

Marketing, Image and Partnership Team

Strategic Plan Update – January 28, 2019

RE: State Agency Partner Meeting

November 20, 2019

Jefferson Building 5th Floor Conference Room

On Nov. 20th, Blaine, Steve and I met with the following members of DESE, Higher Ed; Workforce Development and Economic Development in Jeff City. Representatives attending this meeting include:

Beck Dunn, Missouri Higher Education (Public Relations department)

Yvonne Wright, Workforce Development

Maggie Kost, Directory of Communications Missouri Economic Development

Nancy Bowles, DESE Communications Department

Dr. Blaine Henningsen

Dr. Steve Bryant (DESE) and David Webb, CTE Advisory Council

The purpose of this meeting was to discuss and identify potential “strategic partners”, determine what options (and interest) are available to collaborate and leverage marketing expertise, resources, and communication channels. The group agreed that a coordinated marketing effort would be mutually beneficial and recommended “Rebranding” to move away from the stigma associated with “Career and Technical” and replace with “Career Connected Learning”. This easily identifies to all segments of Education. The group felt identifying with “Career Connected Learning” provides positive benefits to marketing efforts to help move past perceived barriers.

Recommended next steps:

- Prepare and complete a new “Baseline Survey” that will be sent to various stakeholder groups (Students, Parents, Administrators, Educators, Business Leaders, and others.. i.e. nonprofits, etc.). This survey will give us a baseline on how CTE Marketing and Image is doing in Missouri. The plan would include annual survey updates to evaluate marketing performance.
 - “Draft survey to be submitted to CTE Advisory Council January 28th for review and approval. If approved, survey distribution would be third week of February 2019.
 - Survey Results to be presented to the Council at the April 22nd meeting.

- Collaborate to identify and solicit members of a Marketing Advisory Committee to include a broad make up of education, business and industry groups. Leverage “Key” Business and Industry relationships with training needs with potential resources.
 - Do additional research, identify and utilize regional focus groups to add to our baseline data. Leverage focus groups to also identify specific training needs in the regions.

- Additional stakeholders identified include:
 - Missouri Chamber
 - The Missouri Chamber Foundation
 - Higher Education
 - Missouri School Boards Association
 - Missouri Association of Rural Educators
 - Missouri Association of School Administrators
 - Missouri School Public Relations Association
 - Missouri Association of Secondary School Principals
 - Missouri Council of School Administrators
 - Missouri School Counselors Association
 - Missouri Council of Administrators of Special Education
 - Missouri State Teachers Association
 - Missouri National Education Association
 - Missouri Association for Career and Technical Education

- Members of the Marketing Advisory Group have experience in “rebranding” and offered assistance. Survey results are needed to identify key areas of strength for potential rebranding.

- Use of a professional third party marketing firm was recommended to coordinate and manage (with DESE and Council oversight) the Marketing Plan approved by the Council as part of the Strategic plan.
 - DESE leadership to develop a Marketing Budget and research sources of funding for a possible 2019/2020 budget. Draft budget to be submitted for review at the April 22, 2019 Council meeting.
 - DESE research third party marketing firm cost estimates and check feasibility of contracting by the start of the new 2019/2020 school year.

Over-all, our meeting went very well. Once the Council approves the Draft Survey, we will collaborate with our State Agency Partners and move forward with the next steps as outlined above.

Steve Bryant and David Webb