

# Equip Case Study:

## Moore Norman Technology Center

### Background:

Moore Norman Technology Center (MNTC) is the Oklahoma Career Tech center serving Moore, Norman, and S. Oklahoma City. MNTC has one of the most complex marketing issues facing any organization: Diversity in target markets. MNTC provides educational resources to high school students, college students, career-bound individuals, working adults and even the "recreational learner." Each year, MNTC conducts a survey of the parents of its high school students.



### Methodology & Results:

Per MNTC's Request for Proposal, a random telephone survey was conducted among these parents. Equip utilized the previous year's survey while making suggested changes, such as adding a question regarding the parent's highest level of completed education. Because Equip utilizes a network of call centers, the project was completed nearly one month ahead of schedule.

Additionally, Equip was able to take a basic satisfaction survey and develop key recommendations that have impacted the Center's communications to parents, as well as they type of messaging used to target high school students.

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