

GET THERE

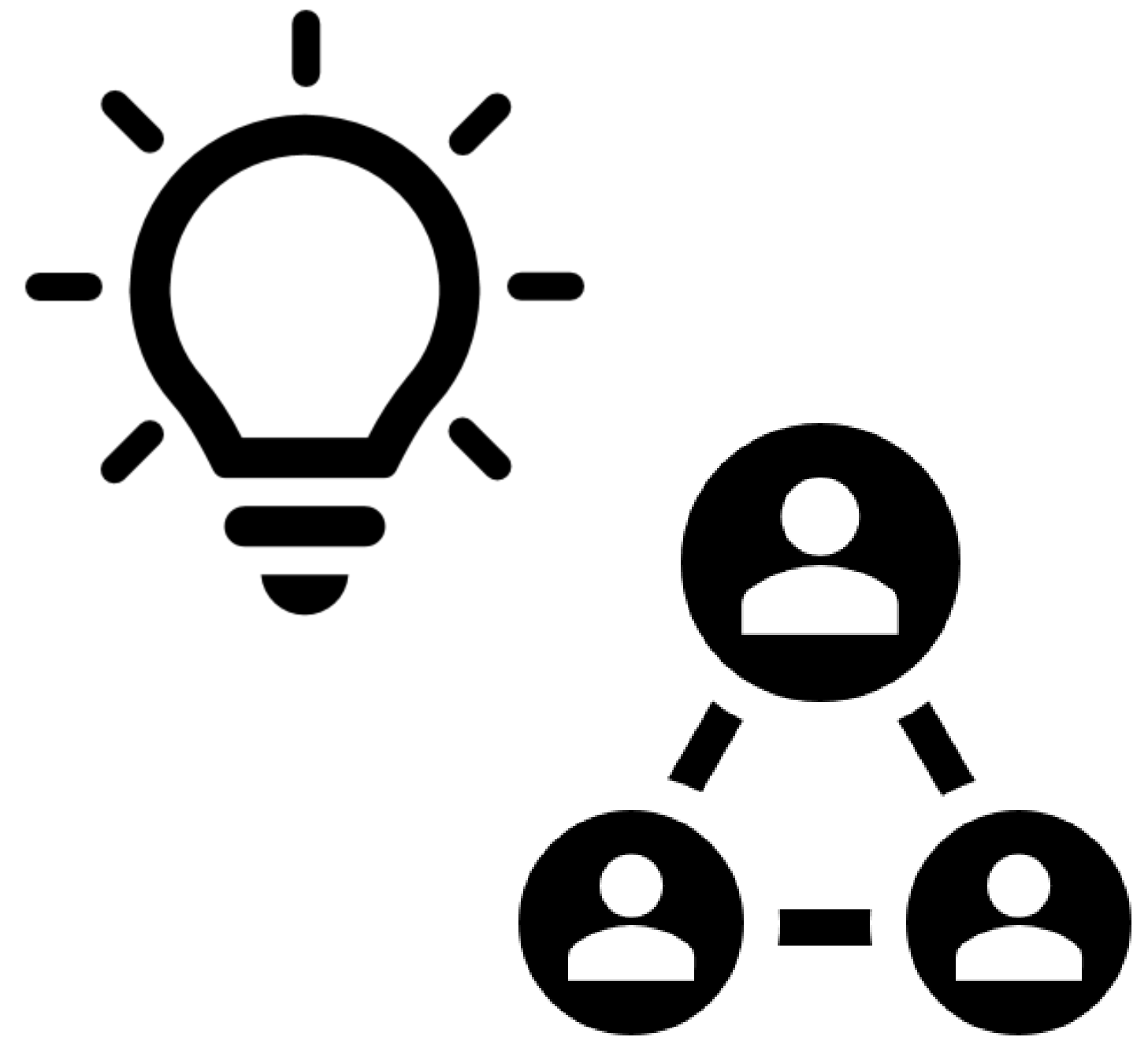
Florida's Workforce Education Initiative



Intro to the Webinar Series

This webinar series has two main purposes:

- Spotlight excellence in FL CTE
- Share high-quality CTE resources



Goals



Rebrand CTE and Generate
Awareness About Program Offerings
in Florida



Increase State and Technical College
Enrollments



**RAPID CREDENTIALING
APPROVED**



Public Announcement



Digital Outreach
Campaign



Partner Engagement

62%



of Americans worry about losing their job.

55%



of Americans have lost a job, income or hours.

39%



of those who lost their job believe they need more education to replace it.

37%



of those who lost their job would look to change careers.

Target Audiences

1 Florida K-12 parents, teachers and guidance counselors

2 Floridians who did not finish high school

3 Floridians who are looking for an alternative route to a traditional 4-year degree

4 Floridians who are exploring a career change

5 Floridians who are seeking opportunities to stack credentials



In order to be successful, it takes all of us working together to help educate Floridians about the exciting opportunities that exist with CTE.



Other Ways to Engage

What types of opportunities are there to collaborate?

- Messaging
- Speaking Engagements
- Staff Webinars
- Events
- Media Relations

Success to Date



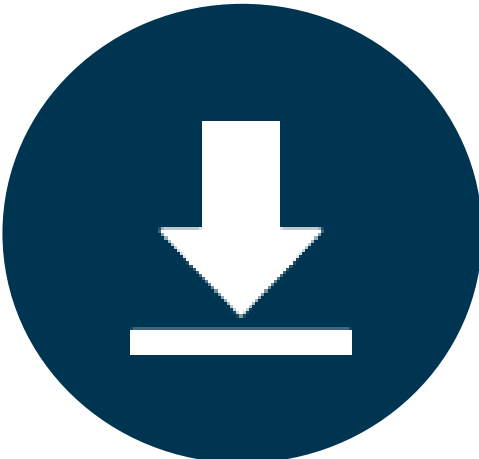
Total Website Visits

14,709



Total Website Clicks

3,672



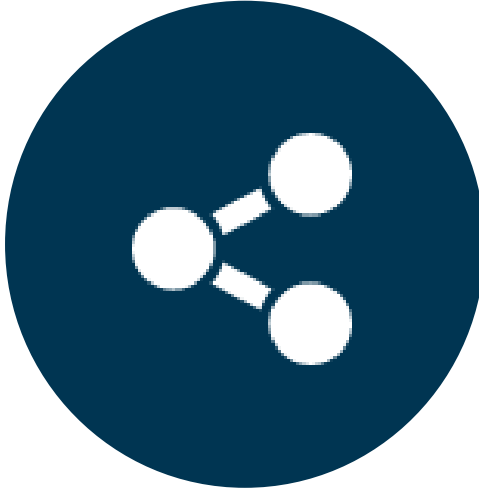
Total Box.com Downloads

16,340



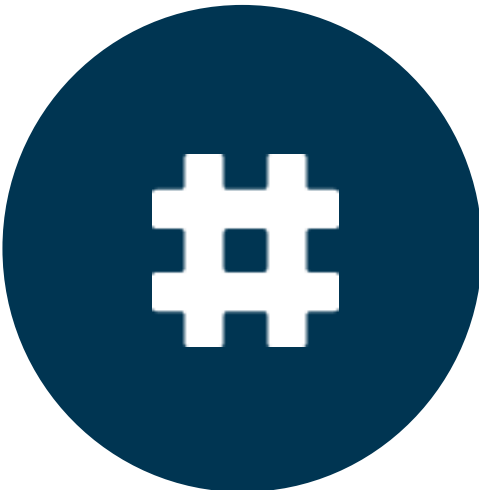
Total Media Hits

187



Total Social Media Mentions

2,896



Total Hashtag Uses

1,873



Thank You



OC PS ORANGE
TECHNICAL COLLEGE

Parker Antoine

Senior Administrator – Marketing
Orange County Public Schools
parker.antoine@ocps.net

A stack of several books is shown in a close-up, slightly blurred photograph. The books are stacked horizontally, with their spines and pages visible. The lighting is soft, highlighting the texture of the paper and the binding. The quote is overlaid on the left side of the image.

“Marketing is no longer about the stuff you make, but the stories you tell.”

– Seth Godin

Contently

**CONTENT MARKETING IS A
COMMITMENT, NOT A CAMPAIGN.**

-JON BUSCALL, CHIEF OWNER, JONTUSMEDIA



The best marketing strategy ever: CARE.

Gary Vaynerchuk

quote fancy



Mid Florida
TECH



Orlando
TECH



Westside
TECH



Winter Park
TECH



Winter Park
TECH
Avalon Campus

**OC
PS** TECH CENTERS

AVALON | MID FLORIDA | ORLANDO | WESTSIDE | WINTER PARK

OCPSTECHCENTERS.NET



OCPSTECH CENTERS

AVALON | MID FLORIDA | ORLANDO | WESTSIDE | WINTER PARK

OCPSTECHCENTERS.NET



**OC
PS** ORANGE

TECHNICAL COLLEGE

<https://youtu.be/KLVSZ0CGJlg>

Student Category	Student Count 2012-13	Student Count 2018-19	% Growth
PSAV - Adult	2,996	3,772	26%
PSAV – HS Campus	0	3,360	3,360%
PSAV – HS Dual Enrolled	855	1,486	74%
Secondary	25,410	42,405	67%
Total	29,261	51,023	74%

#EssentialPotential



#EssentialPotential



#EssentialPotential



#EssentialPotential



ASSEMBLE manufacturing MONTH

CNC PRODUCTION SPECIALIST

- Major Appliance & Refrigeration Technician
- CNC Production Specialist
- Machining Technologies
- Mechatronics Technology
- Welding Technology

CNC Production Specialist Program
Assemble your career as a CNC Production Specialist at Orange Technical College. Our CNC Production ...
See More
1

Like Comment Share

Up Next

- Machining Technologies...
Orange Technical College
a week ago · 3.7K Views
- Forge Your Future
Orange Technical College
a week ago · 954 Views
- ClickOrlando.com (WKMG): Advanced...
Orange Technical College
2 weeks ago · 524 Views
- Fundamental Foodservice Skills I...
Orange Technical College
2 weeks ago · 232 Views
- Get an Affordable Education that...
Orange Technical College
2 weeks ago · 1.1K Views
- Power On with Orange Technical...
Orange Technical College
2 weeks ago · 5.6K Views
- Manufacturing in Florida
Orange Technical College
3 weeks ago · 4.2K Views
- Happy Manufacturing...
Orange Technical College
3 weeks ago · 1.3K Views
- Information Technology Trainin...
Orange Technical College
4 weeks ago · 8.5K Views
- Transportation, Distribution, and...
Orange Technical College
4 weeks ago · 1.2K Views

#EssentialPotential



#EssentialPotential



Need / Opportunity

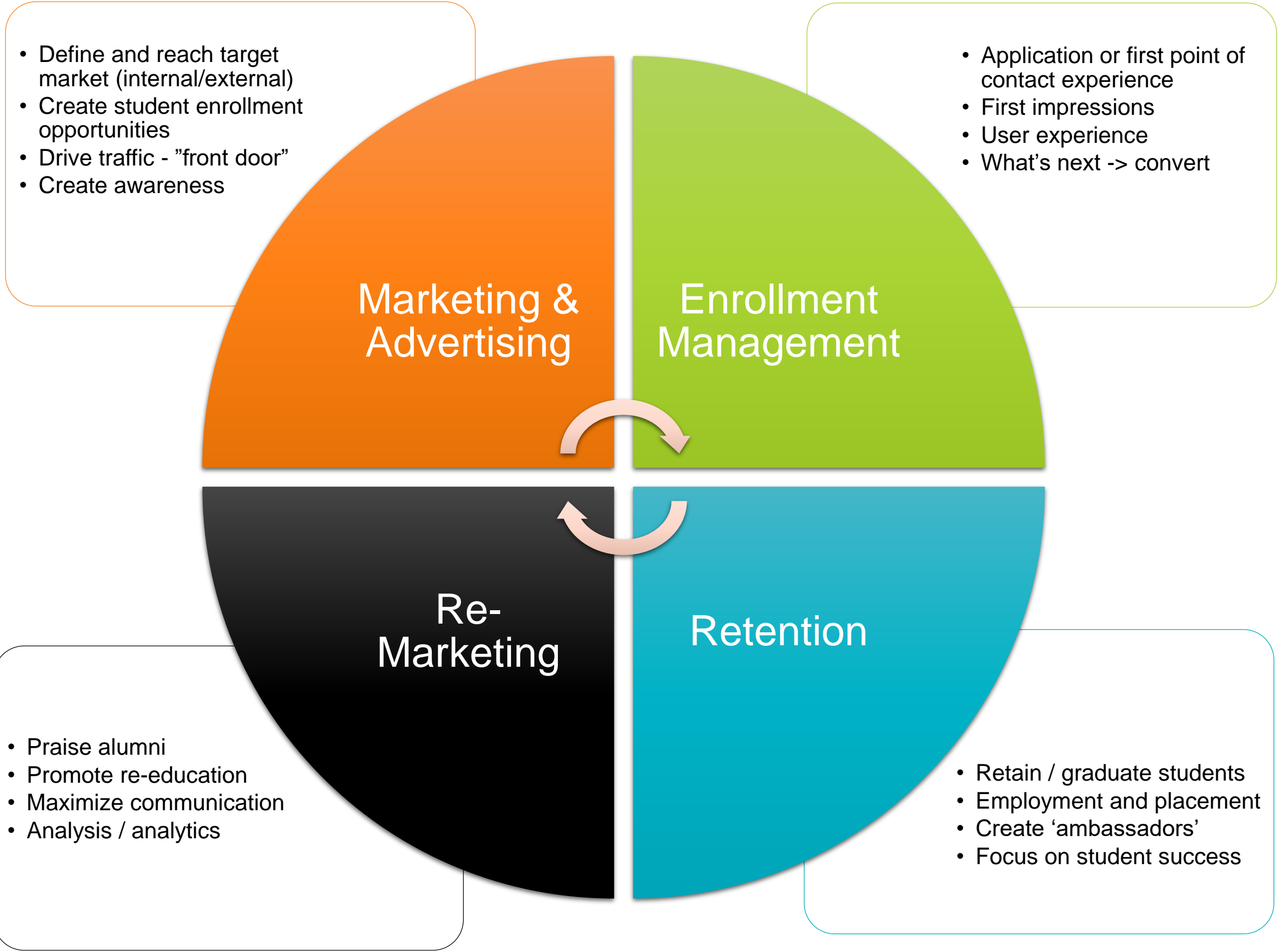
- Enrollment counts, district initiatives, programs
- Current events, recruitment opportunities
- Community partnerships, sponsorships
- Advertising and branding, local media

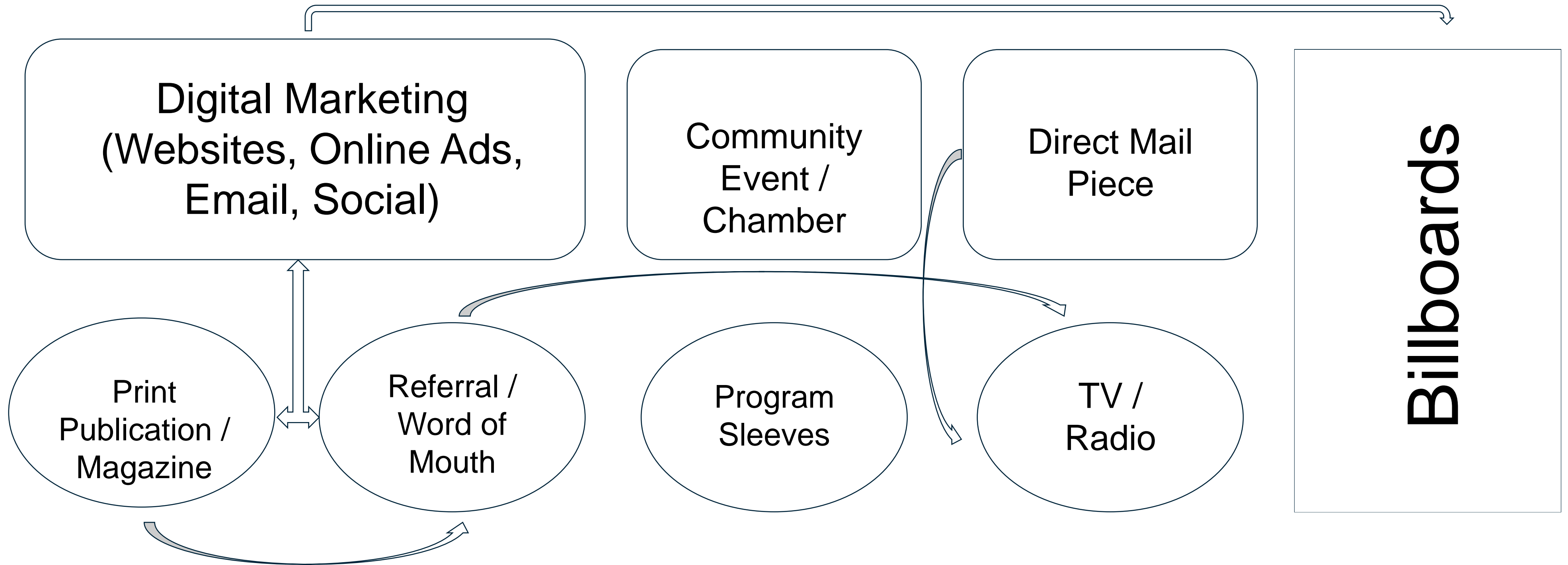
Medium / Catalyst

- Branding (Awareness) – Impressions, perceptions (QL)
- Active (Action-Driven) – CTR, targeting, direct (QN)
- Organic (Passive) – WOM, referrals, social

Results / Conclusions

- Analytics (clicks, site visits, calls)
- Traffic (in-person or digital)
- Enrollment (student counts)





*Action → Application → Enrollment

Quick Links

- K-12 CTE
- Catalog
- Course Schedule
- ACE Locations
- Student Resources
- Financial Aid
- OTC Campuses

Welcome to Orange Technical College!



Forward to a Friend

Join the Mailing List

Cool Stuff Taking Place everyday



Train for an Essential Career! #EssentialPotential

Greetings!

I'm the type of person who runs toward an emergency, not away from it.

I share that observation with you because in March, when the COVID-19 outbreak reached Central Florida, I took a leave of absence from my doctoral program in order to focus on the work of the school district. Not only would my teaching staff need intensive support as they transitioned their instructional model from the hands-on, lab driven environment to the online classroom, but district leaders would also begin the important planning for summer school and the impending fall re-opening of school buildings.

Our work would require great dedication and a laser focus on key priorities.

This time was (and is) extremely important for educators and I felt (and feel) my focus needed (and needs) to be targeted on my work. And though I changed roles mid-planning, the work in which my team and I have engaged to prepare for the fall session at Orange Technical College has been extremely important and has clearly been different from past years.

When I visited our campuses and classrooms this week as we reopened our buildings and welcomed our students back to class, I knew I made the right decision to defer my educational pursuits. The energy and buzz throughout the buildings was clearly evident: administrators, teachers, and students were all thrilled to back to some - albeit new - normalcy.

As I walked the halls of the campuses, I spoke with students who shared their personal stories of how the pandemic has impacted their families, their desire to up-skill and re-enter the workforce, and their excitement to go to school. I spoke with one student about the unprecedented impacts of the virus on all walks of life - from those who lost jobs to those who still have jobs.

This student quite simply said, "I am out of work. What's left to do? Go to school." He went on to ask me to thank teachers for their service to our community and our youth and asked that we keep up the hard work as "it doesn't go unnoticed."

During that conversation, I was reminded of an important life lesson I learned many years ago:

Train for an Essential Career! #EssentialPotential



OTC Trains for Essential Careers



OTC Alumni - Thomas' Story



Have You Seen This Billboard?

Unsubscribe? Please use the SafeUnsubscribe link below this newsletter to remove an email address. You may receive multiple emails if you have more than one address in the system. Rapid removal allows you to unsubscribe the address you wish to remove.

During that conversation, I was reminded of an important life lesson I learned many years ago:

Life is full of defining moments.

It's not the moment that defines you, but rather, how you respond to that moment that defines person you become.

And so, while I have been grappling with whether or not to return to my doctoral studies, the moments I shared with our OTC students this week have convinced me that the time to renew this work is right.

Talk about changing lives through education. This lesson is one I will value and cherish for years to come.

To the students with whom I spoke this week, thank you for reminding me of my #EssentialPotential. And I'm honored that we can help you rediscover yours.

Stay safe and healthy everyone.

Have a great CTE Day! Melanie

Melanie Stefanowicz Associate Superintendent

Career & Technical Education | Orange County Public Schools



OBJ 2020 Veterans of Influence: OTC Alumni Jim Lane



Orange Technical College alumni, veteran, and entrepreneur, Jim Lane, talks to the Orlando Business Journal about how his technical education at OTC helped shape his future. [Read](#)

- Largest social network in the world
- Friend requests, page likes, shares, video, comments, posts
- Company page, departments
- Facebook ad network (ROI)

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a blue rounded rectangular background. The background has a subtle gradient and a soft shadow effect below it.

- Information network made up of 280-character messages called Tweets
- Tweets, re-tweets, likes, lists, followers, timelines, messages, videos, photos
- Hashtag influence (high)
- Jump into the conversation!



- Largest professional social network
- Connections, groups, shares, messages, recommendations, posts
- Strong publishing platform
- Build your network!



- Largest social photo/video network (owned by Facebook)
- Photos, videos, bio links, comments, snap stories, followers, messages
- Hashtag influence (high)
- Have some fun, show personality



- It must be US!
- Tell your story, build brand
- Take marketing seriously
- Sustainable messaging plan
- Embrace social media



Parker Antoine
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Free Marketing Resources

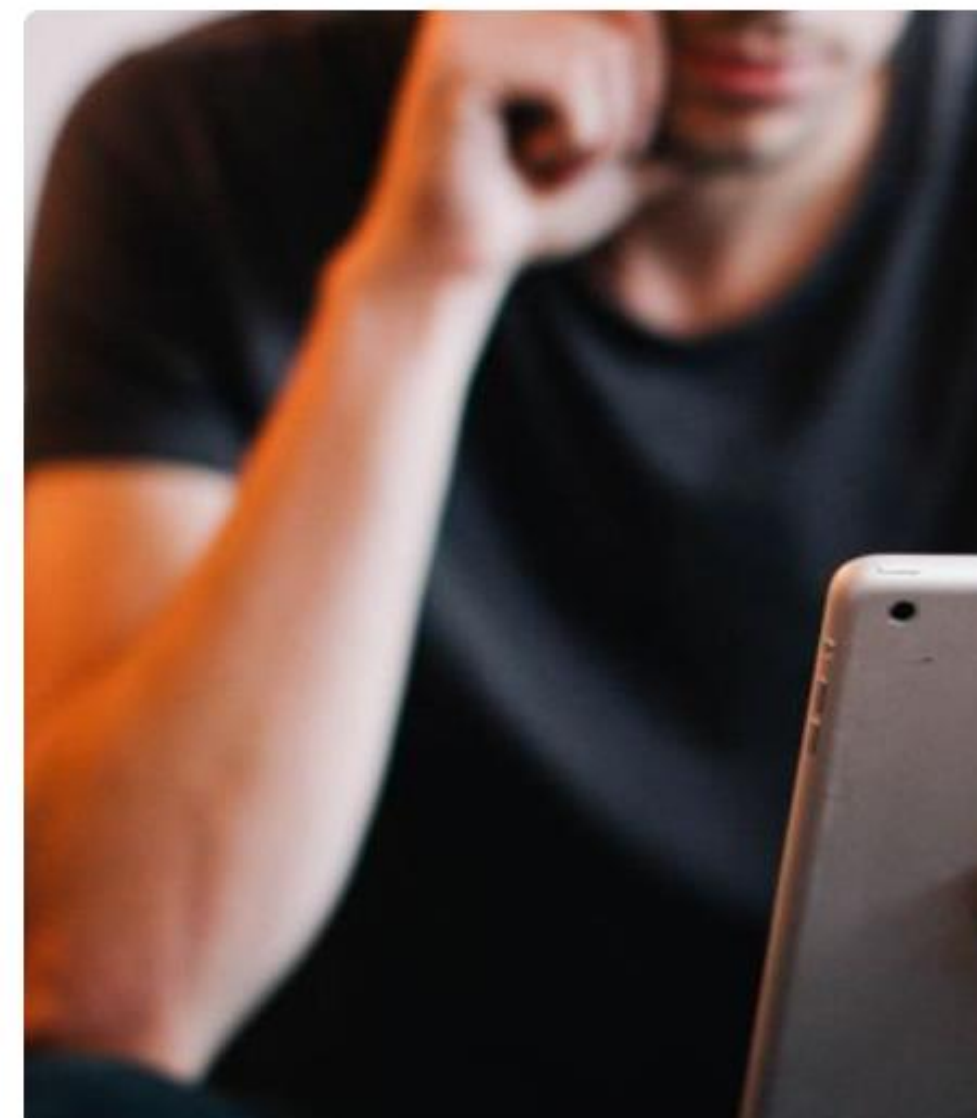


Buffer Marketing Library > [Social Media Marketing](#)

The \$0 Marketing Stack: 41 Free Options to Popular Paid Services and Tools



Kevan Lee
VP of Marketing @ Buffer



CTE Resources

- ACTE's Media and Community Outreach
 - [Targeting the Media](#)
 - [Building Community Support](#)
 - [Media Directory](#)
 - [CTE Awareness](#)
- [Advance CTE's "Create a CTE Communication Campaign"](#)
- [FDOE's Career and Technical Educator Resources](#) (the bottom of the page has webinar slides and recordings!)

Upcoming CTE Educator Webinars



Date	Topic & Facilitator	Primary Audience	Sign Up
Wednesday, December 2nd, 2020 at 11am EST	Recruiting CTE Educators with Dr. Michael Erny of Northwest Florida State College	Postsecondary	<u>Register now!</u>