



***TOOT YOUR
OWN HORN!***

HELLO!



Take 30 seconds and identify one project, lesson or activity that you do in your program that's SUPER!

Go find someone you don't know, introduce yourself with name, where and what you teach and tell them why you're SUPER!

1.

***MARKETING YOUR FACS
PROGRAM***

You have a program, not classes!

"START WITH WHY"

- × Stuff
- × Relationships

What do you need to grow, improve, or maintain your program? Guest speakers, \$, field trips, donations of items, recognition, security?



***"IT'S NOT WHO YOU KNOW, IT'S
WHO KNOWS YOU!"***

TALK TO EVERYONE

A stylized space-themed illustration in the top right corner. It features a white planet with a ring and two small black dots on its surface. Several yellow stars of varying sizes are scattered around the planet. A white rocket ship is shown in the bottom right, angled upwards and to the right, with three small white circles representing exhaust or motion lines behind it.

You never know what will spark a
connection

WHO ABSOLUTELY MUST KNOW ABOUT YOUR PROGRAM?

Parents & Students

Current

Future/Potential

School Staff

District Office

Administrators

Counselors

Faculty

Staff

Community

Relevant Business &
Industry

Service
Organizations

Local Gov't

Chamber of
Commerce

PROGRAM BROCHURE

This should include description, course sequence, prerequisites, certifications, A-G status, articulation/dual enrollment, special activities, related occupations, college majors & contact info.

MARKETING MATERIALS

TCHOTKES!

Everybody loves little giveaways! Your program name needs to be on it.

BUSINESS CARDS

Should include your name, school and program name. Go double-sided and include more info about what you do and need.

LETTERHEAD

Request for donation letters, thank yous, invitations, reports

MARKETING MATERIALS: WHO GETS WHAT?

	Parents/Students	School Staff	Community
Brochure	X	X	X
Business Cards			X
Tchotkes	X		X
Letters	X	X	X

PARENTS ARE A GREAT RESOURCE! GIVE THEM STUFF!

Syllabus: tell them what to expect
Include a wishlist!

Emails:
Regularly
& special occasions

Invite: Get them in your classroom!

DON'T FORGET YOUR PARENT CLUB, PTSO/PTA OR BOOSTERS!

SCHOOL STAFF: EVERYBODY SHOULD KNOW YOU!

Administrators:

- Report on cool stuff
- Invite to everything
- Give them recognition

Activities/ASB staff

- Follow the rules for clubs!
- Invite to special events
- email with successes

Counselors:

- Make a care package: include brochures & info for students
- Host a luncheon/event to discuss your program

District Office

- School Board & Sups invite to everything
- CIO/PR person @ district
- Email with successes
- Go to board meetings

Faculty:

- Cross-curricular projects
- Ask for recommendations for everything
- Email with successes

Other staff

- Be inclusive and let everyone know what you're doing
- Be generous with praise & try to make things easier for them
- Include Feeder School Staff

COMMUNITY PARTNERS: THEY WANT TO HELP- LET THEM!



Businesses:
Respect their
time, be specific
in requests,
invite!

Service
Organizations:
Develop projects
together

Local Gov't:
Invite city,
county & state
elected officials
to your events

START YOUR OWN ADVISORY COMMITTEE OR BE AN ACTIVE PART OF YOUR SCHOOL'S!

***CONNECT TO YOUR SCHOOL'S
MEDIA OUTLETS
ASSIGN STUDENTS TO
POST FOR YOU***



Students are your marketing partners. Everyone wants to see them— get them involved!

CONTACTING LOCAL MEDIA

The more people who know about your program, the healthier it will be!

Try and make a contact at your local paper, tv station, or news radio station. Invite them to a cool event.

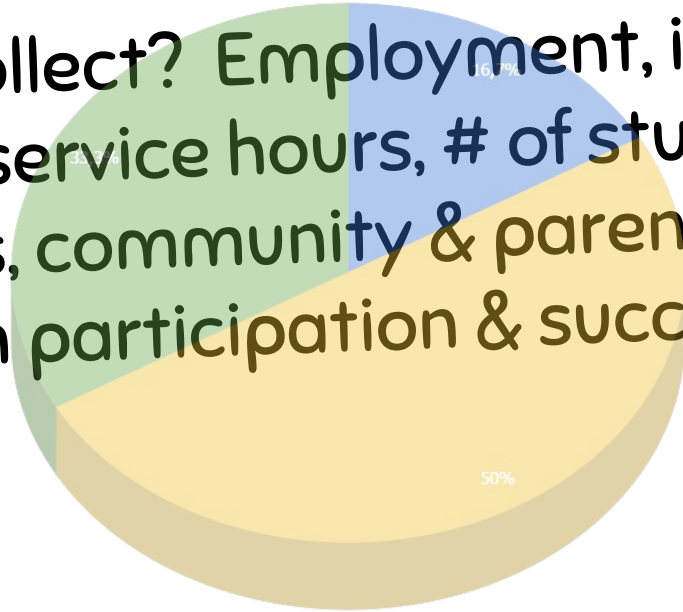
Send press releases through their online portals or to your contact directly.

Work with your district PR person as much as possible.



Data collection: Proving your worth!

What to collect? Employment, internships, community service hours, # of students served, certifications, community & parent interactions, competition participation & success- log it all!



***TIME TO
WORK!***

