

Program-Specific Marketing (Technical)

New Materials 2008-2009

2005 video

GREEN LIST PROGRAMS- “Positive, No Need for Intervention”

Administrative Support-EGF
Carpentry-EGF
Computer Service Networking-EGF video
Construction Electricity-EGF video
Electronics/Robotics/Mfg-TRF
Farm Operations & Mgmt-EGF
Fire Tech-EGF flyer
Medical Secretary-EGF radio ad
Pharmacy Tech-EGF
Plumbing-EGF
Practical Nursing, Dip-TRF radio ad, video
Rad Tech-EGF
RN-TRF radio ad, video
Respiratory Therapist-EGF

YELLOW LIST PROGRAMS- “Areas that Need Improvement”

Accounting-EGF
Administrative Support-TRF video, radio ad
Architectural Technology-TRF video, radio ad
Auto Body-TRF
Automotive Service-EGF
Cardiovascular Tech-EGF radio ad, google ads, video (in process)
Construction Electricity-TRF video
Criminal Justice-TRF video
Early Childhood-EGF video
HVAC-EGF
Massage Therapy-TRF video, radio ad
OTA-EGF radio ad, video (in process)
Practical Nursing, AAS-EGF radio ad, video
Sales, Marketing, Mgmt-EGF
Surg Tech-EGF video, radio
Welding-EGF
Welding-TRF

ORANGE LIST PROGRAMS- “Program Viability in Question, Immediate Intervention Required”

Automotive Service-TRF video, homepage slide
Aviation-TRF video, website, google ads, blog, Facebook, brochure, banner, radio ad, homepage slide
Cosmetology-TRF video, brochure, banner, HTML email, radio ad, homepage slide
Paramedicine-EGF video, flyer, radio ad, google ads, homepage slide

Note: Priority has been based on sustainability needs, faculty involvement, and administration directives.