

I. Situation Analysis

Tooele Applied Technology College's main goals are to continue to build and maintain a professional image and reputation for the college. There *will be emphasis on TATC branding, which will aid in increasing student enrollment and* community awareness as well as give students the option of training for a career faster without financial burden. Currently the college has programs to enhance the business community, but branding and community awareness are key factors for increasing the number of students.

1. TATC has somewhat made a name for itself in the community during the past 3 years. The main focus for this year will be branding; getting people to recognize the name and the logo right away and associating it with a positive image.
2. Misinformed and uninformed citizens are an obstacle; accurate and positive information will help keep the community informed about the benefits of enrolling in career and technical training programs at TATC.
3. The "rethink EDUCATION" campaign will focus on the advantages and reasons for career and technical training to help people understand how their lives can benefit from programs offered at TATC.
4. TATC will strengthen cooperative relationships with the TCSD and USU to capitalize on the strength of each institution to maximize education and training opportunities for community members.

II. Target Audience

1. Adult students (incumbent workers and/or those wishing to change careers).
2. High School students, grades 9-12 including the charter and home school population.
3. Jr. High students.
4. USU students needing prerequisite skills.
5. Local businesses and employers.
6. Community clubs and organizations throughout Tooele County.

III. Goals

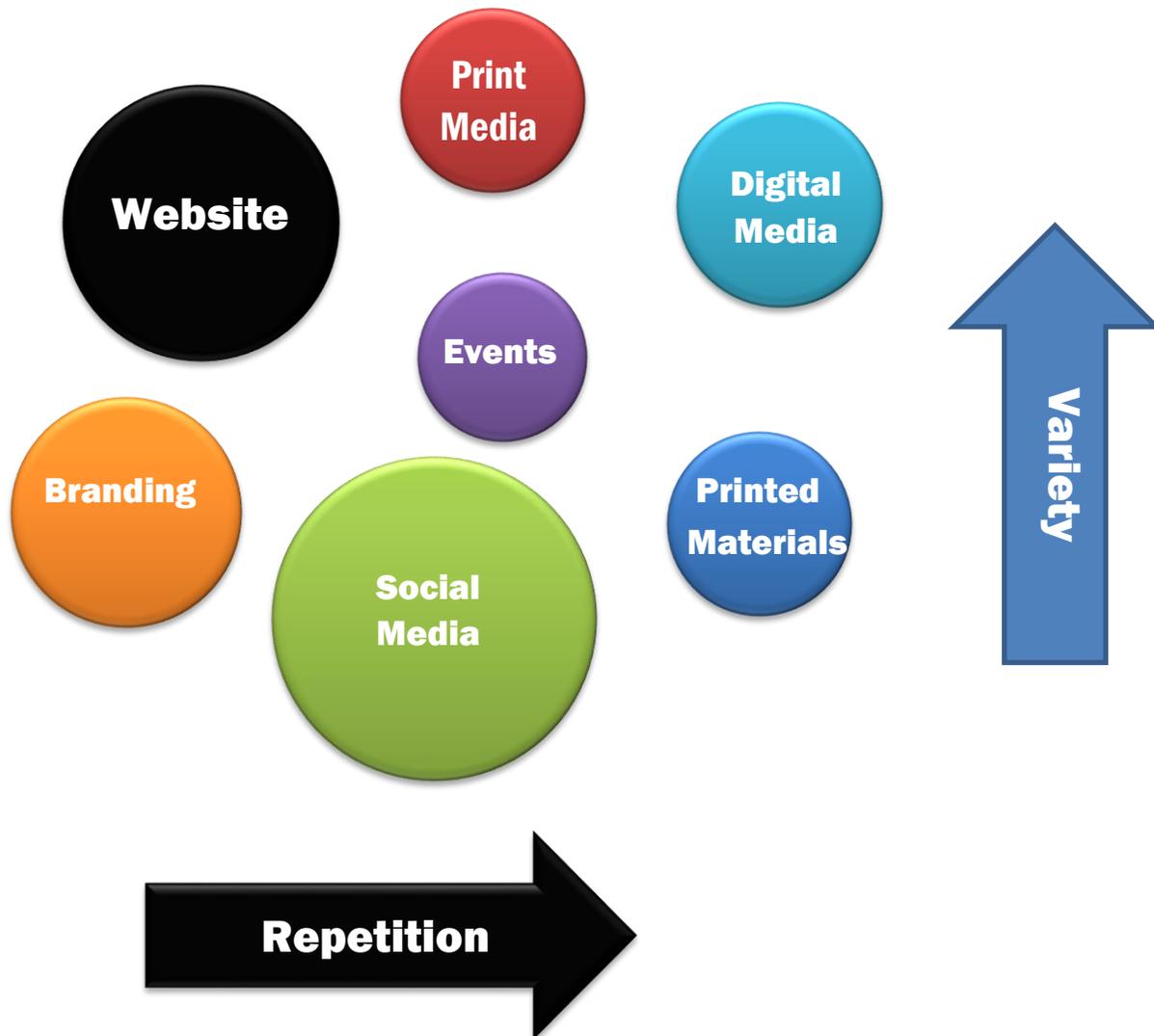
1. Increase knowledge and awareness about TATC and the benefits of certificate programs.
2. Train adults to obtain meaningful careers. Target adults who are in a dead end job and/or those wishing to change industries or enhance their current skill set.
3. Expand program offerings as appropriate, and continue to establish articulation agreements, educational pathway and partnership opportunities with Utah State University (USU) and the Tooele County School District (TCSD).
4. Develop a marketing strategy for 7-12 grade students, consistent with TATC's mission.

5. Increase awareness and enrollment numbers for high school age students so that they graduate with college and career ready skills in business and industry. Ensure that articulation agreements and educational pathways are widely marketed and information is made readily available to TCSD personnel specifically high school counselors, TATC students and the residents of Tooele County.
6. Promote/market the Tooele Business Resource Center and Custom Fit to help local businesses have and maintain a highly trained, productive workforce.

IV. Key Strategies

1. Keep engaging interactive website up-to-date. Use website as a key component for changing the mindset for technical colleges. Innovative look will help build professional brand.
2. Use digital ad and retargeting to increase online exposure for targeted areas in Tooele County (Fluid advertising).
3. Continue to build a reputation for the college as the provider for high wage technical training.
4. Expand community outreach and marketing to build name and brand recognition for TATC (press releases, actively participate in business and community events, etc.).
5. Focus on the “rethink EDUCATION” theme to show people how they can take advantage of career and technical training. Develop published materials to show TATC’s unique role in higher education.
6. Continue program videos—video series highlighting individual programs.
7. Maintain consistent, ongoing communication mechanisms for outreach to high school students via TCSD and high school personnel.
8. Develop working relationship with high school counselors to recommend certificates to students interested in business and industry fields. Hold faculty and counselor meetings for schools at our campus or ask to present at such meetings in order to educate staff and faculty about what TATC has to offer and how we benefit their student body.
9. Increase exposure by promoting Facebook traffic and encouraging followers to ‘like’ page so that they receive information about what is going on TATC. Facebook contests and giveaways (give away prizes for ‘liking’ and sharing our Facebook page; hold a contest for ‘face of TATC’ among students to have them featured in upcoming ads or videos, promotional giveaway, ie. photo contest).
10. Expand social media presence on Twitter, Instagram and incorporate Snap Chat.
11. Promote articulation with USU.
12. Actively participate in Tooele County Chamber of Commerce activities and events.

Marketing Mix



Prospective students will receive information in a variety of ways.

- **Consistent message**
(“rethink EDUCATION”; importance of career and technical training)
- **Media from a multiple locations.**
(website, social media, printed materials, events, etc.)