Southeast Tech
Marketing Initiatives Report
EXECUTIVE SUMMARY

Purpose:
To provide the School Board an update of the marketing plans for Southeast Tech.

The Marketing Department at Southeast Tech has been tasked to work in conjunction with the Admission & Financial Aid office to increase enrollment at Southeast Tech.

Southeast Tech is working toward “rebranding” its image. This process began with a new logo and has expanded to a new and responsive website, increased media presence, changed the focus of our television advertising, begun the process of “environmental branding,” and increased our external partnerships.

Changing our image is neither quick nor inexpensive. Printed materials will be changed first, followed later by signage and other large items. Changing the habits of faculty and staff will be an ongoing project in order to change our image.

Between the changes in recruitment and the Marketing Department, Southeast Tech is taking significant steps including the implementation of new recruitment software, a revised website, increased marketing with emphasis on program-specific advertising, increased use of technology, and environmental branding.

Administrative Recommendation to School Board:
Acknowledge the Marketing Initiatives report.
Marketing
Initiatives 2015-2016
2015-2016 MARKETING INITIATIVE – INCREASING ENROLLMENT

- Launch and refine responsive website
- Increase media advertising presence
- Stress importance of branding identity to internal and external stakeholders
- Increase public relations/social media opportunities
Not only was the website reprogrammed to be responsive, the site’s structure and information was overhauled and streamlined to focus primarily on providing persuasive content for potential students.
INCREASED MEDIA PRESENCE

- Our media presence was enhanced by more than 10%.
- In addition, requests for extra value opportunities were made which included complimentary live radio broadcasts and morning radio show interviews. Complimentary video production for visitation days was also negotiated.
A FOCUS ON DIVISIONS
BECOME SOMEONE
WANTS TO KNOW

For Chelsea, transforming her own business was a dream in high school that has become a reality. At 26, she is a complexly debt-free business owner, making waves in local ties and online. She credits the guidance and expertise from Southeast Tech's cow-chitch business faculty for helping her get to where she is today.

"Everyone at Southeast Tech wants to see you succeed. They aren't simply there for a job. Helping their students not only pass, but pass with flying colors is what they strive for."

CHELSEA TRACY
2019 Alumna and Owner of Chelsea's Boutique
Recognized by Google for Economic Impact received by businesses throughout growth of community.

SOUTHEAST TECH
BUSINESS CHOICES
ALSO OFFERED ONLINE

Accounting
Administrative Assistant
Business Administration
Entrepreneurship
Financial Services
Packing
Financial Services Insurance
Marketing
Office Assistant

SOUTHEAST
TECH
605-27660401 1111 East Falls, SD
WWW.SOUTHEASTTECH.SD

A FOCUS ON
DIVISIONS
A FOCUS ON DIVISIONS
get outside and DO IT!

JOIN US FOR OUR EARTH DAY HORTICULTURE CAMP!
APRIL 22 9:00AM - 2:00PM

SOUTHEAST TECH
WWW.SOUTHEASTTECH.EDU 605.367.6040 | SIoux FALLS, SD

Have you always loved to work outdoors? At Southeast Tech, get to where you want to be in just two years with a Horticulture Technology, Landscape Design Technology or Sports Turf Management degree. Easy to double and even triple-major, our graduates frequently open their own businesses and even work for Major League sports teams like the New York Mets!

Stop waiting, find your passion and bring it to the professional level at Southeast Tech!

A FOCUS ON DIVISIONS
ENVIRONMENTAL BRANDING
THE AREA'S BEST EMPLOYERS ARE SEEKING OUT OUR GRADUATES.

“Everyone at Southeast Tech wants to see you succeed. They aren't simply there for a job. Helping their students not only pass, but pass with flying colors is what they strive for.”

CHELSEA PICKNER
Owner of Chelsea's Boutique in Downtown Sioux Falls
2008 Alumna
CAPITALIZING ON
PARTNERSHIPS

SOUTHEAST
TECH

STARTED IT

University of Sioux Falls
WILL FINISH IT
BRANDING IDENTITY is becoming more and more important to the success of Southeast Tech. There are ways that every stakeholder can help with this.
This manual is located on our website under About Us/Marketing & Public Relations
INCREASE PUBLIC RELATIONS AND SOCIAL MEDIA PRESENCE