TOOT YOUR OWN HORN!
HELLO!

Take 30 seconds and identify one project, lesson or activity that you do in your program that’s SUPER!

Go find someone you don’t know, introduce yourself with name, where and what you teach and tell them why you’re SUPER!
1. MARKETING YOUR FACS PROGRAM
You have a program, not classes!
"Start with Why"

- Stuff
- Relationships

What do you need to grow, improve, or maintain your program? Guest speakers, $, field trips, donations of items, recognition, security?
"IT'S NOT WHO YOU KNOW, IT'S WHO KNOWS YOU!"
Talk to everyone

You never know what will spark a connection
## Who Absolutely Must Know about Your Program?

<table>
<thead>
<tr>
<th>Parents &amp; Students</th>
<th>School Staff</th>
<th>Community</th>
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<tbody>
<tr>
<td>Current</td>
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<td>Community</td>
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<td>Future/Potential</td>
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<td>School Staff</td>
<td>Community</td>
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<td>District Office</td>
<td>Relevant Business &amp; Industry</td>
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<td>Administrators</td>
<td>Service</td>
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<td>Counselors</td>
<td>Organizations</td>
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<td>Faculty</td>
<td>Local Gov’t</td>
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<td>Staff</td>
<td>Chamber of Commerce</td>
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</table>
**PROGRAM BROCHURE**
This should include description, course sequence, prerequisites, certifications, A-G status, articulation/dual enrollment, special activities, related occupations, college majors & contact info.

**MARKETING MATERIALS**

**TCHOTKES!**
Everybody loves little giveaways! Your program name needs to be on it.

**BUSINESS CARDS**
Should include your name, school and program name. Go double-sided and include more info about what you do and need.

**LETTERHEAD**
Request for donation letters, thank yous, invitations, reports
# Marketing Materials: Who Gets What?

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<th>Parents/Students</th>
<th>School Staff</th>
<th>Community</th>
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<tr>
<td>Brochure</td>
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<td>Business Cards</td>
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<td>Tchotkes</td>
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<td>Letters</td>
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Parents are a great resource! Give them stuff!

- Syllabus: tell them what to expect. Include a wishlist!
- Emails: Regularly & special occasions
- Invite: Get them in your classroom!

Don't forget your parent club, PTSO/PTA or boosters!
### School Staff: Everybody Should Know You!

**Administrators:**
- Report on cool stuff
- Invite to everything
- Give them recognition

**Counselors:**
- Make a care package: include brochures & info for students
- Host a luncheon/event to discuss your program

**Faculty:**
- Cross-curricular projects
- Ask for recommendations for everything
- Email with successes

**Activities/ASB staff**
- Follow the rules for clubs!
- Invite to special events
- Email with successes

**District Office**
- School Board & Sups invite to everything
- CIO/PR person @ district
- Email with successes
- Go to board meetings

**Other staff**
- Be inclusive and let everyone know what you’re doing
- Be generous with praise & try to make things easier for them
- Include Feeder School Staff
COMMUNITY PARTNERS: THEY WANT TO HELP—LET THEM!

- **Businesses:** Respect their time, be specific in requests, invite!
- **Service Organizations:** Develop projects together
- **Local Gov’t:** Invite city, county & state elected officials to your events

Start your own Advisory Committee or be an active part of your school’s!
Students are your marketing partners. Everyone wants to see them—get them involved!
CONTACTING LOCAL MEDIA

The more people who know about your program, the healthier it will be!

Try and make a contact at your local paper, tv station, or news radio station. Invite them to a cool event.

Send press releases through their online portals or to your contact directly.

Work with your district PR person as much as possible.
Data collection: Proving your worth!

What to collect? Employment, internships, community service hours, # of students served, certifications, community & parent interactions, competition participation & success—log it all!
TIME TO WORK!