



VISION: *Excellence through education and training.*

MISSION: *Empowering individuals, employers and communities to achieve success.*

CORE VALUES:

Service: We value open communication and are committed to providing quality services and opportunities.

Professionalism: We value ethical practices and encourage personal and professional growth.

Recognition: We value the accomplishments of students and staff.

4 R'S: Respectful, Responsible, Ready to Learn, and Ready to Work

COMMUNITY OUTEACH & COMMUNICATIONS MISSION

To develop and use marketing communication strategies with emphasis on the two-way communication model to assist the school in achieving its mission.

COMMUNITY OUTEACH & COMMUNICATIONS CORE VALUES

Integrity: Be honest, trustworthy, and consistent in all communications

Leadership: Make a positive difference

Community: Forge a wide of relationships to provide impactful opportunities for growth

Creativity: Be original, resourceful, and relevant to marketing, communications, and community trends

COMMUNITY OUTEACH & COMMUNICATIONS TEAM



The Community Outreach & Communications department currently includes the following staff members:

Director of Community Outreach & Communications— plans, develops, and implements communication and marketing strategic plan, plans and develops community outreach strategies and oversees implementation in conjunction with REACH Coordinator, responsible for overseeing graphic design elements, maintains websites, oversees all social media and multi-channel tools, writes press releases, stories and other written content, and shares photography, social media and other communication responsibilities as needed. Supervises the Community Outreach & Communications Team. Reports to Assistant Superintendent.

EXPLORE Coordinator – implements EOC Tech’s EXPLORE program for 10th grade students including programming, development of curriculum, coordination with EOC Tech Center instructional staff, grading, attendance, oversees the Iguana Council and implements activities and leadership development for Council members, assists Student Services with recruitment and enrollment activities, and partners with the REACH Coordinator to design and implement REACH activities and events for both students and community members. Reports to Director of Community Outreach & Communications.

Graphic Design/Communications Specialist — creates all graphic design elements in all communications/marketing materials, and shares photography/videography and social media responsibilities as needed. Helps to coordinate and support the intern’s responsibilities. Reports to Director of Community Outreach & Communications.

Intern - Responsible for photography and videography related to campus and community activities and events, and assets for the EOC Tech Center website and publications. Assists in drafting publications of elements designed and created by Graphic Designer to social media, digital signs, in-house digital signs, large scale printing, plasma cutting, etc. Reports to Director of Community Outreach & Communications.

REACH Coordinator – implements EOC Tech’s REACH program for K-9th grades including ICAP programming; develops, plans, and implements EOC Tech Elementary STEM Club; implements community outreach activities/events including the Iguana Bus; and assists Student Services, EXPLORE program, Iguana Council, and Director of CO&C when needed. Reports to Director of Community Outreach & Communications.

COMMUNITY OUTEACH & COMMUNICATIONS TOOLS

1. Print advertising
 - a. Local newspapers
 - b. Chamber of Commerce directories
 - c. Partner school advertising
 - i. Yearbook
 - ii. Sports publications, posters, signs, etc.
 - iii. Student organization publications
 - d. Special publications (*local*)
2. Printed materials/kits in support of EOC Tech Divisions (i.e. Recruitment and BIS services)
3. Website
4. Press releases
5. Jacket TV (CHS), Panther TV (HHS), Luther Lions TV (LHS)
6. Social Media
 - a. Twitter
 - b. Instagram
 - c. Facebook
 - d. YouTube
 - e. LinkedIn
7. Email - *Constant Contact*
8. Digital screens throughout campus
9. Digital signs District partner communities: Choctaw, Harrah, Jones, and Luther
10. Iguana Bus

ADDITIONAL COMMUNITY OUTEACH & COMMUNICATIONS RESOURCES AND CHANNELS

Iguana Council - *student ambassadors*

Student Services

Instructors

REACH program: Elementary STEM 2nd-5th, 6th-9th Grades Outreach Program/ICAP, 6th-8th Grades Career Exploration Programs, and Iguana Bus Explore

COMMUNITY OUTEACH & COMMUNICATIONS STRATEGY

The Marketing Communications team will utilize the RACE model as a strategic method:

1. Research
2. Action
3. Communication
4. Evaluation

COMMUNITY OUTREACH & COMMUNICATIONS GOALS 2023-24

Maintain the following standards:

1. Send an average of three direct mailers to the public.
2. Provide program-at-a-glance sheets, catalogs and other printed materials to have readily available for prospective students.
3. Create and produce catalogs for partnering schools.
4. Distribute internal communications including REMIND notifications, weekly bulletins, monthly Board Reports, and an annual report.
5. Facilitate online active engagement through social media presence and website updates.
6. Maintain partnerships with area schools to facilitate recruitment and career awareness activities.
7. Support student leadership initiatives on campus and across partner communities.

TEAM GOALS

1. Assist directors with the continual growth of Full-Time Programs and Business and Industry Services by increasing communication and awareness to each audience.
2. Assess and implement effective engagement strategies with PK-10th grade activities and events.
3. Internal communications: maintain EOC Tech's brand standards by establishing monthly, or as-need communications with all staff.
4. Promote community involvement with the brand—engagement, interaction, experiences, and awareness of services and successes.

TARGET AUDIENCES

1. Internal
 - a. EOC Tech employees and board members
 - b. Current and Alumni students (*full-time and adult*)
2. External
 - a. Potential students: elementary STEM, middle, and high school students; parents and educators
 - b. Educational partners
 - c. Business and Industry Services
 - i. Local and prospective businesses
 - ii. Chamber of Commerce, ABC, and other business networks
 - iii. Emergency Responders
 - d. Potential adult students
 - e. Community (*public*)

COMMUNITY OUTREACH & COMMUNICATIONS MESSAGING**“BEGIN TOMORROW, TODAY!”**

This message is applicable for all divisions of EOC Technology Center and also aligns with statewide marketing messaging.

Goal 1: Assist directors with the continual growth of Full-Time Programs and Business and Industry Services by increasing communication and awareness to each audience.

Objective: To grow Full-Time programs by 3%, and Business and Industry Services by 3%.

Target Audience: External audiences

Research	Review enrollment of programs over previous years.
Action	Re-evaluate and modify existing marketing tools, introduce new methods, and grow existing channels to accommodate the needs and demands of the school’s various audiences.
Communication	See “marketing by division” section.
Evaluation	Enrollment numbers, surveys, and analytics.
Timeline	See “marketing by division” section.

Goal 2: Internal communications: maintain EOC Tech’s brand standards by establishing monthly, or as-needed communications with all staff.

Objective: To cultivate EOC Tech advocates and to build a strong awareness of EOC Tech’s culture and successes.

Target Audience: Internal audiences

Research	Review previously conducted third-party surveys.
Action	Attached monthly board report to subsequent week’s Weekly Bulletin email; additional communications as needed or requested.
Communication	Report the highlights, happenings, involvement around campus.
Evaluation	Survey internal staff annually

Timeline	Monthly
-----------------	---------

Goal 3: Create consistency with EOC Tech branding—engagement, interaction, experiences, and awareness of services and successes across all EOC Tech divisions.

Objective: To cultivate EOC Tech brand awareness across divisions and communities.

Target Audience: Community

Research	Review branding utilization across all EOC Tech divisions.
Action	Weekly meetings with divisions to establish sub-brand identities
Communication	See “marketing by division” section.
Evaluation	Enrollment numbers, surveys, and analytics at EOY review.
Timeline	Weekly

COMMUNITY OUTREACH AND COMMUNICATIONS STRATEGIES BY DIVISION

Division	Strategy	Responsibility	Timing
Adult Career Development (ACD)	Targeted SM ads, digital signs, mailers	CO&C Team	July, Dec., Feb, May
Adult Day Center	Advertising: newspaper, billboard, FB, catalogs	CO&C Team	January—March and as needed
Business & Industry Services (BIS)	General BIS Ads	CO&C Team	Ongoing / as needed
	Testimonials, stories, news page and social media	CO&C Team	Ongoing / as needed
	Continue assisting events/classes	CO&C Team w/BIS Team	Ongoing / as needed
Child Care & Education	Photos, stories, web updates	CO&C Team	As needed
	Update content on Facebook & Website	CO&C Team & Child Care Team	As needed

Full-Time Programs	High School recruitment efforts: marketing kits for HS recruitment events, print materials, promo items, etc.	CO&C Team	Feb. — April
	EOC Tech Alumni Association social media presence, printed and digital materials, and promo items	CO&C Team & SS	Ongoing / as needed
	Automated digital ads	CO&C Team	Dec., Feb, April
Public Services	Fire Academy Recruitment	CO&C Team, SS, PS	Feb. through May
	Facebook Ads and support	CO&C Team	Ongoing / as needed
	Additional advertising support: Digital, Newspaper, & other	CO&C Team	Ongoing / as needed
Community Outreach and Communications	Iguana Bus community appearances & REACH initiatives	CO&C / REACH Team	Ongoing / as available
	Elementary STEM Club initiative to meet the needs of partner schools	REACH Team	September – April
	9 th -6 th Grades ICAP/Career Development Outreach initiative to meet the needs of partner schools	REACH Team	August – May
	Middle School Career Dev/TechEd Courses and Pilots	CO&C / REACH Team	Ongoing
	Maintain EOC Tech Website	CO&C Team	Ongoing
	Digital and print advertising for general EOC Tech awareness, including EOC Tech app, social media, and community signs.	CO&C Team	Ongoing
	Promotional Items for utilization across all divisions	CO&C Team	Ongoing
	Foundation Golf Tournament sponsorship tracking, advertising, signage, and promo items	CO&C Team	July – October



COMMUNITY OUTREACH & COMMUNICATIONS TIMELINE

JULY

- Produce a content schedule and preload content for community digital signs
- ACD Fall advertising
- Design Chamber of Commerce annual ads
- Train Middle School Career Dev/TechEd instructor(s), curriculum refinement
- Begin building Middle School Career Dev/TechEd weekly activity kits
- Transition to new website

AUGUST

- "Welcome back!" messaging
- Iguana Bus activities
- Top Workplaces survey
- Begin building Elementary STEM Club monthly activity kit
- Elementary STEM Club teacher on-boarding
- Middle School Career Dev/TechEd weekly activity kits for the complete academic year
- Begin process of Iguana Council onboarding/interviews
- EXPLORE Fall class begins: orientation period
- ICAP Stakeholder Outreach
- Partner school TechEd Class curriculum/kit and Canopy activity visits
- REACH: OKCareer Guide classroom visits

SEPTEMBER

- Iguana Bus activities/parades
- Family Night - open house event
- Elementary STEM Club monthly activity kit
- 8th Grade Career Development Event partner school classroom pre-visit
- 8th Grade Fall Event: Tours and Career Awareness/Development Activities
- Iguana Council mini-meetings and lunch meetings
- EXPLORE class begins program area rotations
- EXPLORE class Socratic circles/debriefs

OCTOBER

- CTSO kick-off day
- Annual Golf Tournament - Foundation fundraiser
- Business and Industry Advisory Night
- Iguana Bus activities/parades
- Blood Drive
- Elementary STEM Club monthly activity kit
- Iguana Bus 3rd-5th Grades Career Awareness Week at partner elementary schools
- 7th Grade Career Chamber Challenge Activity
- 8th Grade Fall Event: Tours and Career Awareness/Development Activities
- Iguana Council mini-meetings and lunch meetings
- Partner school TechEd Class curriculum/kit and Canopy activity visits



- REACH: OKCareer Guide classroom visits
- EXPLORE class continues program area rotations
- EXPLORE class Socratic circles/debriefs

NOVEMBER

- Annual Food Drive
- Veterans Day assembly
- Update annual print materials
- Faculty and Staff Professional Development Day
- Prep for Spring recruitment
- Spring Fire Academy/Paramedic Program advertising/website update
- Elementary STEM Club monthly activity kit
- 6th Grade Career Awareness Events w/ OKCareerGuide.com assessments
- 7th Grade Career Chamber Challenge Activity
- REACH: Partner school teacher team National Career Pathways Network Annual Conference
- Iguana Council mini-meetings and lunch meetings
- EXPLORE class continues program area rotations
- EXPLORE class Socratic circles/debriefs

DECEMBER

- ACD Spring advertising
- Publish Annual Report (printed/online)
- EMT/Fire Academy Graduation
- Iguana Bus activities/parades
- Elementary STEM Club monthly activity kit
- Elementary STEM Club Fall Semester Wrap-Up Event
- 7th Grade Career Chamber Challenge Activity
- 9th Grade CHS Strategies Class Reality Race
- Iguana Council mini-meetings and lunch meetings
- EXPLORE class continues program area rotations
- EXPLORE class Socratic circles/debriefs and semester class wrap-up
- ICAP Stakeholder Outreach

JANUARY

- EOC professional development
- Partnering schools course catalogs design & production begins
- 7th Grade CMS/NPMS SEARCH Event
- 8th Grade Spring Event: Program area shadow activities and 4-Year Academic Plan
- Partner school TechEd Class curriculum/kit and Canopy activity visits
- REACH: OKCareer Guide classroom visits
- Iguana Council mini-meetings and lunch meetings
- EXPLORE Spring class begins: orientation period

FEBRUARY



- Full-time program recruitment begins
- Elementary STEM Club monthly activity kit
- 7th Grade CMS/NPMS SEARCH Event
- 8th Grade Spring Event: Program area shadow activities and 4-Year Academic Plan
- Iguana Council mini-meetings and lunch meetings
- EXPLORE class begins program area rotations
- EXPLORE class Socratic circles/debriefs

MARCH

- Full-time program recruitment continues, and enrollment begins
- Summer ACD postcard/catalog design & production begins
- Production of supporting materials for Awards and Graduation Celebrations
- EOC Tech Center Career Day
- Community Parades
- NTHS induction
- Elementary STEM Club monthly activity kit
- 7th Grade Career Chamber Challenge Activity
- Iguana Council mini-meetings and lunch meetings
- EXPLORE class continues program area rotations
- EXPLORE class Socratic circles/debrief
- Revise C&M plan for new FY
- ICAP Stakeholder Outreach

APRIL

- Awards Celebration: invitations, program, certificates, ASSOY video
- Fire & EMS Completion Ceremony: student slide show, invitations, program
- Iguana Week
- Skills USA
- Fall Fire Academy/Paramedic Program advertising/website update
- Elementary STEM Club monthly activity kit
- Elementary STEM Club Spring Semester Wrap-Up Event
- 7th Grade Career Chamber Challenge
- 9th Grade Reality Race career awareness and development event
- Iguana Council mini-meetings and lunch meetings
- EXPLORE class continues program area rotations
- EXPLORE class Socratic circles/debriefs

MAY

- Full-time Programs Completion Ceremony: invitations, program, certificates, student slide show
- Teacher Appreciation Week
- ACD summer advertising
- ACD Fall catalog production begins
- 6th Grade Career Development Activity with OKCareerGuide.com



- 7th Grade Career Chamber Challenge Activity
- 9th Grade Reality Race career awareness and development event
- Iguana Council mini-meetings and lunch meetings, and wrap-up
- EXPLORE class continues program area rotations
- EXPLORE class Socratic circles/debriefs and semester class wrap-up
- Full-Time Program Summer-Up Enrollment
- Retirement and Employee recognitions

JUNE

- Partner School printed projects: LMS planner, CHS/NPMS student handbook, etc.
- Creative and advertising revisions, updates and preparation for new FY
- EMT/Fire Academy Completion Ceremony
- Elementary STEM Club Partner School Teacher planning meeting/training
- Middle School Career Dev/TechEd planning meeting/training
- 8th Grade Partner School Team planning meeting
- Full-Time Program Summer-Up Enrollment
- TechEd course curriculum refreshment and production

CONTINUOUS/AS NEEDED COMMUNICATION STRATEGIES

- Social media channels
- Newspaper ads
- Directories
- Press releases and news stories
- Catalogs
- Advertisements in High Schools
- Website updates
- Community Outreach — REACH Team
- Community Parades and Events
- State-wide Career Tech Marketing Campaign
- Recruitment Videos (Full-time Programs/BIS/Fire Academy)