

# Marketing Your Program-Are You Getting Anyone's Attention?

College of Woodworking Knowledge-Teacher Track 42  
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# Creating Marketing Tools For Your Program

## Why should I create marketing tool(s) for my program?

- Develop Program Supporters
- Cultivate Industry Partners
- Generate Student Internship Opportunities
- Support Student Career Opportunities & Exploration
- Foster Student Tech Support-Inside & Outside
- Generate Field Trip Opportunities (even Virtual)
- Develop Government Relationships
- Produce Program Recognition
- Create Revenue Streams-Sun Glasses, Cabinet Jobs
- Leverage Celebrity Recognition-Jimmy Stafford (Train)
- Assist with Student Recruitment
- Influence with School Administration



# Marketing Tools-What tools can I use?

- Smart Phone
- YouTube.com
- FaceBook.com
- Instagram.com
- LinkedIn.com
- Box.com
- Dropbox.com
- Website
- Newsletter
- Thank You Video
- Electronic Portfolio
- Press Kit
- Thank You Cert. Template
- Program Brochure
- Open House Program
- Industry led Award Ceremony
- Letters of Commendation





# Marketing Tools-Pictures

- **Tools-Smart Phone**
  - Almost everyone has one
  - Digital Camera-better pictures
  - Student Volunteer-tech savvy



# Marketing Tools-Internet

- **Tools-Web tools that are free**

- YouTube.com <https://www.youtube.com/watch?v=zXesE63IzQE>
- FaceBook.com <https://youtu.be/Y6v2VxtHixY>
- Instagram.com <https://www.instagram.com/p/BT7s5PrgUGh/?taken-by=mark.smith.educate>
- LinkedIn.com <https://www.linkedin.com/feed/update/urn:li:activity:6270363046007369728/>
- Box.com
- Dropbox.com





# Marketing Tools-Web Site

- **Tools-Free Sites**

- Weebly.com
- Wordpress.com
- Web.com
- eHost.com
- Site123.com
- Bigcommerce.com
- Deluxe.com
- Hibu.com
- Websitebuilder.com
- Doodlekit.com
- Networksolutions.com
- Eebnode.com
- Wix.com



**Online presences is a must today!**

# Marketing Tools-Video

- **Tools-Thank You Video**
  - Field Trips
  - Equipment Donations
  - Tech Support
  - Supply Donations
  - Teacher/Student Training
  - Articles about Program
  - Visits from Industry
  - Visits from Politicians
  - Visits from Industry Partners
  - Industry Presentations
  - Industry Trade Shows



# Marketing Tools-Newsletter


- **Tools-Newsletter -Microsoft Word or Publisher**
  - Information about what the students have been doing with pictures of them and their projects.
  - Write something about the program and the direction it's going-WCA Skill Standards with the Saw Blade Certification.
  - Talk about the program supporters and anything they have done for the students, program, teacher, etc. **People do not get thanked enough.**
  - Information about the School-Based-Enterprise and picture. **Remember, not just pictures of the project because the product is the students.**
  - Dates about upcoming events involving the program.
  - Something about wood industry careers and your students.



# Marketing Tools-Electronic Portfolio

## Mark Smith's ePortfolio-"Careers for a Renewable and Sustainable Future"

HOME CURRICULUM INDUSTRY-EDUCATION PARTNERSHIPS MEDIA VIDEOS STUDENT SUCCESS



The picture above is of my students wearing wooden sunglasses they helped research, design, and manufacturing for iWood Ecodesign of Louisville, KY. They are going to the AWFS 2005 to give each of our industry supporters displaying at the fair a pair of wooden sunglasses.

### Welcome to my ePortfolio -"Careers for a Renewable and Sustainable Future"

I take great pleasure in facilitating my students' education as they grow to serve the diversity of the American society. As an educator, I am tireless in my resolve to provide all students with academically sound and industry relevant educational opportunities. I intend for my students to gain a clear understanding of the challenges they will face with future educational opportunities and the world of work and a determination to help them overcome any obstacle. This ePortfolio attempts to demonstrate the effort to implement the motto, "Linking Education with Industry".

# Marketing Tools-Press Kit

- **What should be in the Press Kit**
  - Press Releases
  - Table of Contents
  - Brochures
  - Pictures of Students & Projects
  - Past Press Coverage
  - Fact Sheet
  - Program Background
  - Student Quote Sheet
  - Program Supporter Quote Sheet
  - Online Presence



# Marketing Tools-Appreciation Certificate

- **Who should I be thanking?**

- Board Members
- Administrators
- School Secretaries
- Program Supporters
- Parents
- Media
- Community Colleges
- Industry Partners
- Students
- Politicians/Government
- Anyone and Everyone





# Marketing Tools-Program Brochure

- **Things to include in your brochure:**
  - Classes
  - Class/Student projects
  - Student Quotes
  - Industry Partner Quotes
  - Field Trips
  - Fund Raiser Projects
  - Community Service Projects
  - Program Club



# Marketing Tools-Open House Program

- **Things to do at the Open House?**
  - Equipment demo-CNC Router
  - Hand out Program Brochure
  - Past/Present Student Participation
  - Industry Partner Participation
- Give out awards-Saw Blade Cert.
- Invite Media
- Invite Community Colleges
- Invite Board Members
- Invite Administration





# School-Based-Enterprise

- **Products**

- Kitchen and house Cabinets
- Signage-exterior & interior
- Anniversary Plaques
- Games
- Wooden Sunglasses



- Name Plates
- Entertainment Centers
- Awards Plaques
- Outdoor Furniture Parts
- Industry Collaborations
- Interior Furniture Parts
- Items for the school
- Furniture





# Marketing Tools-Letters of Commendation

- **Letters from whom?**
  - Association Members
  - Production Donors
  - Government Officials
  - Former Students
  - Industry Partners
  - Industry Supporters
  - School Board



# School-Based-Enterprise

- **Donating Supporters**

- Determine expected deliverables
- Under promise-Over deliver-RCHS/Customer Agreement
- Letter to School District Board & Admin
- Send picture and letter to local Media





# Marketing Tools-Always be Marketing

- Market, Market, Market!
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