



FORT SCOTT COMMUNITY COLLEGE HARLEY-DAVIDSON

2019-2020

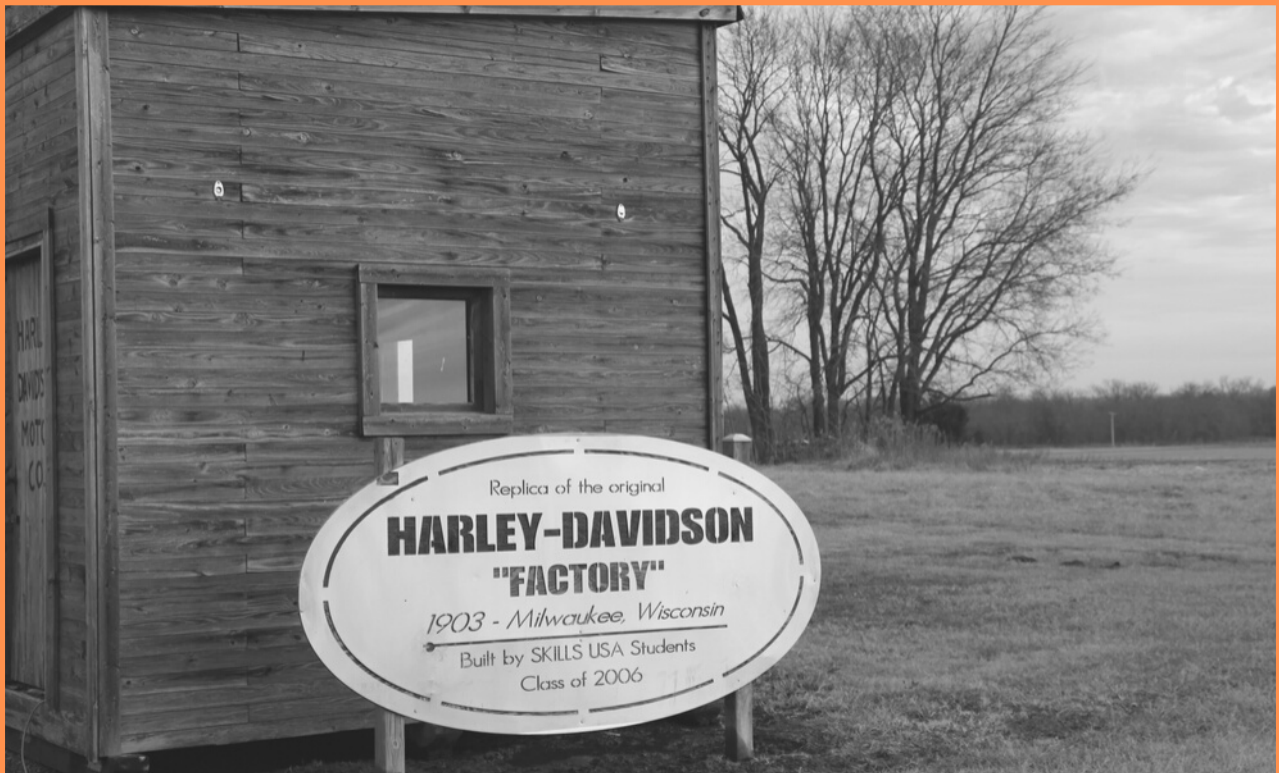
STRATEGIC MARKETING PLAN



PREPARED BY

KASSIE FUGATE-CATE
DIRECTOR OF STRATEGIC COMMUNICATIONS AT FSCC

ABOUT FSCC HARLEY-DAVIDSON TECH PROGRAM



Since 2004, a partnership between Fort Scott Community College and the Harley-Davidson Motor Company® has allowed students the opportunity to gain valuable, hands-on motorcycle technician training in a shop environment in addition to learning the theory needed to be successful.

Our goal is for all students to be not only equipped with the knowledge needed for entry level placement, but also gain the soft skills needed to excel in the world of Harley-Davidson. There are many exciting career opportunities within the Harley-Davidson Dealership Network including entry-level technician, service writer, parts associate, parts manager, service manager, or even general manager.

Students can pursue a one-year certificate or two-year Associate of Applied Science degree. Through the program, students gain experience with Digital Technician® II diagnostic tool, TALONes® dealer management system, in-dealership online PHD training from Harley-Davidson, and professional development.

Between the first and second year of the program, the students may complete a twelve week summer internship in a Harley-Davidson dealership to help better prepare them to begin a new and lucrative career as a motorcycle technician at one of the many Harley-Davidson dealerships across the country.

DEDICATED INSTRUCTORS



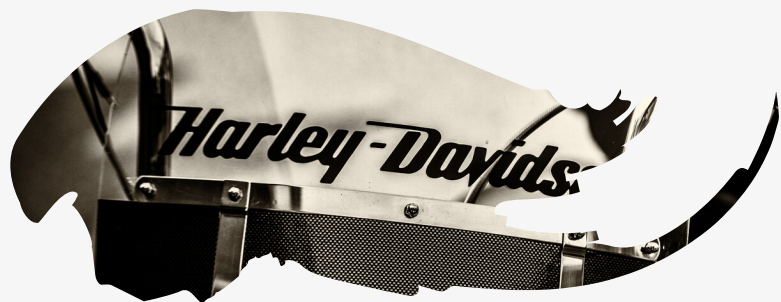
MIKE MATHES
INSTRUCTOR



ALEX MASON
INSTRUCTOR

"I've had a passion for motorcycles at the early age of 4 years. My Dad raced motocross in the early 70s and I spent many weekends at the track during that time. I grew up riding and my interest in motorcycles kept growing. My first Harley was a 2002 Softail Nightrain which I still own today. In 2004, the Fort Scott Community College Harley-Davidson Technical Training Program opened and I knew from that date that I would be pursuing a career in the Harley industry. In 2010 I became a student in the FSCC Harley-Davidson Program and was working at Cycle-Connection Harley-Davidson in Joplin, MO. and completed the 2 year Associate Of Applied Science degree program while I was still employed with Cycle-Connection. I became an Instructor for the program in 2012 and furthered my education to obtain a Bachelor's Degree in Technical Education. I enjoy teaching students and seeing their knowledge base about the industry grow."

"I have been teaching for one year here at FSCC Harley Tech. Prior to that, I was a technician at Gail's Harley-Davidson. In my school experience, my instructors were able to pass along their real world experiences that I was able to retain and implement during my time as a technician and an instructor. I really enjoy what I do and do my best to prepare the technicians of tomorrow."



STUDENT TESTIMONIES



"I came into school with a love for bikes and limited knowledge on the technical side. This school will have you ready for the workforce with confidence in your skills and abilities. I would recommend FSCC Harley Tech. to anyone who is willing to put in the effort"

-Eli Schmidt

"FSCC Harley-Davidson program is an amazing experience. Learned a lot of new and useful things and surrounded by good people. Very hands-on learning with patient teachers. Great program for anyone who loves wrenching."

-Devon Snyder



"Great opportunity for anyone that has a love for bikes and turning wrenches. Mike and Alex are two of the best Harley instructors in the industry. Well worth the investment and significantly less than the other Harley programs. One of the best choices I've made."

-Danny Keel



PLANNING FOR THE FUTURE

THIS SECTION INCLUDES THE ABSTRACT OF FUTURE PLANS FOR MARKETING AND RECRUITING FOR THE HARLEY-DAVIDSON PROGRAM WITH THE TIMELINE TO FOLLOW.



Fort Scott Community College (FSCC) prides itself on the determination of having successful students and guiding them in the right direction. By doing this, we have to grow with the times in order to keep the prospective students intrigued in what FSCC Harley-Davidson Technology has to offer. Our course of action is to reach all forms of prospective students; from high school students to those obtaining their GED and wanting to move forward in their academic career and Veterans coming out of the service. Our method is to recruit students into the program through various forms of mediums and through continuous community outreach.

Our course of action is to reach all forms of prospective students; from high school students to those obtaining their GED and wanting to move forward in their academic career and Veterans coming out of the service. Our method is to recruit students into the program through various forms of mediums and through continuous community outreach.



MEDIA OUTREACH

As the years go by, media usage continues to change, which then changes the way prospective students retain information. In the digital age we are currently in, we plan to market on a wide range of media outlets. We plan to offer a marketing internship to adhere to the marketing plan and make sure it goes accordingly. The following is the media and community outreach plan for the 2019-2020 fiscal year:

- Post-up stands for recruiting events (IP)
- Updating the current brochure (IP)
- Adding a Harley-Davidson section to the Admissions folders (IP)
- Updating the application process (IP)
- Wrapping the motorcycle trailer in recruiting graphics (IP)
- Quarterly newsletter to dealers
- YouTube network and videos-shoot/edit May 20th-27th, launch June 1st
- Digital ads-launch in July
- Testimony video(s)-launch in July
- "Where are they now" posts on Facebook-start in the fall
- Continuous social media presence throughout the year.
- Billboard(s) IP= In Progress

COMMUNITY OUTREACH

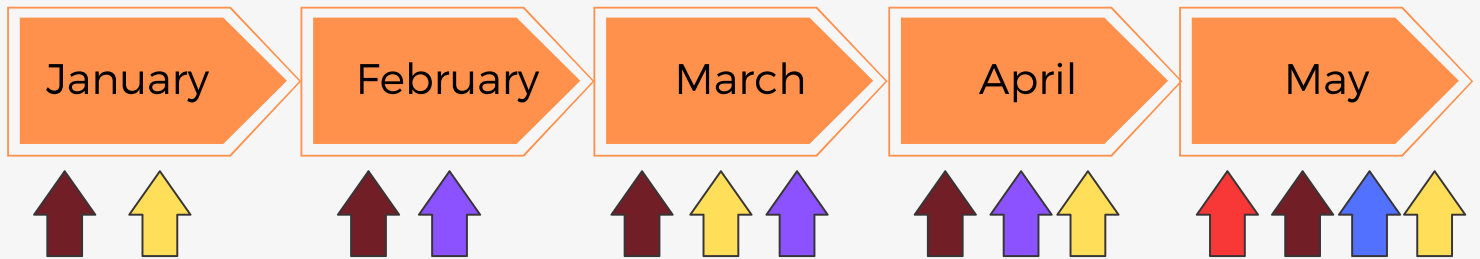
- Presence at Sturgis Bike Rally-Aug. 2nd
- Speak at GED Orientation-May 7th
- Information table at GED Graduation-May 15th
- Information table at local Fairs (TBA)
- Open-house & Orientation-Aug. 17th
- Military Recruiting Fairs-Aug./Sept.
- Bikes, Blues, & BBQ-Sept. 25-28th
- Field trips with students to various dealerships-starting Fall 2019
- ESSDACK Career Expo-Nov. 5th & 6th
- Jr. Sr. Day-Nov. 7th
- PSU Career Expo (TBA)
- Presence at local Christmas parades (TBA)
- Legislator's Day-January (TBA)
- Spring open-house (TBA)
- Various high school & college fairs throughout the year
- Team up with B.A.C.A for year-round events



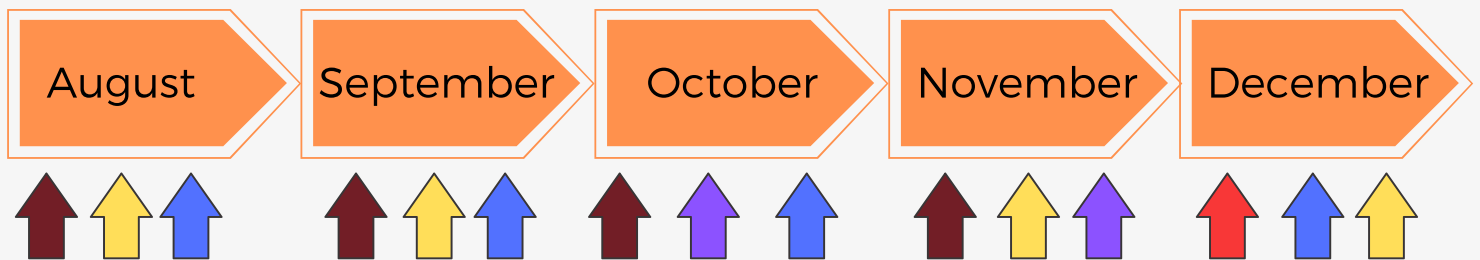
STRATEGIC PLAN OVERVIEW



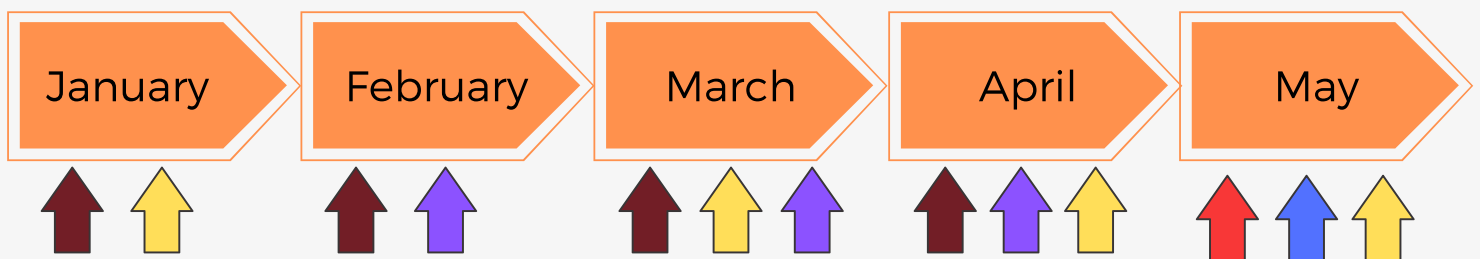
SPRING 2019



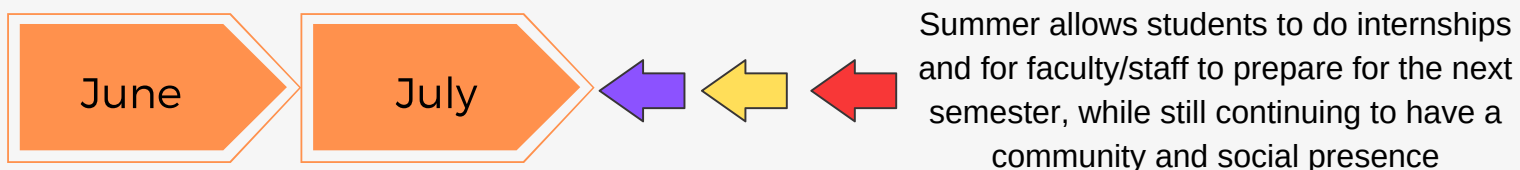
FALL 2019



SPRING 2020



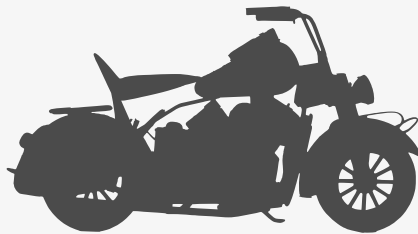
SUMMER(S)



THANK YOU FOR YOUR CONTINUED SUPPORT
TO THE PROGRAM AND TO THE TECHNICIANS
OF TOMORROW!



"RIDE YOUR WAY TO A SUCCESSFUL
CAREER AT FSCC"



FSCC
Fort Scott Community College
Celebrating 100 years ★ 1919-2019