

Overview: The Rockland BOCES "Teen Tech Camp" provides Rockland County teenagers with an opportunity to explore Career & Technical Education (CTE) through hands-on experiences. This popular summer camp, consisting of four one-week sessions, has become a standout program, thanks in part to the strategic marketing efforts of the Rockland BOCES Communications Department.

Marketing Strategy: To generate excitement and drive enrollment, the Communications team produces professional marketing and advertising videos for local cable and streaming platforms before registration opens. These videos feature dynamic b-roll footage and interviews captured from the previous summer's sessions, ensuring an authentic and engaging representation of the camp's offerings.

Video Content: Each 30-second promotional video showcases campers actively engaged in various hands-on activities, including welding, baking, photography, and hairstyling—just a few of the many programs available. Integrated within the b-roll are testimonials from campers who share their enthusiasm and personal experiences, highlighting the camp's impact.

Results and Impact: The 2024 campaign led to the most successful Teen Tech Camp season to date. Registration and revenue doubled compared to the previous year, resulting in expanded programs and several offerings reaching full capacity due to high demand. This marketing initiative played a crucial role in driving awareness and participation, solidifying its success.

Future Plans: Building on this momentum, the Rockland BOCES Communications team will develop a similar ad campaign and marketing materials for the upcoming summer, continuing to enhance engagement and promote this valuable educational opportunity. This submission highlights the effectiveness of our strategic marketing approach in driving program growth and engagement.