

TUSD

MAGNET DEPARTMENT MARKETING REPORT 2014-2015



TUSD MAGNET DEPARTMENT



Marketing Report 2014-2015



CONTENTS

1. Introduction3

2. Organization & Marketing Objectives3

3. Activity Plan3

4. Resources7

10. Appendix..... **Error! Bookmark not defined.**



1. INTRODUCTION

The Magnet Department marketing effort is two-fold: [USP III.I.1]

1. To provide Magnet Department organized and executed events and materials which benefit the recruitment of an integrated student population for all TUSD magnet programs.
2. To provide marketing, recruitment and theme related materials that benefit the recruitment of an integrated student population for each magnet school individually and as a pipeline.

2. ORGANIZATION & MARKETING OBJECTIVES

SMART GOALS

	Goal	Results
Department Goals	Increase number of events available for magnet recruitment in 2014-15 by 10% over 2013-14.	
	Traffic to the Magnet Department web page will increase by 10% over the previous year.	
	50% of magnet schools show an integrated incoming class per configuration.	
Site Goals	Provide a full branding package to every school that is evaluated as Falls Far Below.	Ochoa, Robison, Holladay, Pueblo and Utterback were provided with all the Marketing tool that they requested and were given priority to promote their schools at every available event.
	Complete a photo shoot of every magnet school to be used for all future design work.	There are now photos on file for all Magnet schools to be used for promotional materials.
	Two mailer campaigns will be undertaken which will be structured to measure the success of the mailing directly	These were done for the Love of Literacy event and the Magnet Fair.

3. ACTIVITY PLAN

**PRINT**

This chart details the advertising and branding printed materials supplied by the Magnet Department this year. The programs are shown in a ranked order. It should be noted that there were not enough staff hours available to create all of them

School	Pull Up Banner	Full Color Broch.	Post Card	Horiz. Banner	Magnets	Note Cards	Mission Posters	Card Broch.	Theme Posters
Central	Yes	Yes	Twice	Yes	Yes	Yes	NA	Yes	Yes
Utterback	have	No	Yes	Yes	Yes	Yes	No	Yes	No
Ochoa	have	Have	have	have	have	Yes	No	Yes	No
Pueblo	have	No	No	Yes	Yes	Yes	No	Yes	No
Robison	have	Yes	have	Yes	Yes	Yes	Yes	Yes	have
Holladay	Yes	Yes	No	Yes	have	Yes	No	Yes	No
Bonillas	Yes	No	No	Yes	have	Yes	No	Yes	Yes
Mansfeld	Yes	No	No	Yes	have	Yes	No	Yes	No
Safford	have	Yes	have	Yes	have	have	have	Yes	Yes
Cholla	Yes	No	No	Yes	have	Yes	No	Yes	Yes
Tully	Yes	No	No	Yes	have	Yes	have	Yes	have
Carrillo	have	No	No	Yes	have	Yes	No	Yes	have
Davis	have	Yes	No	Yes	have	Yes	No	Yes	No
Roskruge	have	No	No	Yes	have	Yes	No	Yes	No
Tucson High	No	No	Yes	Yes	Yes	Yes	No	Yes	Yes
Booth Fickett	No	No	No	Yes	Yes	Yes	No	Yes	No
Borton	Yes	Yes	No	Yes	No	Yes	No	Yes	No
Cragin	No	No	No	No	have	No	No	Yes	No
Drachman	Yes	Yes	No	Yes	No	Yes	No	Yes	No
Palo Verde	Yes 2	Yes 2	No	Yes	have	Yes	No	Yes	Yes
Dodge	No	No	No	Yes	have	Yes	No	Yes	Yes

TRADITIONAL MEDIA

Ads were placed with the Arizona Daily Star for the Magnet Fair and for the Book Festival.

Radio Advertising was expanded to include the following stations:

KVOA was used to provide commercial advertising for Palo Verde High School.



EVENTS

This chart details the events that the Magnet Department organize in collaboration with the District Communications Team, School Community Services, individual Magnet Schools, and Community Partners this year. Events indicated with a "*" were listed in the marketing plan but eliminated during the year.

EVENTS	Dates	Schools Participating	Location	Reason Canceled
JBF Grow Show	July 26	Magnet Department	Tucson Convention Center	
Love of Literacy	September 19	Magnet Department, All K-8 Magnet Schools	Children's Museum Tucson	
Magnets at Maynards *				Due to safety issues for the participants
Parent University	October 25	Magnet Department and Drachman, Tully, Ochoa, Carrillo, Cholla, Palo Verde, Pueblo and Tucson High	Pima Community College	
Celebrate Schools *				The Mall decided not to hold this event.
Celtic Fair	October 31, November 1,2	Magnet Department, Carrillo, Utterback, Pueblo	Rillitio Park	
Magnet Fair	November 21	Magnet Department, All Magnet Schools, School Community Services, Communications Team, Student Services	Children's Museum Tucson	
El Tour	November 22			Organization dropped communications with us.
4th Ave. Street Fair	December 12, 13, 14 March 20, 21, 22			Community Positions were eliminated due to the Trolley
Zoo Lights	December	Magnet Department	Reid Park Zoo	
Luminaria Nights	December 13 th			Unable to get a



MAGNET DEPARTMENT MARKETING REPORT 2014-2015



				spot
Tucson Parade of Lights	December 20th			No School Support for this event
Beyond 2015	January 10	Magnet Department, Cragin, Holladay, Utterback	Children's Museum Tucson	
JBF Grow Show	January 24	Magnet Department	Tucson Convention Center	
Sci-Tech Festival	February 15	Tully, Drachman, Booth Fickett, Tully, Borton, Drachman, Mansfeld, Palo Verde, Pueblo, Tucson High	Children's Museum Tucson	
Magnet Alumni Gala *				Not ready for this yet.
MS Walkathon *				Couldn't get a spot
Book Festival	March 14, 15	Magnet Department, Drachman, Cragin, Palo Verde, School Community Services	University of Arizona	
Susan G Komen Walk*	March 29			No school Support for this.
Multicultural Symposium	April	Magnet Department		
Magnet Student Awards	April 17	Magnet Department All Magnet Schools		
Cradle to College	May			
World Refugee Celebration	June 17	Magnet Department		
Juneteenth	June 20	Magnet Department, School Community Services, Food Services	Mansfeld Park	

WEB MARKETING

KVOA Contact Info



EMAIL MARKETING

Emails	Timing	Frequency
Magnet Parent Newsletter	First Monday of each semester	Sent September
Magnet Application Invitation	October thru March on the last Monday of each month	Incorporated into the Superintendent's Newsletter
Event E-mails	For each Large Centrally organized event an e-mail invitation was sent to all TUSD Employees.	Varied

4. RESOURCES

Title	Department	Responsibilities
Magnet Director	Magnet	Planning, Direction
Communications Director	Communications	Planning, Direction
TUSD Print Shop	Communications	Execution
District Web Developers	Communications	Support
Magnet Marketing Specialist	Communications	Planning, Coordination, Execution
Magnet Senior Coordinators	Magnet	Support, Execution
Site Magnet Coordinators	Programs	Support, Execution
Translations	Language Acquisition	Support
Photography and Videography	Communications	Support

PRINT BUDGET

Item	Budget	Actual
Pull Up Banner	\$4000	\$2195
Full Color Brochure	\$5000	\$4180
Post Cards	\$2400	\$4288
Horizontal Banner	\$1000	\$8008
Theme Posters	\$1800	\$437
Magnets	\$675	\$382
Note Cards	\$1500	\$505
Mission Posters	\$525	\$0
Card Brochures	\$1500	\$3442
Promotional	\$0	\$2129
Event Specific	\$0	\$2201
Grand Total	\$18,400.00	\$27,767.00

**MEDIA BUDGET**

Item	Budget	Actual
Print	15%	
Radio	30%	
Events	50%	
Miscellaneous	5%	
Grand Total	\$70,000	

OVERHEAD BUDGET

Item	Price	Actual
Equipment	2000	
Software	350	
Supplies	500	
Training	2000	
Grand Total	\$4,850.00	