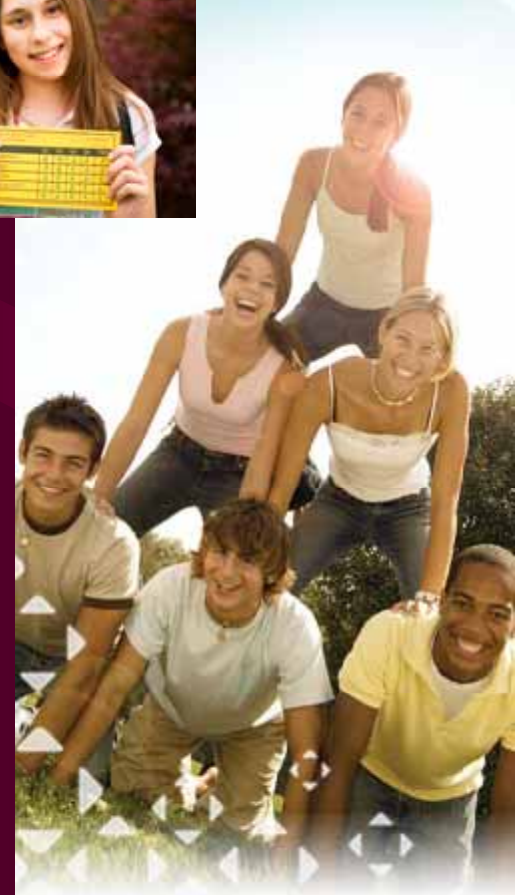
Examples:

Career Clusters for:
Public Safety
Manufacturing
Agriculture



Other Market Segments

- Business community
- Faculty
- Administrators
- Grant Funders
- Secondary schools
- Post Secondary
- Who else?



Target Markets

- **Incoming Students to high school or college**
- **Current Students**
- **Student Organizations**
- **Internally: Teachers, Faculty, Staff, Administrators, The Board**
- **Externally: Parents, Un-enrolled Students, Business, Community Organizations**
- **Working/Unemployed Adults**
- **Funding organizations**



parents



Market to Parents

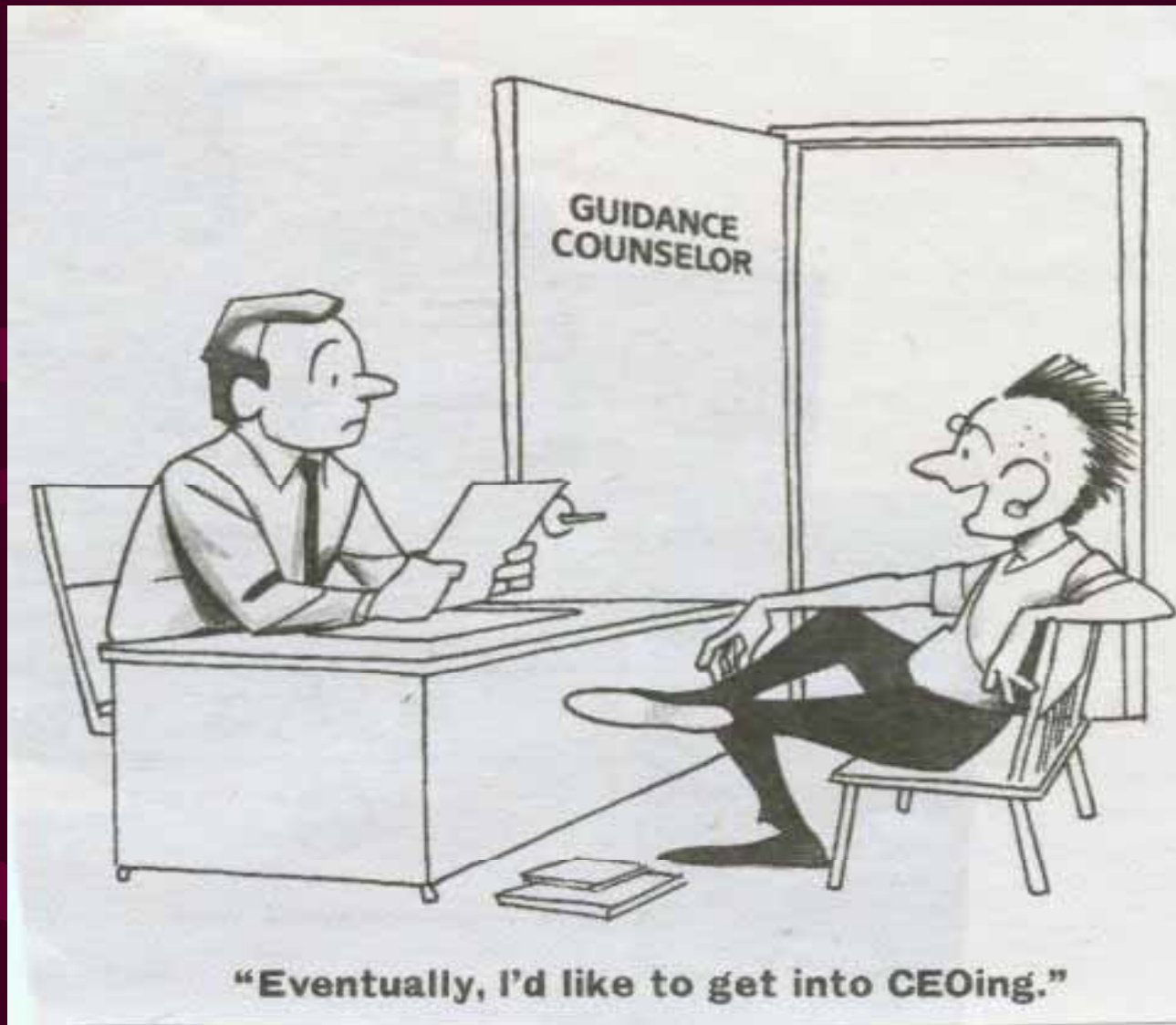


Education and Training Can Pay!

There is real, independent evidence that shows education leads to higher earnings. According to a Bureau of Labor Statistics [report](#), "college graduates age 25 and over earn nearly twice as much as workers who stopped with a high school diploma. College graduates have experienced growth in real (inflation-adjusted) earnings since 1979. In contrast, high school dropouts have seen their real earnings decline."

Good-paying jobs usually require at least high school diploma. An employer may even request high school transcripts to view grades in certain subject areas. If your child did not get a high school diploma, they should seriously consider the [GED](#) as their first step.

Counselors



Tools To Tap These Markets

Direct Mail

Radio



Posters

Newspapers

Telephone

Flyers

Television

One On One Discussions

Individual Referral

Print Marketing Materials

Advisory Committees

Materials in Languages other than English

Speaking On and Off Campus

E-mail

Administrators/Faculty

Colorful Materials



Eye Catching Materials



myworld ◊ myfuture ◊ myplan
Career Development
Peoria Unified School District



Cluster Clothing

Baseball Caps

T-Shirts

Jackets

Sweatsuits



Word of Mouth

- Single most important marketing tool
- Nothing is stronger than getting the seal of approval from one parent to another or one student to another.



Technologies



FORUMS



😊 Wisconsin- Fox Valley Tech. Police Academy

RAPD1194

#1 Posts:
n/a

11-22-2001, 03:15

Fox Valley (WI.) Police Academy

If you have the opportunity to attend the Fox Valley Police Academy you will never forget it. What a great place! It's located in Appleton, Wisconsin.

FORUMS



11-22-2001, 15:19

Join Date: Nov 2000
Location: Eau Claire, WI
(US)
Posts: 143



Looking forward to attending myself (if GBPD/BCSD hire me). A few people I know have attended (Kthejoker and a coworker), and have said nothing but good about the place. I'd take any of the academies in the state, but I would prefer FVTC.

Anyone else currently attending, or did so in the past?

RAPD, when were you hired by Racine? I've heard there is a quite a bit of action there.

- Steve

YouTube



Your Turn:

1. What are your current marketing strategies?
2. Who are you marketing to?
3. What are you hoping to accomplish?



Advertising Effectiveness

Yikes! 20 times!!

Join the Health Sciences Career Cluster!

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Six Things to Think About- Developing Your Message

#1

Appeal to students who
have not yet
discovered who they
are or what they are
interested in...



#2 Developing Your Message

Be very **motivational** and try to **spark an interest** in the desires of your students



#3 Developing Your Message

Use the **technologies** that your students use as a catalyst for marketing career pathways.

They use Twitter, texting, Facebook, YouTube. Do You?



#4 Developing Your Message

Peak their
interest
through
colorful,
exciting,
relevant,
marketing



myworld • myfuture • myplan
Career Development
Peoria Unified School District



#5 Use Words to Encourage Action

Which is more compelling?

Mary found a secret that changed her life. [Read More...](#)

**Mary found a secret that changed her life.
See how Mary got college credit before she ever left high
school. [Read More...](#)**

#6) Remember...
Just About ANY MARKETNG....
...IS BETTER THAN NO MARKETING!!!

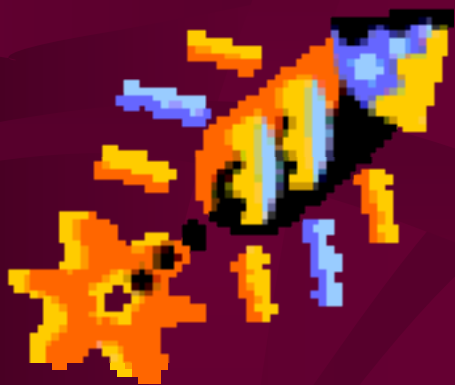


MARKETING IS...

**one of the most important
things your organization can
do to insure student
success!!!!**



Something Fun



Can You Read This?

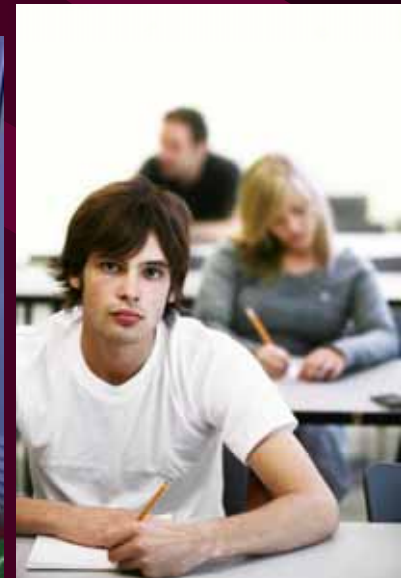
- According to a research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be at the right place.

The rest can be a total mess and you can still read it without problem.

This is because the human mind does not read every letter by itself, but the word as a whole.
Amazing huh?

Remember...Just Do It!

Don't Worry If Things Aren't Perfect...
Students Are Smart, They'll Get it!!



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