# CareerTech Branding

# Purpose

CareerTech branding will assure Oklahoma companies and individuals get the maximum benefit from the state's CareerTech System. It will reduce the per participant costs by assuring full enrollments and program use. It will assure a strong return on taxpayer investment in the CareerTech System.

# Key activities

#### 1. Discovery/Insight

- 1. Review existing research regarding public perception:
  - a. Does the public know who we are?
  - b. Does the public know what we offer?
- 2. Conduct additional research/interviews to determine perception.

### 2. Analytics

- 1. Identify gaps in the public's perception vs. plan.
- 2. Establish benchmark numbers. (According to CHS Survey, 38 percent of Oklahomans are unaware of CareerTech in Oklahoma, but 95 percent are aware when it is identified as vo-tech.)

# 3. Messaging and Practices

#### 4. Tactics and Tools

Communicate CareerTech brand messages and implement practices (putting the plan into action).

#### 5. Evaluation

Measure the effectiveness of brand strategies, tactics and tools.

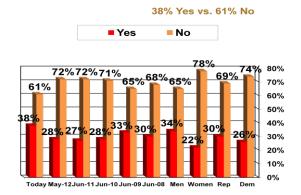
## Why this initiative is needed

Annually, enrollments in CareerTech classes are about 500,000. Tech center and comprehensive school enrollments have remained somewhat steady, while business and industry enrollments have experienced a slight increase during the past three years. Only 18 percent of eligible 11<sup>th</sup>- and 12th-graders are enrolled in full-time career majors at technology centers.

Since 2006, the agency has been a part of a multimedia advertising campaign primarily sponsored by technology centers. The theme of the campaign is Elevating Our Economy; it has been evaluated each year through a survey of 500 registered voters. Overall, respondents are satisfied with the services of CareerTech and believe tax money spent on CareerTech is a good investment.

The survey reveals the CareerTech name is less recognizable than its previous name, vo-tech,

# **Heard of CareerTech System**





which was changed in 2000. Moreover, respondents are not fully aware of CareerTech services. The 2013 statewide marketing survey revealed that only 38 percent of respondents were aware of CareerTech. When surveyors explained that CareerTech was formerly vo-tech, however, awareness increased to 95 percent.

Competition for our customers - youth, adults and companies - exists in higher education, for-profit training organizations and the mindsets of parents and students who believe they must choose between



CareerTech is not fully defined. A third cannot name anything and another third default to an abstract "good" type of response.

college and CareerTech. Other pressures include increased academic requirements in high school, which limit CareerTech opportunities, and decreased funding. It is critical that CareerTech is properly defined for individuals to understand the opportunities that exist. It is not an either/or choice between CareerTech and college. CareerTech and college completion are both necessary for individuals to be economically productive in today's workforce.

CareerTech can meet the needs of a wide range of customers, from youth to companies, only if they are aware of the value of CareerTech. Through the branding process, the third of the

individuals depicted in the graph who cannot name anything to describe CareerTech will have exposure the many facets of CareerTech and the impact it makes on lives.

#### Cost

The cost to engage a branding firm is estimated at \$350,000.

# How will results be measured

Success of the branding initiative will be measured by four criteria:

- The consistency of messaging of CareerTech value to students, companies and taxpayers.
- An efficiency evaluation of branding components.
- The extent to which the tools and tactics align with CareerTech purposes.
- Effective use of resources, including new media approaches.

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