

Some Things You Can Do To Enhance your P-TECH Marketing Efforts

Marketing your P-TECH program and engaging new employer partners can seem to be a daunting task as you expand beyond your core partners. Try starting out with one or two of the following activities and build your efforts from there.

Get visible

- Hold an annual business partner recognition event to honor employer partners over the year. Use it as a way to showcase your students, thank the employers who have participated and generate some new contacts
- Submit to local newspapers stories and pictures highlighting your employer-connected activities.
- Make sure your elected officials are looped in to your program and keep them involved. Invite them out for a visit, and let them know you are focused on providing opportunities for local young people and helping build the future workforce in the region.

Leverage your existing employer partners

- Ask a current employer to host a breakfast or lunch meeting to introduce you to some industry colleagues. Follow up with a personal visit after the meeting
- See if one of your employers might help you develop a marketing plan and calendar. There may be an expert in the firm who can lend a hand.
- Form a small group of employer advisors to help inform your marketing effort, and provide you with access to a group of potential new employer partners.

Get your students involved

- Create a project or workplace challenge where students take ownership of some of the employer engagement work. Consider having them focus on a particular activity goal (we need to develop Job Shadows for twenty 10th graders next spring).
- Have a group of students serve as school ambassadors to welcome visitors to the school or campus. Have them be able to describe the ways in which employers can connect with the school.
- Invite potential employer partners to a “Saturday Showcase” or “Career Brunch” to highlight your program and expose employers to your students.