

McCracken County Public Schools
Staff Note

ITEM:

Mustang Marketing Team - product and website launch

APPLICABLE BOARD OF EDUCATION POLICY, ADMINISTRATIVE REGULATION OR STATUTE:

N/A

BACKGROUND:

The Mustang Marketing Team, featuring students from Heath, Lone Oak and Reidland high schools, was formed in January 2012 to help develop the style and spirit of McCracken County High School. The team is comprised of students that will be in the graduating class of 2014 - the first graduating class of McCracken County High School.

Mustang Marketing Team members were selected by interview process and one of their first projects was to travel to AmericasMart in Atlanta, GA . Since then, the students have used small business principles and worked to develop sales marketing strategies to launch the first line of McCracken County Mustang merchandise and apparel.

The launch of the product line coincides with the official launch of GoMcCracken.com, the online hub for all Mustang extracurricular and co-curricular activities and the Official Mustang Team Shop at mustangteamshop.com.

Team members are: Neeley Quint and Brandon Morehead (Heath High School), Oliver Fell and Jacob Hyde (Lone Oak High School) and Kennedy Powers and Noah Wilkins (Reidland High School).

ALTERNATIVE ACTION:

N/A

RECOMMENDATION:

The superintendent recommends that members of the Mustang Marketing Team be recognized for their work on the launch of the first line of McCracken County Mustang merchandise and apparel.

CONTACT PERSON:

Molly Goodman, Director of Public Relations

Superintendent

Date