4T Academy MS Marketing & Communications Plan

Date	Tactic	Medium	Lead	Location
11/1/23	Workforce Readiness Forum	Press Event	Toyota MS	Toyota EC
Nov – launch	E-promotions	Social, email, etc.	NASD	Virtual
Nov – Dec	Counselor & Career Coach Promotion	Word of mouth	NASD	High schools
11/28/23	Counselor & Career Coach Presentation	Live presentation	Toyota MS	CTE Center
January	Student Assemblies	Live presentations		High schools
January	Parent/Student Info Night	Live event/tour	Toyota MS	Toyota EC
Jan – Aug+	Speaking engagements	Live, virtual, print	Toyota MS/NASD	TBD
June/July	4T Orientation	Live event/tour	Toyota MS/NASD	Toyota EC
August	Program launch	LIVE	4T instructors	CTE Center

Assets:

- Website—new and improved with MS exclusive page, application link and info
- Social posts
- Videos for posting and sharing
- Rack cards
- E-flyers and rack cards
- SWAG!!!





Flashing LED Wand



Risky Business Sunglasses - Mirror Lens



Viking Vacuum Tumbler - 20 oz. - Rainbow



PopSockets PopGrip - Iridescent



Koozie® Outdoor Bluetooth Speaker



Metallic Rainbow Lip Moisturizer

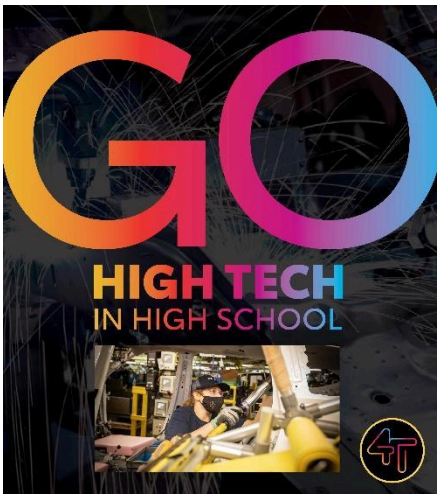


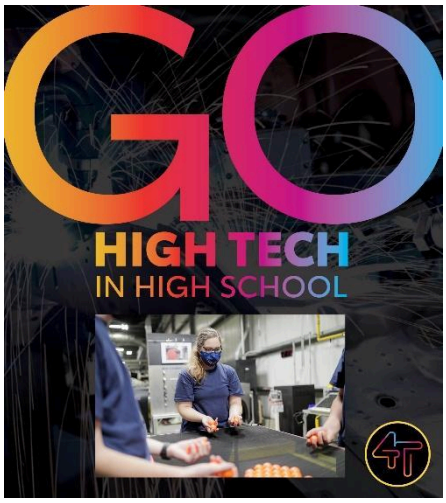
Hang In There Lanyard - 40" - 24 hr

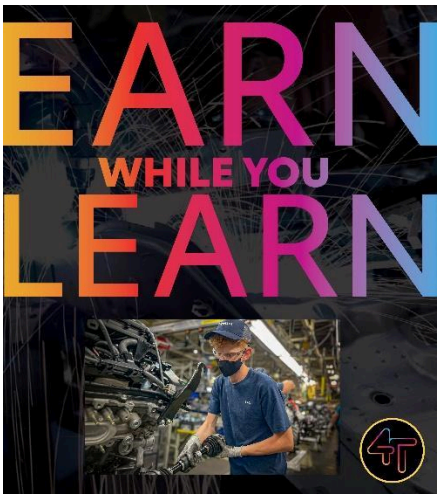


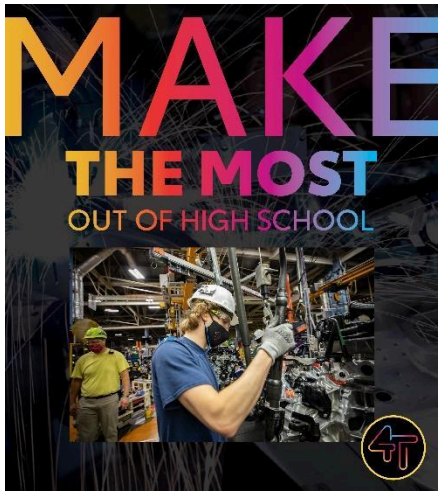
Solid Color Stress Ball

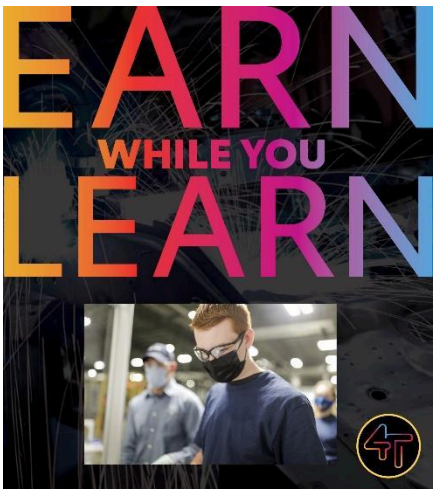
Social Media Posts & Language:













Approved 4T Academy Facebook Language

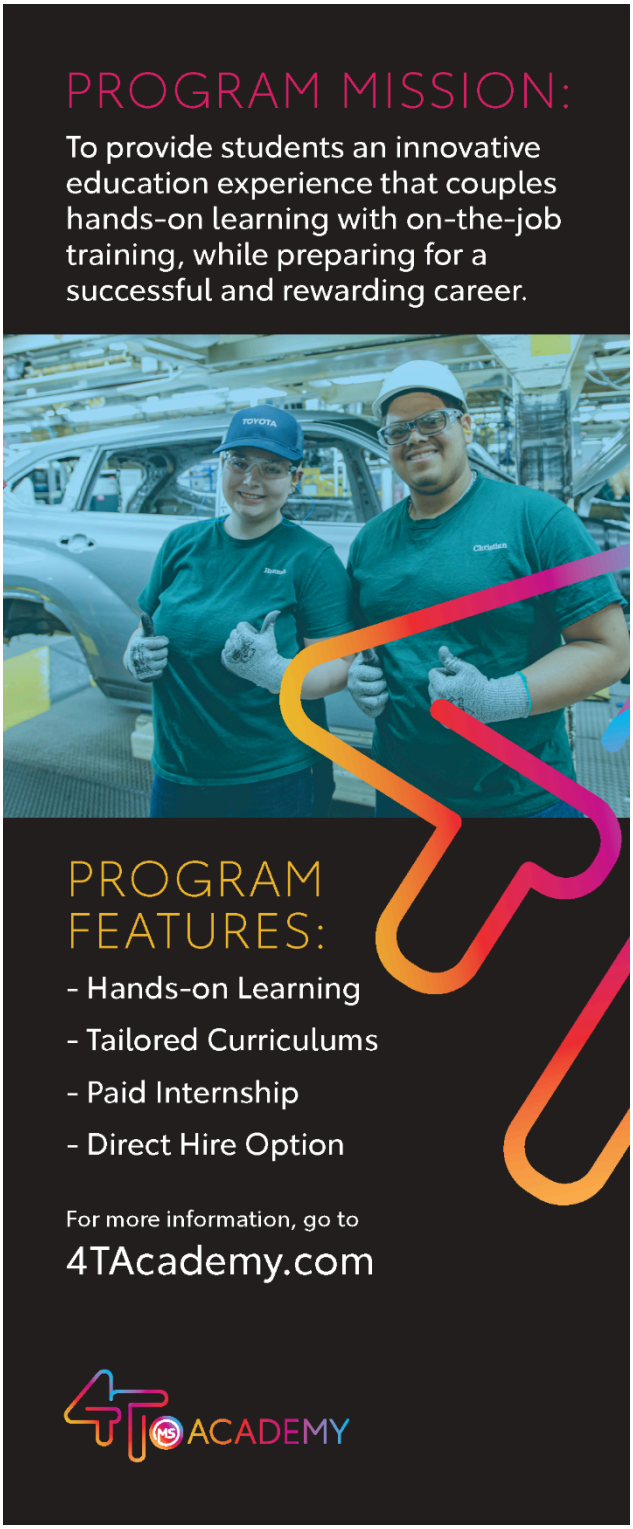
[Earn While You Learn]
Ready to do something big? Enroll in the 4T Academy, and get ready to jump start your career plans, take on new challenges and get paid—all while in high school. (Paid internships available for seniors only and pay $14 per hour.)

[Go High Tech]
Interested in a technical career, but want to see what's out there? Enroll in the 4T Academy and see what it's like to work in a fast-paced industry with cutting-edge technology, knowledgeable experts with a world-renowned company.

[Make the Most]
Save time, money and try something new. Enroll in the 4T Academy and start yourself on a path to a successful career while still in high school. Change potential into power with 4T!

Rack Card/Ad:


CHANGING
POTENTIAL
into POWER
4T ACADEMY, NEW ALBANY, MISSISSIPPI
MS


PROGRAM MISSION:
To provide students an innovative education experience that couples hands-on learning with on-the-job training, while preparing for a successful and rewarding career.
PROGRAM FEATURES:
- Hands-on Learning
- Tailored Curriculums
- Paid Internship
- Direct Hire Option
For more information, go to
4TAcademy.com
4T MS ACADEMY