



Overview

Mahoning County Career and Technical Center (MCCTC) is seeking proposals from qualified marketing firms to provide strategic marketing services for the Valley STEM+ME2 Academy, High School CTC and the Post-secondary Adult Career Center that support student recruitment, brand awareness, and stakeholder engagement. MCCTC aims to partner with a firm that understands education and workforce development and can deliver a comprehensive, data-driven marketing strategy.

Project Objectives

- Increase awareness and understanding of career and technical education
- Support student recruitment and enrollment efforts
- Strengthen MCCTC's brand identity and messaging
- Engage key audiences including students, parents, educators, and community partners

Scope of Services (Summary)

- Marketing and brand assessment
- Audience research and market analysis
- Development of a strategic marketing plan
- Brand positioning and messaging
- Digital and media strategy recommendations
- Campaign planning and performance measurement

Desired Qualifications

- Proven experience in education, public sector, or workforce-related marketing
- Demonstrated success with strategic planning and enrollment-focused campaigns
- Strong analytical, creative, and communication capabilities

Proposal Requirements

- Firm overview and relevant experience
- Scope of services offered
- Summary of strategic plan/proposed approach and methodology
- Examples of similar work or strategic plan outline
- Project team qualifications
- Proposed timeline and cost structure
- Professional references and/or relevant work performed

Evaluation Criteria

Proposals will be evaluated based on experience, strategic approach, understanding of MCCTC's needs, creativity, cost effectiveness, and overall value.

Proposal Deadline: January 30, 2026

Submission Instructions

We invite interested parties to discuss this opportunity with us. Please submit proposals electronically in PDF by the stated deadline by email at Joy.Barnett@mahoningctc.com

MCCTC reserves the right to reject any or all proposals and to select the proposal that best meets the needs of the Mahoning County Career and Technical Center.