



# Fayette County Public Schools

## Executive Summary Fayette County Public Schools Board Meeting Agenda Item

**MEETING:** Planning

**DATE:** 8/14/2023

**TOPIC:** Fieldtrip Marketing Firm Contract

**PREPARED BY:** Amanda Wickersham

**Recommended Action on:** 8/28/2023

Action Item for Vote (REGULAR MEETING)

**Superintendent Prior Approval:** Yes

**Recommendation/Motion:** A motion is in order to approve the contract with Fieldtrip to provide marketing services for the CTE Innovation Center

**Background/Rationale:** As we embark upon merging two of our technology centers, we have an opportunity to collaborate with a reputable marketing firm to name, brand, and promote our new state-of-the-art technical center. Fieldtrip will work closely with local stakeholders to create a brand and identity that is tailored to meet the demands of the job market and the community's evolving workforce development needs. By highlighting the innovative and diverse programs offered at our technical center, we can dispel outdated stereotypes and rebrand CTE in general.

Fieldtrip recently rebranded FCPS, and by engaging their expertise, we can ensure that our technical center's identity resonates with the aspirations and values of our students and the broader community. Their skillful approach to branding will create a unique and compelling image that will attract not only students, but also their parents through adult education initiatives, and local businesses and industries looking to collaborate with a cutting-edge institution.

Fieldtrip will provide naming and branding services, a marketing plan for the building and CTE in general, website development, and ensure broad and inclusive communication around the new building's purpose and benefit to the entire community. The positive impact on our community, adult learners, and the perception of career and technical education will be substantial.

**Strategic Priority:**

- Student Achievement
- Diversity, Equity, Inclusion & Belonging
- Highly Effective & Culturally Responsive Workforce

Stakeholder Engagement & Outreach     Organizational Health & Efficiency

**Data Considerations:** The innovation center will not only serve over 3000 students, but our adult community as well.

**Policy:** School Facilities/Naming

**Fiscal Impact:** \$59,995 (CTE Budget)

**Attachments(s):** [Click here to enter text.](#)