

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.

SOUTHEAST
TECH

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

MARKETING
2015-2016

RESPONSIVE WEBSITE

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.

BRANDING
IDENTITY

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.

BRANDING
IDENTITY



Industrial Technology
Electrician

SoutheastTe



Advanced Technology
Biomedical Equipment
Electronics
Mechatronics

SoutheastTech.edu



Engineering Technology
Architectural Engineering

Southeast



Transportation Technology
Automotive

SoutheastTech.edu

**A FOCUS ON
DIVISIONS**

BECOME SOMEONE WANTS TO KNOW



For Chelsea Tracy, owning her own business was a dream in high school that has become a reality. At 26, she is a completely debt-free business owner making waves in Sioux Falls and online! She credits the guidance and expertise from Southeast Tech's top-notch 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

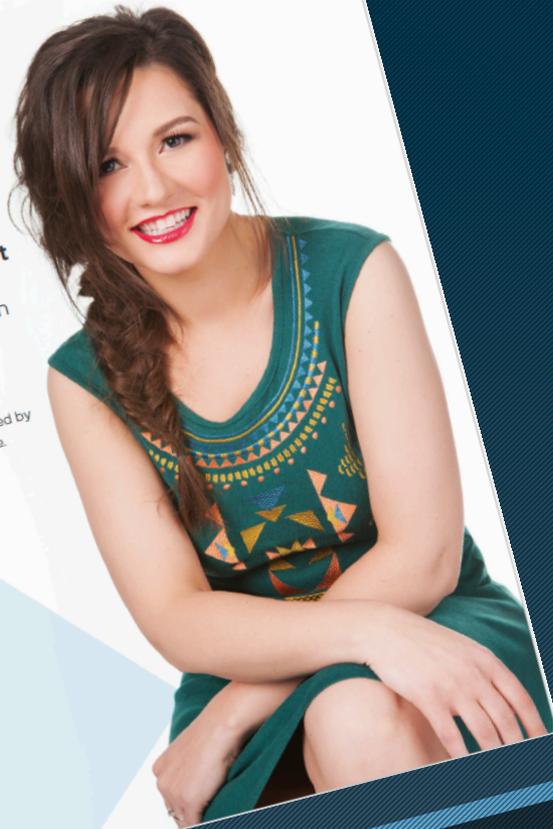
2008 Alumnae and Owner of Chelsea's Boutique
Recognized by Google for economic benefits received by businesses nationwide through growth of e-commerce.

**SOUTHEAST TECH
BUSINESS CHOICES
ALSO OFFERED ONLINE!**

Accounting
Administrative Assistant
Business Administration
Entrepreneurship
Financial Services: Banking
Marketing
Office Assistant

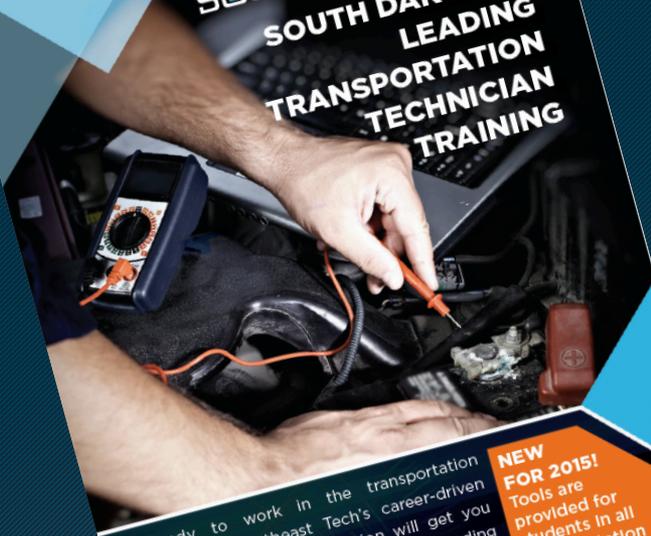
**SOUTHEAST
TECH**

605.367.6040 | Sioux Falls, SD
WWW.SOUTHEASTTECH.EDU



A FOCUS ON DIVISIONS

SOUTHEAST TECH SOUTH DAKOTA'S LEADING TRANSPORTATION TECHNICIAN TRAINING



Ready to work in the transportation industry? Southeast Tech's career-driven technology-based education will get you there fast. And as the region's leading technician training facility, the area's leading employers are seeking out our graduates!

GET STARTED IN ONE OF THESE PROGRAMS:

- Automotive
- Collision Repair & Refinish
- Diesel

**SOUTHEAST
TECH**

NEW FOR 2015!

Tools are provided for students in all Transportation programs and may be purchased at a significant discount before graduation.

Ask about our state-of-the-art facilities being built now!

605.367.6040 | Sioux Falls, SD
WWW.SOUTHEASTTECH.EDU



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



ENVIRONMENTAL BRANDING



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ENVIRONMENTAL BRANDING

THE AREA'S BEST
EMPLOYERS ARE
SEEKING OUT
OUR GRADUATES.



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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

Google

Recognized by Google for economic benefits realized
by businesses nationwide through growth of e-commerce

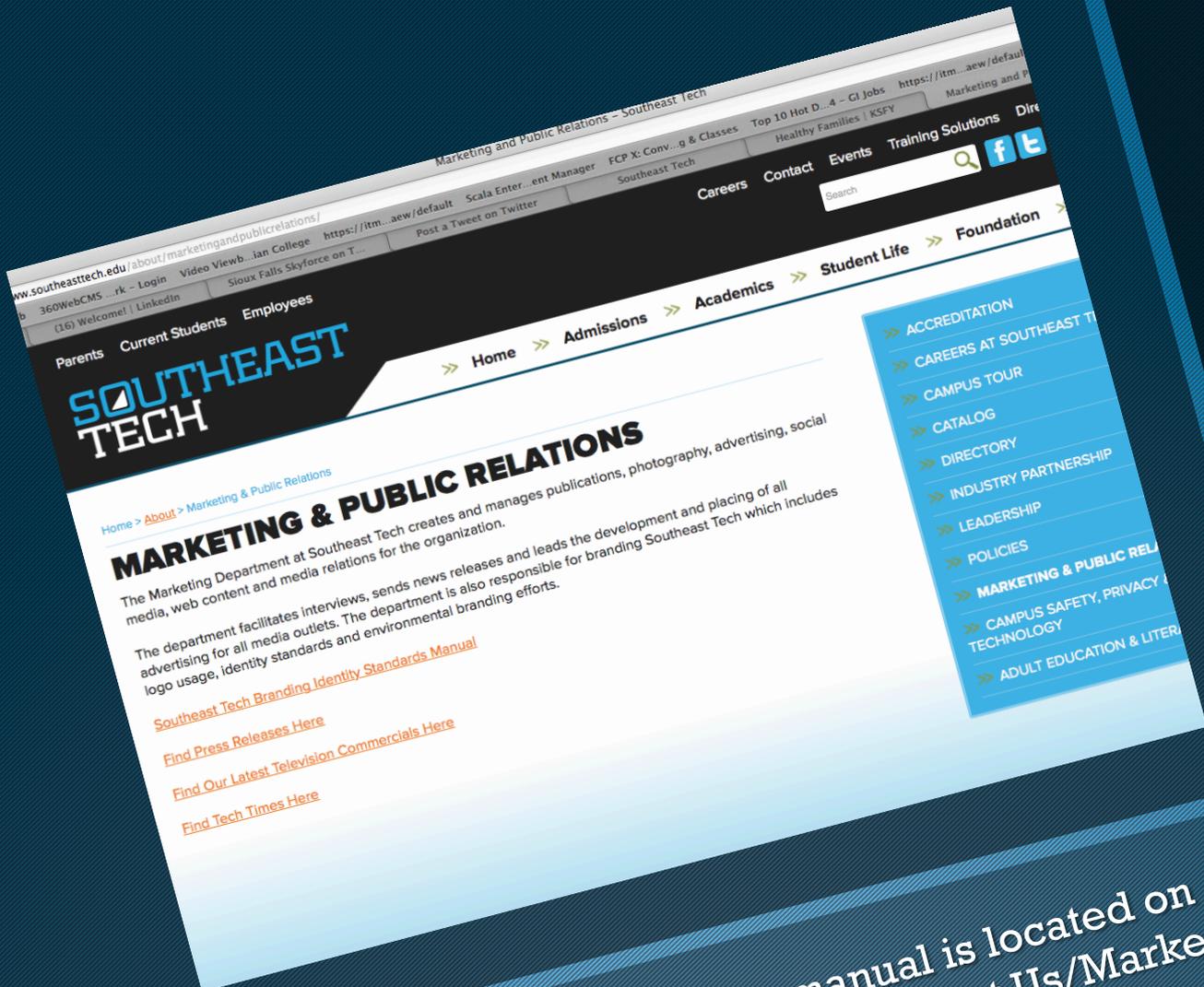
**ENVIRONMENTAL
BRANDING**

**CAPITALIZING ON
PARTNERSHIPS**



BRANDING IDENTITY

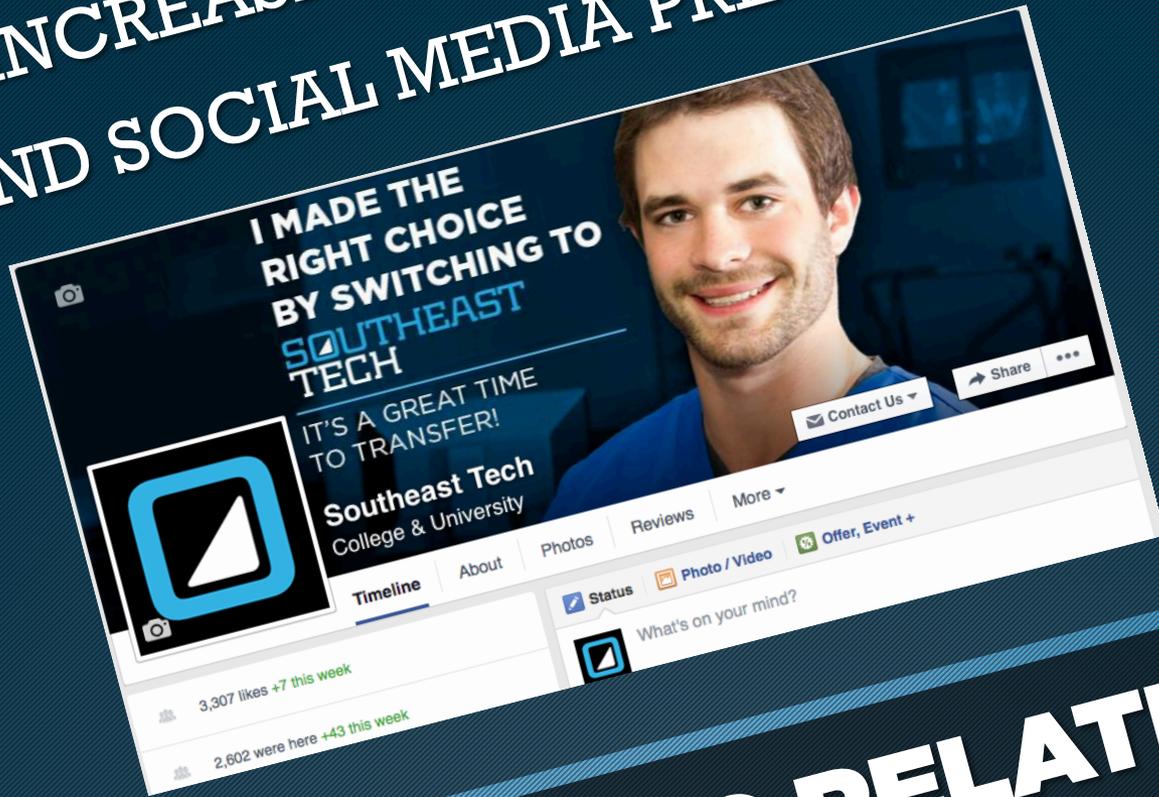
“BRANDING IDENTITY is becoming more and more important to the success of Southeast Tech. There are ways that every stakeholder can help with this.



This manual is located on our website under About Us/Marketing & Public Relations

BRANDING
IDENTITY

**INCREASE PUBLIC RELATIONS
AND SOCIAL MEDIA PRESENCE**



**PUBLIC RELATIONS/
SOCIAL MEDIA**