

APPENDIX II-7

II.K.1.m Magnet Marketing Report SY2019-20

Magnet Marketing Report 2019-20

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The magnet schools and the Magnet Department worked closely with the Communications and Media Relations Department to implement strategically targeted marketing and recruitment campaigns. A dedicated person from the Communications department addresses or ensures that another team member addresses the Magnet Schools' Communications, Media, and Marketing needs through the implementation of these campaigns. These campaigns supported schools in meeting integration benchmarks defined in each MSP. The District had three main objectives: provide successful magnets with resources to help them maintain their attractiveness, update as needed already existing materials, and provide the transition schools with new materials to assist them in their transition to a non-magnet school. The Magnet and Communications Departments also ensured close collaboration with the Family Engagement Department, all Student Services departments, Transportation Department, and School Community Services Department to actively recruit students at family centers and local events, provide marketing and outreach, and strategically market each magnet school's unique brand.

The Magnet Department and magnet schools maintained an active presence in the community by participating in events, seminars, conferences, festivals, and community celebrations to educate families on school choice. The District targeted audiences through recruitment and marketing efforts to attract the ethnicity and age of students that each school needed to attain a more integrated student body. This was done through targeted placement of geo-advertising, digital advertising, Billboard /Bus Display advertising and mass mailings of both enrollment information and open house invitations.

The District continued to supply magnet programs with promotional and advertising materials to use for marketing. Collaboration between each site's administration, magnet coordinator and the District's communications specialist ensured that campuses received needed materials, based on recruiting priority established by the District.

Family Resource Centers also assisted with recruitment. Every center had access to information regarding magnet school choice to share with parents. To further support the centers in assisting parents in school choice, the District provides each center with a mounted brochure holder and brochures for all Magnet schools. These brochures are bilingual (both in English and Spanish) to ensure all audiences can easily consume the program highlights.

The efforts of the three marketing and recruitment campaigns: Positive Reinforcement Campaign, the Priority Enrollment Campaign, and the Continuing Enrollment Campaign are reflected below:

TELEVISION ADVERTISING

Positive Reinforcement Campaign Commercials, Priority Enrollment and Continuing Enrollment Campaigns were run throughout the year for Magnet school on multiple television stations.

- KVOA- Magnet :30 and :15 second commercials. Digital campaign including banners and pre-roll for videos, Interstitial pop up digital ads.
- KOLD- Magnet :30 and :15 second commercials. Digital campaign including banners and pre-roll for videos.
- Telemundo Arizona- Magnet :30 and :15 second commercials. 8- 2:00 minutes segments about the magnet programs and schools including Booth Fickett, Holladay, Davis, and Tucson High. Digital campaign with banners and :15 second videos.
- KMSB- FOX 11- :30 and :15 second commercials.

RADIO ADVERTISING

Priority Enrollment and Continuing Enrollment Campaigns were run throughout the year for Magnet school on 3 radio stations to promote specific events and the encourage enrollment.

- MIX-FM Open Enrollment Campaign Magnet Focus 2 versions of a :30 second spot.
- La Caliente Open Enrollment Campaign Magnet Focus :30 and :15 second spots.

OUTDOOR ADVERTISING

Priority Enrollment and Continuing Enrollment Campaigns were run in Spring 2020 for Magnet schools to encourage enrollment.

- Advison: Magnet everything under the Sun Campaign- 11 Bus Shelter adds. 2 Different versions alternating 3 months lease.

PRINT ADVERTISING

Priority Enrollment and Continuing Enrollment Campaigns were run SY 2019-2020 for Magnet schools to encourage enrollment.

Print Advertising

- Davis Monthan Guide (Everything Under the Sun) ad that called out Booth-Fickett (sent to them in July).
- Local Media (Everything Under the Sun) ad paid for by Magnet for the Back to School Special
- Bear Essential News: Magnet paid for ads September, October, November, December and January. We also participated in their Academic Advantage Guide - December issue.
- AZ Bilingual ad for Magnet in April.
- TUSD Bus Signs in which one was Magnet
- Arizona Daily Star- 2 ads for "Tax credit" each 1/3 for Magnet Programs (December and March)
- (Cancelled due to COVID) Arizona Daily Star- Add for Festival of Books, ½ Promoting Magnet programs. (March)

- OnMedia- Theater Booklet Ad – November program for enrollment and promoting OMA at all schools and CANCELLED Due to COVID -April/May 2020 Magnet only ad
- Press Release regarding all Magnet Awards: Davis, Carrillo K-5, Mansfeld MS, Tucson High School, Bonillas, and Dodge MS

DIGITAL ADVERTISING

KVOA/ KOLD/ Telemundo - Positive Reinforcement Campaign Digital Advertising was run for the following schools during December.

- Booth
- Borton
- Carrillo
- Davis
- Dodge
- Holladay
- Mansfeld

KOLD / KOLD/ Telemundo- Priority Enrollment Campaign Digital Advertising was run entirely for the magnet program.

KOLD / KOLD / Telemundo- Continuing Enrollment Campaign Digital Advertising was run for the following schools. At this time, all new digital materials were rolled out for these schools.

KOLD – Geo-targeting Priority Enrollment was run throughout Tucson for Magnet programs in both English and Spanish from November through February.

KOLD – Geo-targeting Continuing Enrollment was run throughout Tucson for Magnet programs in both English and Spanish from March through June.

KVOA – Interstitial Priority Enrollment and Continuing Enrollment campaigns were run periodically from November through April promoting magnet programs.

Telemundo FB Live event in May promoted the Continuing Enrollment campaigns and highlighted the advantages of Magnet programs.

FB Boost to Tucson Zip Codes for all Magnet School events and videos as they were distributed throughout the year.

EVENTS

- Love of literacy- Bonillas, Booth Fickett, Borton, Carrillo, Davis, Drachman, Holladay, Roskruge, Tully.
- School Choice East – Magnet Department, Bonillas, Booth Fickett Dodge.
- Boo At the Zoo (Magnet Night Friday 10/25) Booth Fickett, Borton, Drachman, Bonillas, Holladay, Tully.
- Magnet / School Choice Fair at the Childrens Museum- All Magnet schools required to participate.
- Parent University- Helping parents help their children get to college. Tucson High, Palo Verde, Dodge MS, Mansfeld MS.
- School Choice Central- Magnet Department, Dodge, Booth Fickett

- Zoo Lights- (Magnet Night) Holladay, Davis, Tully.
- Middle School Level UP at Playformance- Booth Fickett, Dodge, Roskruge, Mansfeld.
- School Choice West- Magnet Department, Borton, Davis, Drachman, Holladay, Tully, Roskruge, Tucson High.
- This is Tucson – Magnet Department
- Sci-Fest- Palo Verde and Mansfeld

ONLINE PRESENCE

Members of the Communications Team took photos and created videos for TUSD District and Magnet School Websites and Social Media Outlets as follows:

Bonillas

- Dr. Trujillo weekly video
- Boo at the Zoo photos
- Magic flute presentation video
- Love of Reading Photos

Booth Fickett

- Back to School Photos
- African American Parent Conference Live invite on FB
- Stem Girls Rock Video and photos
- Halloween Photos
- Family Literacy Night FB live
- Love of Reading Photos

Borton

- Back to School Photos
- Installation of the new fence
- School visit, campus and students photos

Carrillo

- Back to school Photos
- Attendance Matters Video
- Arts Assembly photos
- Halloween Photos
- Letter grade video
- Art Work Award Photos

Davis

- Winter Concert Photos
- Love of Reading Photos
- Tucson Values Teachers award FB live

- Top 10 Magnet Schools in the Country Photos

Dodge

- School visit, Campus and Students Photos
- Book Fair Photos
- Dr. Trujillo weekly video
- School Principal Welcome Video

Drachman

- Back to School Photos
- Dr. Trujillo Weekly video
- Boo at the zoo photos
- Make Fashion Photos FB live and Video
- Love of Reading Photos

Holladay

- Classroom Makeover Video
- Step Team Video
- School Visit, campus and students photos
- School promotional video
- School Principal Welcome Video

Mansfeld

- Back to School Photos

Palo Verde

- Sports Highlights Video
- Marching Band FB live
- Marching band exhibition video

Roskruge

- Boys Basketball sports video Highlight
- Cross Country Sport Highlight video
- Halloween Photos
- Winter Concert Photos

Tucson High

- Football Highlight Video
- Football Game FB live
- Cross Country photos
- Marching Band FB live
- Band Video
- Class of 2020 video Joseph Vega
- Class of 2020 Video Briana Anderson
- Class of 2020 Video Octavius Thomas

- Halloween Photos
- Choir Holiday Performance FB live
- Brandon Bean Soccer Invitational Video
- Marching Band exhibition Video

Tully

- Gate Night Event Photos
- Creative Spirit Games Video
- Impact days photos
- Dr. Trujillo weekly video
- Love of Reading Photos

Magnet Department (overall schools)

- Love of Literacy FB live and photos
- This is Tucson Photos
- Magnet Gate Fair- FB live and Photos
- Level UP FB live and photos
- Zoo Lights Photos
- School Choice Fair FB live and photos
- High School Expo FB live and Photos
- Dr. Trujillo Pod cast Magnet Awards

Videos were also reviewed and updated to submit for the Magnet Schools of America Merit Award Applications

Bonillas, Carrillo, Davis, Dodge, Mansfeld, Tucson High

MASS MAILINGS

The Marketing Specialist designed mass mailing materials for the following:

Priority Enrollment Campaign

- Booth-Fickett recruitment postcard
- Booth-Fickett Kinder Round Up postcards (February)
- Booth-Fickett STEM Mega Night postcards (February) 5-14 year olds
- Bonillas New Student and Kinder Open House postcards (December)
 - Kindergarten and first graders
- Bonillas Kinder Round up postcards (February)
- Postcards for Tucson High Fall Open House
 - 8th Graders - All K-8 & middle schools + selected ZIP codes

- Letter for Tucson High Winter Open House
 - 8th Graders – potential incoming middle school students
 - 8th Graders - All K-8 & middle schools + selected ZIP codes
- Postcards for Dodge Middle Fall Open House
 - 5th Graders - Elementary schools
- Postcards for Dodge Middle Winter Open House
 - 5th Graders - Elementary schools
- Postcards for Borton Elementary Enrollment
 - Potential incoming kinders & elementary students
- Postcards and ecard for Borton Elementary Open House (March)
 - Potential incoming kinders
- Postcards for Davis Elementary Winter Open House
 - Potential incoming kinders
- Postcard and ecard for Davis Kinder Welcome (March)
- Postcards for Holladay Elementary
 - Ages 4-11 in targeted ZIP codes
- Fliers for Palo Verde Future Freshman/CTE Night (March)
- Fliers for Fall High School Expo
 - 8th Graders - All K-8 & middle schools
- Fliers for Middle School Level Up Event
- Fliers for all School Choice events – Central, East, West and Children’s Museum
- Fliers for High School Expo and Health Fair
 - 8th Graders - All K-8 & middle schools

MARKETING MATERIALS

Marketing materials were provided as indicated for each school below.

- Bonillas: New MSA Award Posters, giveaways, pocket folder, table pullup banner, theme branding signage around school (including window wraps, room number signs, school hours signs), welcome sign, aluminum sign for building, “turn here” fence sign, kinder and new student fall open house postcards and posters, spring kinder round up postcards and posters, STEM mega night (postcard, posters, flyers and social graphics)
- Booth-Fickett: recruitment postcards, Magnet rack card, AVID rack cards, mission poster, general recruitment flyer, giveaways, spring kinder round up postcards and posters
- Borton: recruitment postcard, school info magnets, mission-vision posters, notecards, giveaways, March open house postcard and ecard, banner for fence celebration
- Carrillo: New MSA Award Posters, giveaways
- Davis: New MSA Award Posters, TWDL Model posters, letter grade banner and web graphic, table cover, pocket folder, school info magnets, fall kinder info night (postcards, posters, flyers), spring kinder welcome postcards and ecard

- Dodge: New MSA Award Posters, open house postcards, 5R theme posters, trifold brochure, pocket folder, pullup banner, giveaways, vinyl banner
- Drachman: giveaways, pullup banner, school info magnet
- Holladay: social media graphics for various events/promotions, recruitment postcard, giveaways
- Mansfeld: New MSA Award Posters, giveaways, notecards, theme posters, pullup banner
- Palo Verde: Tech 4 Success poster and social graphic, Future Tiiitans posters (middle school displays), Future Freshman/CTE Night flyers, pocket folder, giveaways
- Roskruge: school info magnets, giveaways, pocket folders, trifold brochures, mission-vision posters, TWDL postcard and flyer
- Tucson High: New MSA Award Posters, fall open house postcard, freshman brochures, general brochures, pullup banners, pocket folder, giveaways, February Info Night letter, newsletter
- Tully: Window wrap, trifold brochure, school info magnets, giveaways, Magnet rack card, GATE rack card, pledge posters
- Magnet Dept: remove DOK Class/Event flyer, add giveaways to the event bullet

Marketing materials were also provided as indicated for the following.

- Business Cards for new and updated Magnet Department and school personnel
- Giveaways, Fliers, Posters, Postcards, Student Passports, Social Post Images as needed for all the above listed events
- Reprint MSA Award Posters for Magnet Office
- Magnet Department Pocket Folders
- Magnet Department Hand Fan
- Magnet Recognition Pennants
- Praise Sticky Notes

- SY 2019-20- Develop and share Press Releases and Media Alerts for Magnet school awards and events with local and regional News Media outlets in Arizona for them to share to their audience or cover the activity.