

## Promotion of College Tech Prep



### **Platinum Award Lincoln County Schools & Gaston College**

Lincoln County Schools and Gaston College promotes CTP to all stakeholders as a program of study that provides students with a highly academic and technical educational background that prepares them for postsecondary education, careers, and a successful future in a global workforce by bringing together strong educational elements. The marketing plan generates increased attention to the educational reform that CTP offers with students, educational institutions, and industry.

The marketing plan also targets parents and highlights the opportunity for their students to participate in Huskins and concurrent enrollment courses and take advantage of local agreements for articulated credit.

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### **Gold Award Duplin County Schools & James Sprunt Community College**

This partnership utilizes print media for its promotional efforts including local and state Articulation Agreement posters, ASSET study guides, Career-Technical posters, Employability posters, Career Fair materials and Health and Information Technology brochures, and Duplin County WORKS Certificates. The WORKS program goes beyond printed handouts by addressing all grade levels, kindergarten through postsecondary. Every teacher and instructor is involved by selecting a student who best demonstrates a program characteristic: W – Well-trained, O – Optimistic, R – Reliable, K – Knowledge, and S – Sincere. Over 3,360 certificates are awarded annually.

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## Promotion of College Tech Prep



### Gold Award

**Alexander County Schools, Catawba County Schools, Hickory City Schools, Newton-Conover City Schools, and Catawba Valley Community College**

The creation of promotional and marketing materials for CTP and MagnIT is a key activity in this enhancement grant that keeps all stakeholders informed and involved. New marketing materials, tailored specifically to the MagnIT program were particularly effective in promoting the program to a growing population of students, parents, teachers, counselors, and administrators. To ensure quality materials, the entire CTP Leadership Team is involved in regular monitoring and development of the materials through regular meetings. The brochures, flyers, slide presentations, and information sessions have been crucial in helping the stakeholders to gain an awareness of the high tech opportunities available in the school system and college to better prepare them for the workforce.

Contact:

Diane Little

College Tech Prep Director

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## Promotion of College Tech Prep



### **Gold Award Guilford County Schools & Guilford Technical Community College**

The primary goal of Guilford County's College Tech Prep marketing initiative is to promote the benefits of CTP to the entire community and to educate students, parents, and staff about the opportunities available to Guilford County Schools (GCS) CTP Completers. CTP promotional activities are collaboratively developed by the CTP Business Councils, GCS, and Guilford Technical Community College with the goal of sending a consistent message that CTP prepares students for two or four-year degree programs and is for every student interested in a career in a technical field.

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## Promotion of College Tech Prep



### Silver Award

**Iredell-Statesville Schools, Mooresville Graded Schools, Mitchell Community College**

The marketing campaign for CTP was developed and implemented by Mitchell Community College, Iredell-Statesville Schools, and Mooresville Graded School District to raise awareness of the benefits of the CTP Program. This comprehensive campaign was devised to include billboards; pamphlets; Career Outlook Handbook; updated internet resources; multimedia presentations; posters; parents' nights; career fairs; staff development; and extensive planning for *Planning Today = Opportunities Tomorrow: Creating a Solid Career Foundation through Academics*, a two-day event designed to involve students, parents, business, and community leaders, as well as faculty from the high school and community college levels.

Contact:

Judy Morgan

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### Silver Award

### Brunswick County Schools & Brunswick Community College

The major goals of the Brunswick County Schools/Brunswick Community College CTP Consortium Promotion Plan are to increase student participation in concurrent enrollment, Curriculum Articulated courses, and ASSETT/Compass scores. Sub goals include increased parental involvement in CTP and increased CTP awareness for all stakeholders. To achieve these, the consortium has implemented several activities including open houses, Connect-Ed voice mail delivery system messages, and print advertising (brochures, fliers, internet resources, and resources for teachers).

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## Promotion of College Tech Prep



### Silver Award

#### Cumberland County Schools & Fayetteville Technical Community College

The goals of the Cumberland County CTP Partnership for promotion and marketing are to increase student and parent awareness of the benefits of CTP courses of study; increasing enrollment in CTP and/or College Prep courses of study; increased student enrollment in FTCC immediately following high school graduation, increased enrollment in Huskins/College Connections courses increased articulated credits awarded; and decreased remediation rates for Cumberland County Schools students entering Fayetteville Technical Community College. The program is marketed through Parent University (county-wide parent information night) and other school-based parent information nights, High school open houses, classroom presentations, flyers and brochures, and radio appearances. By marketing directly to stakeholders, especially parents, students and the people who help them to make career decisions are educated regarding workforce trends, industry expectations, and opportunity to gain employment skills while earning college credit.

#### Contact:

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