



**Communications &
Marketing Plan
2026-2027**

Table of Contents

3 District Overview

4 Branding

5 Branding (Continued)

6 Mission, Vision, Values and Strategic Goals

7 Stakeholders

8 Key Performance Measures

9 Strategy 1

10 Strategy 2

11 Strategy 3

12 Strategy 4

13 Strategy 5

14 Strategy 6

15 Strategy 7

Attachments:

A. Student Satisfaction Survey Results

B. Key Performance Measure Statistics



Overview

Northwest Technology Center's Marketing Plan will strategically direct our schools marketing activities to help achieve the Mission and Vision set forward by our administration, staff and board of education. The plan emphasizes the strategic advantages outlined in Northwest Technology Center's Strategic Plan.

Strategic Goal 1 -	Expand stakeholder awareness/understanding
Strategic Goal 2 -	Cultivate student success
Strategic Goal 3 -	Enhance organizational efficiency and effectiveness
Strategic Goal 4 -	Empower workforce members
Strategic Goal 5 -	Strengthen community/business relationships

Marketing Strategies:

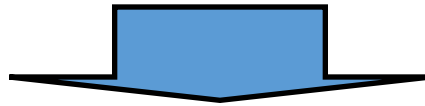
1. Engage employees in the promotion of Northwest Technology Center, its program offerings and services to increase understanding and awareness. *Aligns with Strategic Goals 1, 3 and 4.*
2. Engage customers with an awareness and understanding of the school's programs and services through program completion and utilization of services and encouraging others to enroll. *Aligns with Strategic Goals 1, 2 and 5.*
3. Connect with alumni of the school's programs and services and encourage them to engage other potential customers to promote Northwest Technology Center. *Aligns with Strategic Goals 1 and 5.*
4. Increase daytime program enrollment levels for the upcoming school year. *Aligns with Strategic Goal 2.*
5. Raise awareness and understanding of Adult Career Development courses and Business and Industry training opportunities and enhance the value of NWTC's offerings. *Aligns with Strategic Goals 2 and 5.*
6. Sending school staff will be knowledgeable about NWTC's programs and services and will encourage secondary students to enroll. *Aligns with Strategic Goals 1,2 and 5.*
7. Stakeholders will support NWTC by hiring our students, by supporting us with their financial and human resources and by providing legislative support to help us reach our mission. *Aligns with Strategic Goal 5.*



Branding

Northwest Technology Center's Brand is not just our logo. Our brand is the entire compilation of experiences and interactions that customers and potential customers have with our people and our product. The brand of Northwest Tech has three components including, Brand strategy, brand tools and product, all working together to create the experiences that customers perceive as a valuable. Each component depends upon the others to create a desirable brand.

Brand Strategy positions Northwest Technology Center as that "something special" in the area of education and makes us a top choice for enrollment.



Brand Tools are the methods of dissemination of brand information.

Traditional Tools
-Print Media
-Broadcast Media
-Direct Mail
-Publicity
-Events

Digital Tools
-Website
-Social Media
-Online Enrollment
-Contacts/Interactions
-Publicity

Management Tools
-Customer Development
-Recruiting
-Enrollment
-Retention
-Customer Satisfaction



NWTC's product is not only education and training, but also customer service, the learning environment, convenience, training relevance, value, responsiveness to needs and delivery methods.



Northwest Technology Center Logo

Northwest Technology Center's current logo is recognizable to patrons throughout the school district. The logo was developed during the 2001-2002 school year and updated in the summer of 2018 to reflect more unity between the two campuses. The colors of cobalt blue, brick red and silver are distinctive and considerable money, effort and time has been spent on exposing this logo within every part of our marketing plan and the school district. A logo update was done in 2018 to remove the words Alva and Fairview and convey a more streamlined approach as a school.

Statewide PR Initiative

Northwest Technology Center also participates in a public relations initiative through the Gooden Group, a PR firm located in Oklahoma City. The purpose of this initiative is to increase recognition of each of the 29 technology centers as a member of the OK CareerTech Brand. The Branding Initiative also works to find new avenues for publicity along with keeping CareerTech aware of any negative press. The Gooden Group also assists districts with any local public relations issue that arises during the school year.

Statewide Marketing Initiative

Northwest Technology Center is one of 29 technology center districts who participates in an effort known as "Statewide Marketing". Beginning in 2005, this initiative pools dollars from each of the participating tech centers who pay on a sliding scale according to their size and valuation. Projects that are included in this effort include: strategic statewide marketing media purchases targeted to reach legislators and key opinion leaders within our state. In addition, this initiative works to grow the statewide brand of CareerTech.



NWTC Mission

Creating success in education, the workplace and life.

NWTC Vision

NWTC creates opportunities through high quality educational experiences.

Core Values

- Professionalism
- Quality
- Affordability
- Customer Service
- Innovation
- Excellence

Strategic Advantages

- Instructional Quality
- Innovative Technology
- Regulatory Knowledge
- Modern Facilities
- Flexibility
- Customizable Services
- Responsive Delivery of Services
- High Return on Investment

Strategic Goals

1. Expand Stakeholder Awareness and Understanding
2. Cultivate Student Success
3. Enhance Organizational Efficiency and Effectiveness
4. Empower workforce members
5. Strengthen Community Business Relationships



Customer Groups & Market Segments

(Target Audiences)

Stakeholder #1: Full-Time Program Students

-Secondary

-Post-secondary

Stakeholder #2: Business and Industry Students

Stakeholder #3: Business Owners and Employees

Stakeholder #4: ACD Students and Employees

Stakeholder #5: Partner School Districts

Stakeholder #6: Parents of Secondary Students

Stakeholder #7: NWTC Workforce

Northwest Technology Center's Marketing Plan will address different types of "stakeholders" by outlining goals/objectives, action steps and a budget to create a plan for effectively communicating with each group. The plan will also provide a framework to communicate pertinent information to the stakeholders of Northwest Technology Center by building relationships and creating relevant activities. Building a relationship with patrons within each of these stakeholders is the top priority in marketing.



Key Performance Measures

The Oklahoma Department of CareerTech Education (ODCTE) measures certain performance areas for each technology center. These performance measures are communicated annually to the respective technology centers and tech centers are evaluated on these items. The performance measures are also utilized during the OKACTE and OATC awards process. Failing to meet certain standards regarding the performance measures immediately disqualifies tech centers from applying for certain annual awards.

NWTC has also identified numerous performance measures. These performance measures allow NWTC to evaluate practices, work processes and results and to make necessary changes and adjustments.

Key Performance Measures include:

- Total Student Enrollment
- Certifications and Industry Credentials
- Completion and Retention Rates
- Partner School Service Rate In Career Major Programs
- Programs With National Certification or Recognition
- Programs with National Certification or Recognition
- Allocation of Budget Spent on Direct Class Support
- Personnel Professional Development
- Personnel Licensure and Certification
- Emergency Preparedness
- Positive Placement
- Personnel Community Service
- Personnel Retention Rate



Strategy 1:

Engage employees in the promotion of Northwest Technology Center, its program offerings and services to increase understanding and awareness.

Aligns with Strategic Goals 1, 3 and 4.

Stakeholder #7: NWTC Workforce

Actions	Dates	Responsibility	Evaluation	Budget
All employees attend presentations on program offerings and other professional areas throughout the school year both on and off campus.	Ongoing	Asst. Supt.-Alva, Asst. Supt. Fairview	Number of employees attending meetings and pre and post quiz.	None
New employee orientation reviews the program areas and the capabilities of NWTC.	As Needed	Director of HR, Asst. Supt.-Alva, Asst. Supt.-Fairview	Effectiveness Rating	None
Conduct Draft Day (Re-Enrollment Event) for Returning Students in Daytime Programs	Spring, Annually	Marketing Director, Marketing Committee	Retention of Returning Students in August	\$5000.00
Survey staff twice per year on professional development needs (once in the fall and once in the spring).	Ongoing, Annually	Professional Development Committee	Number of points achieved by staff members. Evaluate employee satisfaction of professional development activities.	TBD by PD Committee
Stock Show	February	Marketing Committee	Enrollment numbers	\$3,000/annually



Strategy 2:

Engage customers with an awareness and understanding of the school’s programs and services through program completion and utilization of services and encouraging others to enroll. ***Aligns with Strategic Goals 1, 2 and 5.***

Actions	Dates	Responsibility	Evaluation	Budget
Applicants receive notification letter upon receipt of Career Program Application. (Retention)	Ongoing	Central Office Secretary at each campus.	Response to notification letter	None
Create and promote a :30 video to promote the school and programs once during the activity. Also, post videos on YouTube.	Continuing (Video Update Fall 2026)	Marketing Director instructors/ administrators.	% Showing Interest; % Enrolling. Views on YouTube.	\$30,000 for project (Exact cost TBD)
Back to School Activities (Retention)	August, September	Marketing Director and Instructors	% retained to Oct. 1.	\$500/campus
Notifications including Summer Mailings and automated phone messages	May-August	Central office secretary on both campuses	% retained from enrollment to the start of classes	\$1000
All students will complete or update an individual career academic plan (ICAP).	Ongoing As Needed	Asst. Supt., Program Instructors, Career Counselors; AC Coordinator	Retention from enrollment to the start of classes	None
Activities for Incoming Students/ Back to School Night/Signing Day	April thru August	Instructors, Asst. Supt., Career Counselors	% of those attending vs. invited vs. attending	\$12,000
NWTC T-shirts/Student Appreciation	September	Marketing Director	Reflected in Student Satisfaction Survey	\$3500
Career Shadowing Experience	Ongoing	Instructors	Evaluation of Activity	\$3000
Student Satisfaction Survey; Student Focus Groups	March; October	Director of Marketing, Instructors	Survey Results	None
Website update 2026	Ongoing	Website Committee	Increased Traffic	TBD
Structured Use of Social Media to inform patrons and recognize students on both campuses	Ongoing	Director of Marketing, Marketing Committee	Semi-annual evaluation of numbers	\$1000
End of course evaluation for BIS Courses and Training activities	Ongoing	BIS Staff	Survey Results	None
Update spreadsheet with analytical info on recruitment/retention numbers.	Ongoing	Marketing Director/ Administrators	See attached analytics	None



Strategy 3:

Connect with alumni and encourage them to engage other potential customers to promote Northwest Technology Center. **Aligns with Strategic Goals 1 and 5.**

Targeting Stakeholder #2: Business and Industry, #3: Business Owners, #4: ACD Students; #6: Parents.

Actions	Dates	Responsibility	Evaluation	Budget
Development of Endowments, Scholarships and Programs through the Northwest Technology Center Foundation	Ongoing	Superintendent, Asst. Supts, Director of Marketing, Foundation Board Members	Growth of scholarship and program applicants	None
Provide Job Seeking Services to former students	Ongoing	Career Center Coordinators, Career Counselors and Instructors	Number utilizing this service	None
Recruit Alumni for participation in Advisory Committee Meetings	Ongoing	Staff	Participating	None
Compile Database of SLC Alumni and eventually other alumni	Ongoing	Director of Marketing	Size of Database	None
Organize and execute a golf tournament benefiting the NWTC Foundation annually.	Spring	Director of Marketing/ Foundation Board	Proceeds generated	Foundation expense



Strategy 4:

Increase daytime program enrollment levels for the 2025-26 school year. ***Aligns with Strategic Goal 2.***

Targeting Stakeholder #1: Full Time Programs; #5 Partner Schools

Actions	Dates	Responsibility	Evaluation	Budget
CareerFair for 6th Graders in District	November	Career Counselors	Broad Survey	\$1000
Northwest Career Academy MASH CAMP	May	Administration, Staff	Survey	\$8000
8th Grade Target Testing	Feb-April	Career Counselors	% with I-CAP	None
8th Grade Tours	Spring Semester	Career Counselors, Program Instructors	Survey	None
8th Grade Mailings	Jan-May	Central Office Secretaries and Marketing Director	Number Mailed	\$500
10th Grade Postcard Mailings	After Soph. Tours	Central Office Secretaries and Marketing Director	Participation	\$300
Sophomore Showcase/Tours	November	Career Counselors, Instructors	Survey	None
Back To School Night Events	August	All Staff	Participation, Attendance	\$1000
10th and 11th Grade Mailings/NWTC Draft Day Event for Re-Enrollment	Feb-Aug	Central Office Secretaries and Marketing Director	Participation	\$500
Pre-Enrollment at area schools	Feb-Aug	Career Counselors	Participation, enrollment	None
Scholarship Application Program	November	Career Counselors, Scholarship Committee	Pre and Post Quiz	\$300
Short Promotional Video to show at school activities/display at events	Ongoing	Director of Marketing	Number of showings	Budgeted under goal 1
Program Sheets	Ongoing	Director of Marketing, Instructors, WebMaster	Awareness	\$1000
Website and Social Media	Ongoing	Director of Marketing, Webmaster, Instructors	Engagements	\$4000



Strategy 5:

Raise awareness and understanding of Adult Career Development courses and Business and Industry training opportunities and enhance the value of NWTC's offerings. ***Aligns with Strategic Goals 2 and 5.***

Targeting Stakeholder #4: Adult Career Development Customers

Actions	Dates	Responsibility	Evaluation	Budget
NWTC Involvement in Community Activities (Fairs, Chamber events, etc...)	Ongoing	Director of Marketing	Number of Activities with Participation	\$5000
Distribute ACD schedule to every address within the service area	July and December	Director of Marketing, ACD committee	Enrollment, Awareness	\$28,000
NWTC Promotional Video	Ongoing	Director of Marketing, Instructors	Percentage requesting further information	Budgeted under Strategy 1
BIS Mailings Monthly	Monthly	Marketing Director, BIS Directors	Enrollment, Awareness	None
Back To School Night	August	All Staff	Participation	\$500
PN Recruitment Mailings, Advertisements, etc...	April - June	PN Director, Instructors	Number of Applications	\$500
NWTC Website and Social Media	Ongoing	Director of Marketing, WebMaster, Designated Staff	Engagements	Budgeted in Strategy 4
Grid Ads Monthly in Newspapers	Aug-April	Director of Marketing	Enrollments	\$10,000
Billboards	Ongoing	Director of Marketing, Staff	Enrollments	\$5000
Radio Advertisements	Ongoing	Director of Marketing	Enrollments	\$7000
Executive Business Council	Monthly	BIS Director-Alva	Satisfaction Rating of Activity	None



Strategy 6:

Sending school staff will be knowledgeable about NWTC's programs and services and will encourage secondary students to enroll. ***Aligns with Strategic Goals 1,2 and 5.***

Targeting Stakeholder #1: Full Time Programs; #5 Partner School Districts

Actions	Dates	Responsibility	Evaluation	Budget
Guidance Meeting with sending school counselors to discuss their needs and expectations and to inform them about NWTC's programs and services.	October	Career Counselors	Attendance	None
Monthly superintendent meetings with area schools	August	Staff	Feedback	\$500
Provide information to Principals and Superintendents on NWTC Programs	Quarterly	Superintendent, Asst. Supts	Attendance and Awareness	None
Financial Aid Presentations at Sending High Schools	January-February	Director of FA	Attendance	None
Provide HS Counselors with updated info on NWTC Programs and brochures	Ongoing	Career Counselors	Awareness	None
Presentations on NWTC Programs at area high schools, civic groups and other organizations and membership and participation in community organizations.	Ongoing	Staff	Awareness	None



Strategy 7:

Stakeholders will support NWTC by hiring our students, by supporting us with their financial and human resources and by providing legislative support to help us reach our mission. ***Aligns with Strategic Goal 5.***

Targeting Stakeholder # 2: Business and Industry; #3 Business Owners; #4: ACD Customers

Actions	Dates	Responsibility	Evaluation	Budget
Advisory Committee Meetings to gain feedback from community members on the needs of area businesses.	November-February	Staff	Advisory Committee Minutes, Survey Satisfaction of those attending	None
District-wide Satisfaction Survey (if budget allows) Full-time & BIS	November – February	Director of Marketing	Results of Survey	\$10,000 to \$15,000 (if funds allow)
Promote BIS as an essential economic development tool and resource center to the community	Ongoing	Business and Industry Services Directors	Enrollments	\$5000
Develop consortiums and agreements with other tech centers, higher ed and businesses.	Ongoing	Superintendent	Attainment of Agreements	None
Monthly company visits	BIS Team, Admin	Follow Up, Survey	Verbal Feedback, Legislative Support	None
Participation on Statewide Marketing and Branding	Ongoing	Director of Marketing	Survey Data	\$13,750 (SWM) \$2,150 (Gooden)
Lobby at State Capitol	Ongoing	Superintendent, Staff	Verbal Feedback, Legislative Support	None

