



*Tucson Unified School District*

**2014-15 Marketing and Outreach Plan  
(Marketing and Recruitment Plan)**

**USP LANGUAGE**

***II. STUDENT ASSIGNMENT***

***I. Outreach and Recruitment***

1. *By ~~April, 2013~~ October 1, 2013, the District shall review and revise its strategies for the marketing to and recruitment of students to District schools to provide information to African American and Latino families and community members throughout the District about the educational options available in the District. These revised strategies shall include, but not be limited to:*
  - a. *Holding marketing and recruitment fairs for students and parents in several geographically diverse District locations;*
  - b. *Creating or amending an informational guide describing offerings at each school site. The guide shall be distributed via mail and email to all District families; posted on the website in all Major Languages; and available in hard copy at all school sites, the Family Center(s), and the District Office;*
  - c. *Pursuant to Section (VII), developing Family Center(s) to assist with enrollment, attendance, and program questions and concerns;*
  - d. *Engaging with community groups to share information and involve local stakeholder organizations in the enrollment process, as coordinated through the director of student assignment and the family engagement coordinator pursuant to Section (VII);*
  - e. *Hiring or contracting for appropriate technology to manage the assignment process; and*
  - f. *Developing a web-based interface for families to learn about schools and submit application(s) online.*

*The District shall disseminate this information in all Major Languages through Family Center(s), the District's website and other media as appropriate.*

## EXECUTIVE SUMMARY

This document outlines strategies for the marketing to and recruitment of students, and provides information to African American and Latino families and communities about the educational options available in the District. Recruitment efforts will be designed to attract to District schools students who are currently attending District schools, charter schools or schools in other districts. While recruitment efforts should reach all families residing in and near the District boundaries, the strategies can be specifically targeted to African-American students and families, Latino students and families, and other families where necessary to improve integration and access.

This Plan outlines the following strategies which go beyond those referred to in the USP: (I) Marketing the District; (II) Event Marketing (Marketing and Recruitment Fairs); (III) Outreach to 5<sup>th</sup> and 8<sup>th</sup> Grade Families; (IV) Information Guide; (V) Marketing and Recruitment Brochures; (VI) Family Centers; (VII) Engaging Community Groups; (VIII) Technology Upgrades / Web-Based Interface; and (IX) Disseminating Information in Major Languages.

## DEFINITIONS

**Family Centers** – refers to District-level center(s) designed to provide information to families about a number of subjects, including enrollment options, the availability of transportation, and the District’s academic programs and offerings by location.

**Major Languages** – refers to the most commonly spoken languages other than English for ELLs in the District, including Spanish, and any other language that the District shall add whenever the number of students with that language background reaches 100 pursuant to Governing Board Policy KBF – R.

**Parent** – refers to either or both biological or adoptive parent(s) of the student, the student’s legal guardian, or other person(s) legally responsible for a student under state law.

**Marketing** – broad-based outreach designed to appeal to larger audiences.

**Recruitment** – targeted outreach designed to appeal to specific individuals or small groups, including actively engaging parents to consider the educational opportunities available for their children in the District.

**Outreach** – an activity of providing information and services to populations that might not otherwise have access to the information or services.

## **I. MARKETING THE DISTRICT**

TUSD will focus on three key areas when it comes to marketing the district: Dynamic, Shareable and Diversity. The goal being that everything we produce is something a stakeholder or community member will click on (ie: videos), share (videos or stories) and that it shows the diverse population of students we serve.

The campaign is focused on four key objectives:

1. Increase the number of applications through enhanced awareness of the many choices offered by TUSD, with specific emphasis on providing information to African-American and Latino families and community members.
2. Create and communicate a consistent and recognizable brand for TUSD emphasizing quality in order to help parents and guardians consider TUSD schools.
3. Improve the perceptions of the district at large and establish the individual schools as academically solid while highlighting the programs available to help students succeed.
4. Increase the number of applications received during the priority enrollment window through enhanced awareness of the priority enrollment window (magnet and open enrollment), including transportation options, and the steps needed to get into the school of their choice to promote diversity and integration goals.

The campaign includes specific strategies that support the requirements of the USP:

1. TV ads in both English and Spanish on mainstream media.
2. Radio ads in both English and Spanish on mainstream radio.
3. Social media push and content marketing: Facebook, Twitter, YouTube, Google+, Instagram, Pinterest including advertising to zip codes, interests, and gender.
4. Multi-media journalist. TUSD will hire and equip a multimedia journalist who will be able to shoot, write, edit and distribute stories on multiple platforms within hours of the event. Some stories will be made available to local TV stations as EPK (electronic press kits) for their use. This shorter deadline storytelling will allow TUSD to begin showing the positive examples of what's happening in our schools in a faster pace.
5. Event marketing— TUSD will hire an Event Marketing Coordinator who will work with TUSD representatives to recruit and reach out to local families at major events in Tucson (in-district and out-of-district).
6. Direct mail marketing—TUSD will send out the updated Catalog of Schools to all students transitioning within the district (in-district and out-of-district).
7. Direct mail campaign for magnets—targeting certain zip codes (in-district and out-of-district) to maximize integrative effects.

## **II. MARKETING AND RECRUITMENT FAIRS; ENGAGING THE COMMUNITY**

The District will look for opportunities to recruit students and market the abundance of learning opportunities it offers. The District will engage parents and guardians at various community events. Although the district may organize some targeted events, it will rely primarily on events supported by other organizations.

The District will investigate events for feasibility of participation. The final decision for each event will depend on the requirements of the event, how many people are expected to attend, who the target audience is likely to be, cost vs benefit of participation, and timing of the event with other District priorities. The District will continue to monitor community events and will add to this list as opportunities become available.

The Director of Student Assignment, the Family Engagement Coordinator, and other appropriate District staff will collaborate to engage with community groups and community members to share information and involve local stakeholder organizations in the enrollment process. District staff will be trained to actively engage community members (with an emphasis on African-American and Latino families) to inform them about educational options available in the District. Appendix A includes events where the District has participated or will likely participate this school year (this is in addition to recruitment efforts initiated by individual school sites):

### **III. OUTREACH TO 5<sup>TH</sup> AND 8<sup>TH</sup> GRADE FAMILIES**

Each year a list is created with contact information for all District 5<sup>th</sup> and 8<sup>th</sup> grade students, which is the highest grade level for their schools. Efforts will be made to connect with these families to inform them about learning opportunities for their children.

- A. Family Engagement – Before the priority enrollment period begins, the Family Engagement Coordinator will send information to all 5<sup>th</sup> and 8<sup>th</sup> grade students in the District to ensure that their parents/guardians have an opportunity to be aware of open enrollment options.
- B. Principals – The information is sent to principals for them to use to create mailing labels and invite students to District-wide outreach and recruitment events.
  - Contact information of all 5th graders – sent to principals of K-8 and Middle schools
  - Contact information of all 8th graders – sent to principals of High Schools

As a follow up, the Family Engagement Coordinator will monitor outreach events (open houses, etc.) and notify families of 5<sup>th</sup> and 8<sup>th</sup> grade students of events appropriate to them.

### **IV. INFORMATION GUIDE**

The District will develop an information guide describing offerings at each school site during SY 2014-15. The guide will be developed by August 1, 2014, in advance of the priority enrollment period (traditionally, this period begins on November 1). The guide will be made available on the District's website in all major languages (beginning with English and Spanish no later than September 2014, and all other major languages by the start of the priority enrollment period). The guide will be available in hard copy at school sites, at the District central offices, and at the Family Centers no later than September 2014. . The District will mail a hard copy of the guide directly to homes rather than risk duplicating efforts by sending it home with students to households with multiple children in district schools.

Additionally, the District will provide access to the online version of the guide through emails to families that will include a link to the guide. Attaching the guide to the email would result in email bounce-backs and undelivered messages due to the size of the file. After careful consideration, the District has determined that an email to families that includes a link to the guide is the most viable option for this portion of outreach.

## **V. MARKETING AND RECRUITMENT BROCHURES**

The District created a general brochure to market TUSD. The emerging “brand” will be used for the various department brochures such as Exceptional Education, Transportation, Magnet, G.A.T.E., Dual Language, College and Career Readiness, among others. The number of copies printed will remain small, and will only include English and Spanish. Translations to the other Major Languages will be available online and can be printed at the Family Centers as needed. Once the TUSD brand is established, all brochures will be re-designed and adapted to the new style so they have a similar look and feel.

## **VI. FAMILY CENTERS**

Two Family Centers will be established in the SY 2013-14: One at 1010 E. Tenth Street, and one at the former Duffy Elementary site. In the first half of 2014, data from the first months of operation and the results of the Demographics Study will be used to determine if additional Family Centers would be advisable, and, if so, where they should be located. The Family and Community Engagement Plan describes the establishment of the first two Family Centers, as well as the plans for additional centers in the coming years. This Plan, provided to the Special Master and Plaintiffs’ counsel on March 31, 2014, outlines the District’s recommendations about how to improve, communicate, and deliver the value of the Family Centers to parents.

## **VII. ENGAGING COMMUNITY GROUPS**

The District will seek partnership with other organizations such as the City of Tucson, Pima County Libraries, Pima Community College, chambers of commerce, youth clubs, and others to display and distribute recruitment and promotional materials throughout the community, and to involve them in the enrollment process (as coordinated through the director of student assignment and the family engagement coordinator). A list of possible organizations/sites is being compiled to permit the District to work with these agencies and determine if TUSD would be allowed to place materials at their sites. The number of sites that actually will be used has not yet been determined, but it must be kept to a reasonable number so that they can be monitored and appropriately stocked with the necessary materials. The Family Center personnel will be responsible for providing the chosen sites with the necessary materials.

## **VIII. TECHNOLOGY UPGRADES / WEB-BASED INTERFACE**

The District has, and will continue to, evaluate the capabilities, functionality, and effectiveness of the student information system. In SY 2014-15, staff members from Technology Services have been assigned the specific task of making upgrades to the student information system to help manage the student assignment process. Additionally, the District provides an interactive web-based interface for parents and students to learn about schools. The District will continue to evaluate and modify, where necessary, its student information and other related systems to manage the assignment process, track student placement, and provide interactive technological tools to families and students to enhance family engagement.

## **IX. DISSEMINATING INFORMATION IN MAJOR LANGUAGES**

The District will disseminate specific information (the information guide, and information about the enrollment process) identified in the USP for translation into all Major Languages, and will disseminate such information through the Family Center(s), the District's website and other media as appropriate. Based on SY 2013-14, the District's current Major Languages are: Arabic, Chinese (Mandarin/Cantonese), English, Nepali, Somali (Af-May-May), Spanish, and Vietnamese.

**2014-15 MARKETING, OUTREACH, AND RECRUITMENT PLAN  
APPENDIX A – EVENTS**

\*The table below lists planned events, events are subject to change

<b>Event / Location</b>	<b>Focus</b>	<b>When</b>	<b>Geographic Location</b>
Mexican American Student Services Quarterly Events <i>*targeted towards Latino families of middle school and high school students</i>	Inform families of support services, educational opportunities (ALE, Magnet, etc.)	Quarterly	Central, East, West, South (city-wide)
African American Student Services Quarterly Events <i>*targeted towards African-American middle school families</i>	Inform families of support services, educational opportunities (ALE, Magnet, etc.)	Quarterly	Central, East
African American Student Services Superintendent Event <i>*targeted towards African-American families</i>	Inform families of support services, educational opportunities (ALE, Magnet, etc.)	Quarterly	Central
International Festival	Magnets	October 2014	Downtown
Magnets at Maynards	Magnets	October 2014	Northwest
Parent University, Pima Community College	College Readiness	October 2014	West
College Night, Tucson Convention Center	College Readiness	October 2014	Downtown
Kinder Round Up	Kindergarten recruitment	November 2014	East and West
Celtic Festival	Magnet Recruitment	November 2014	Northwest
African American Student Services Recruitment Events <i>*targeted towards African-American families</i>	Kindergarten and ALE recruitment	November 2014	South Central & North Central
Tucson Comic Con	Magnets	November 2014	Downtown
El Tour de Tucson	District	November 2014	West, downtown, East, Central, South
FAME (Family Arts and Music Experience)	Magnets	November 2014	Downtown
Magnet Fair	Magnets	November 2014	Tucson Childrens Museum
All Souls Procession of	Kinder, Magnets, IELC	November 2014	Downtown



<b>Event / Location</b>	<b>Focus</b>	<b>When</b>	<b>Geographic Location</b>
Little Angels			
Heritage and Harvest Festival at Old Tucson	Arts, magnets, open enrollment	November 2014	West
Viva la Local Fall Food Festival	Gardens, sustainability, farm to table	November 2014	Northwest
Everyone Runs Marathon/5k	District (located at Sabino)	November 2014	East
Family Festival in the Park	Magnets, Kinder, District, open enrollment	November 2014	Central
Holiday Artisans Market at Tucson Museum of Art	Magnets (arts), Open Enrollment	November 2014	Central
2 <sup>nd</sup> Saturday's	Magnets, District	November 2014 to May 2015	Downtown
HS Expo	High School Choices	December 2014	U of A
MS / HS Magnet Recruitment Events	Magnets	December 2014	East, Central, & West
Mall Info Booths (Park Place, Tucson Mall)	District, Open Enrollment, IELC, Kindergarten, Magnet	December 2014 through March 2015	East, Northwest
4 <sup>th</sup> Ave Street Fair	Abundant learning opportunities, plus magnets, arts, science	December 2014	Downtown
Downtown Festival of Lights	Magnets	December 2014	Downtown
Luminaira Nights at the Botanical Gardens	District, Magnets	December 2014	Central
Tucson Marathon Family Fitness Fest	District	December 2014	Central
Zoo Lights	District	December 2014	Central
Downtown Parade of Lights	Magnets	December 2014	
Winterhaven Festival of Lights	District	December 2014	Central
Dillinger Days	District	January 2015	Downtown
Tucson Rodeo Parade	District	February 2015	South
Sci Tech Festival Children's Museum Tucson	Magnets, science	February 2015	Downtown
Tucson Festival of Books, University of Arizona	Kindergarten, magnets	March 2015	Central
4 <sup>th</sup> Ave. Street Fair Spring	Kinder, Magnets	March 2015	Downtown
Kindergarten Open House Week	Kindergarten student recruitment	March 2015	All ES/K8 schools
Elementary School Magnet	Magnets	March 2015	East

<b>Event / Location</b>	<b>Focus</b>	<b>When</b>	<b>Geographic Location</b>
Recruitment Event, Booth-Fickett			
Wild West Steampunk Festival	Magnets	March 2015	West
Pima County Fair	District	April 2015	
“Cradle to College: Visualizing Your Future” <i>*targeted towards African-American middle school families</i> University of Arizona	Inform families of educational opportunities and specific information about magnets and high schools	April 2015	Central
Juneteenth Festival	District, African American ALE	June 2015	South
UA Pumpkin Toss (2015-16)	Stem Magnet	November 2015	Central