



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

COMMUNICATIONS & MARKETING MISSION

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

COMMUNICATIONS & MARKETING 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



COMMUNICATIONS & MARKETING TEAM

Communications department currently includes the following staff members:

Communications & Marketing Coordinator— plans, develops, and implements communication and marketing strategic plan, plans and develops community outreach strategies and oversees implementation, 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. Responsible for EOC Tech Foundation activities and reporting. Supervises the Communications Team. Reports to Superintendent.

Content Specialist (part-time) – creates and schedules content for social media platforms, plans and executes Statewide Marketing monthly communications including public relations elements, conducts interviews, prepares press releases, and coordinates publication of press releases with social media content. Reports to Communications & Marketing Coordinator.

Graphic Design 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 Communications & Marketing Coordinator.

Copy Center Coordinator –manages all print and copy services for the district. Maintains printing equipment, organizes project workflows, maintains inventory, and supports staff with print-related needs. Fulfills print and production orders for community patrons, local businesses, and partner school districts Reports to Communications & Marketing Coordinator.

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 Communications & Marketing Coordinator.

COMMUNICATIONS & MARKETING 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 COMMUNICATIONS & MARKETING 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

COMMUNICATIONS & MARKETING STRATEGY

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

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

COMMUNICATIONS & MARKETING GOALS 2025-26

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*)



COMMUNITCATIONS & MARTKETING 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

COMMUNICATIONS & MARKETING 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



COMMUNICATIONS & MARKETING TIMELINE

JULY

- Produce a content schedule and preload content for community digital signs
- ACD Fall advertising
- Design Chamber of Commerce annual ads
- All Staff Polo Order
- Weekly Social Media Posts /Advertisement
- Website Content Updates

AUGUST

- "Welcome back!" messaging
- Iguana Bus activities
- Top Workplaces survey
- Fall Staff Store Orders
- Weekly Social Media Posts /Advertisement
- Website Content Updates

SEPTEMBER

- Family Night - open house event
- Weekly Social Media Posts /Advertisement
- Website Content Updates

OCTOBER

- CTSO kick-off day
- Annual Golf Tournament - Foundation fundraiser
- Business and Industry Advisory Night
- Iguana Bus activities/parades
- Blood Drive
- Weekly Social Media Posts /Advertisement
- Website Content Updates

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
- Weekly Social Media Posts /Advertisement
- Website Content Updates

DECEMBER

- ACD Spring advertising
- Publish Annual Report (printed/online)



- EMT/Fire Academy Graduation
- Iguana Bus activities/parades
- Transition to new website
- Weekly Social Media Posts /Advertisement
- Website Content Updates

JANUARY

- EOC professional development
- Partnering schools course catalogs design & production begins
- Winter Staff Store Orders
- Weekly Social Media Posts /Advertisement
- Website Content Updates

FEBRUARY

- Full-time program recruitment begins
- EOC Tech Center Career Fair
- All School T-Shirt Order
- Weekly Social Media Posts /Advertisement
- Website Content Updates

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
- Community Parades
- NTHS induction
- Revise C&M plan for new FY
- Weekly Social Media Posts /Advertisement
- Website Content Updates

APRIL

- Awards Celebration: invitations, program, certificates, ASSOY video
- Fire & EMS Completion Ceremony: student slide show, invitations, program
- Iguana Week
- Skills USA
- Full-Time Program Iguana Nights Enrollment
- Fall Fire Academy/Paramedic Program advertising/website update
- Weekly Social Media Posts /Advertisement
- Website Content Updates

MAY

- Full-time Programs Completion Ceremony: invitations, program, certificates, student slide show
- Teacher Appreciation Week



- Staff Appreciation Event / Retirement and Employee recognitions
- Full-Time Iguana Nights Enrollment
- Weekly Social Media Posts /Advertisement
- Website Content Updates

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
- Weekly Social Media Posts /Advertisement
- Website Content Updates

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)