

## APPENDIX II – 4

## **2017-18 MAGNET MARKETING CAMPAIGNS**

The District planned, designed, and executed three marketing and recruitment campaigns at different points in the 2017-18 school year:

1. the Positive Reinforcement Campaign,
2. the Priority Enrollment Campaign, and
3. the Continuing Enrollment Campaign.

To carry out the campaigns, the District created signage, commercials, social media entries, digital and print advertisements, and targeted audience community and district events which entailed activity materials, photo materials, announcements, and posters; organized workers, layout, and setup and clean up.

### **1. Positive Reinforcement Campaign**

The Positive Reinforcement Campaign took place late in the summer and in early fall of 2017. As this was not the priority enrollment period, the main purpose of this campaign was to maintain high visibility and presence of the TUSD brand and school choice options.

### **2. Priority Enrollment Campaign**

The District designed the Priority Enrollment Campaign to ensure maximum exposure and information dissemination about school choice options during popular community events. These events occurred right before and during the time period that applications were being accepted for the weighted lotteries. Coordinators or school representatives from each site facilitated activities, shared information about their program and other magnet programs, and arranged campus tours to increase interest and applications for magnet opportunities to support improved integration.

One of the most popular citywide recruitment events in the priority enrollment campaign was the District's Magnet Fair, which was held at the Children's Museum. Families in attendance visited with school representatives and had the opportunity to fill out an application on site. A record of 48 applications were submitted on-site at the fair this year.

### **3. Continuing Enrollment Campaign**

The Continuing Enrollment Campaign focused on targeted recruitment of students for schools that were still deficient in enrollment after the first several lotteries. In addition to recruitment efforts for campuses needing additional enrollment, the campaign also served in an informational capacity for all magnet schools.

COMMUNICATIONS & MEDIA DEPARTMENT

# Magnet Marketing Report

## 2017-2018

Submitted by Sally Jacunski  
April 20th, 2018

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## Narrative Summary

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 insures 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 was selective in targeting 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 digital advertising and mass mailings of both enrollment information and open house invitations.

The District planned, designed, and executed three marketing and recruitment campaigns at different points in the 2017-2018 school year: the Positive Reinforcement Campaign, the Priority Enrollment Campaign, and the Continuing Enrollment Campaign. To carry out the campaigns, the District created signage, commercials, social media entries, digital and print advertisements, and targeted audience community and district events which entailed activity materials, photo materials, announcements, and posters; organized workers, layout, and setup and clean up.

The Positive Reinforcement Campaign took place late in the summer and in early fall of 2017. As this was not the priority enrollment period, the main purpose of this campaign was to maintain high visibility and presence.

The Priority Enrollment Campaign was designed to ensure maximum exposure and information dissemination during popular community events. These events occurred right before and during the time period that applications were being accepted for the weighted lotteries. Coordinators or school representatives from each site facilitated activities, shared information about their program and other magnet programs, and arranged campus tours.

One of the most popular citywide recruitment events in the priority enrollment campaign was the District's Magnet Fair, which was held at the Children's Museum. Families in attendance visited with school representatives and had the opportunity to fill out an application on site. A record 48 applications were submitted on-site at the fair this year.

The District continued to supply magnets 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. All of the centers 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 initially were in English only and were then redesigned and provided in a bilingual format.

### TELEVISION ADVERTISING

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KVOA - Positive Re-enforcement Campaign Commercials were run for the following Schools during September and October

- Bonillas
- Borton
- Drachman
- Holladay
- Palo Verde
- Tully

KVOA - Priority Enrollment Campaign the central magnet program commercial was the only one run during the priority enrollment period. During the week before the Magnet Fair, the Magnet Fair info was added to the end. This Commercial ran in November and December and then resumed in February.

Continuing Enrollment Campaign – in April - June the 15-second commercials for enrollment deficient schools were run, including Bonillas, Borton, Holladay, Palo Verde, and Tully. The 30-second central magnet program commercial was run as well.

### DIGITAL ADVERTISING

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

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

KVOA - Priority Enrollment Campaign Digital Advertising was run entirely for central magnet program.

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

- April & May
  - Bonillas
  - Booth
  - Holladay
  - Palo Verde
  - Tully
  - Ochoa
  - Robison
  - Safford
  - Utterback
- June and July
  - All remaining Magnet Schools added back in an informational capacity, not enrollment. At this time the remaining schools had new materials rolled out as well.

## PRINT ADVERTISING

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The following print advertising was placed.

- Positive Re-enforcement Campaign –
  - JBF Attendee Bag Handout - July
- Priority Enrollment Campaign –
  - District Program Guide including Magnet Programs in Bear Essentials – December
  - JBF Bag Handout - January
  - STEM School Enrollment in Bear Essentials - February
  - Book Festival Insert in Tucson Daily Star – March
- Continuing Enrollment Campaign –
  - No Print Advertising

## EVENTS

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- Positive Reinforcement Campaign
  - Kidz Expo
    - Davis
    - Roskruge
  - Love of Literacy
    - Carrillo
    - Holladay
    - Bonillas
    - Roskruge
    - Borton
    - Safford K-8
    - Davis
    - Communications Dept.
    - Drachman
    - School Choice Dept.
  - Parent University
    - Cholla
    - Mansfeld
    - Tucson High
    - Dodge
  - FAME
    - Davis
    - Holladay
    - Drachman
    - Communications Dept.
  - This is Tucson – School Choice Expo
    - Bonillas
    - Roskruge
    - Booth Fickett
    - Tully
    - Carrillo
    - ALE/GATE Dept.
    - Mansfeld
    - School Choice Dept.

- Communications Dept.
- Boo at the Zoo at Reid Park
  - Bonillas
  - Booth-Fickett
  - Borton
  - Carrillo
  - Davis
  - Dodge
  - Drachman
  - Mansfeld
  - Ochoa
  - Palo Verde
  - Pueblo
  - Roskruge
  - Tucson High
  - Tully
  - Communications Dept.
- Priority Enrollment Campaign
  - Zoom Zoom
    - Bonillas
    - Booth-Fickett
    - Carrillo
    - Davis
    - Dodge
    - Drachman
    - Tully
    - CTE Dept.
    - School Choice Dept.
    - Communications Dept.
  - Magnet Fair
    - Bonillas
    - Booth-Fickett
    - Borton
    - Carrillo
    - Davis
    - Dodge
    - Drachman
    - Holladay
    - Mansfeld
    - Palo Verde
    - Roskruge
    - Tucson High
    - Tully
    - CTE Dept.
    - Dual Language Dept.
    - ALE/GATE Dept.
    - School Choice Dept.
    - Communications Dept.
  - High School Expo
    - Cholla
    - Palo Verde
    - Pueblo
    - Tucson High
  - Middle School Bashes
    - Booth-Fickett
    - Dodge
    - Drachman
    - Mansfeld
    - Roskruge
    - Safford
    - Utterback
    - Magnet Dept.
    - ALE/GATE Dept.
    - Dual Language Dept.
    - Communications Dept.

- Zoo Lights at Reid Park
  - Bonillas
  - Booth-Fickett
  - Borton
  - Davis
  - Drachman
  - Mansfeld
  - Ochoa
  - Palo Verde
  - Pueblo
  - Roskruge
  - Tucson High
  - Tully
  - CTE Dept.
  - Dual Language Dept.
  - ALE/GATE Dept.
  - Communications Dept.
- Sci- Fest
  - Bonillas
  - Booth-Fickett
  - Borton
  - Cholla
  - Dodge
  - Drachman
  - Holladay
  - Mansfeld
  - Pueblo
  - Roskruge
  - Tucson High
  - Tully
  - CTE Dept.
  - Dual Language Dept.
  - ALE/GATE Dept.
  - Communications Dept.
- This is Tucson – School and Camp Fair
  - Bonillas
  - Booth-Fickett
  - Borton
  - Carrillo
  - Drachman
  - Roskruge
  - Tully
  - ALE/GATE Dept.
  - Communications Dept.
- Bowl –In
  - Bonillas
  - Booth-Fickett
  - Holladay
  - Palo Verde
  - Tully
  - CTE Dept.
  - Pre-School Dept.
  - ALE/GATE Dept.
  - School Choice Dept.
  - Communications Dept.
- School Choice Fair
  - Palo Verde
  - CTE Dept.
  - Magnet Dept.
  - Pre-School Dept.
  - ALE/GATE Dept.
  - Dual Language Dept.
  - School Choice Dept.
  - Communications Dept.
- Festival of Books
  - CTE Dept.
  - Magnet Dept.

- Dual Language Dept.
- Family Services Dept.
- Pre-School Dept.
- ALE/GATE Dept.
- Exceptional Ed.
- School Choice Dept.
- Communications Dept.
- Continuing Enrollment Campaign
  - Let's Get Fit
    - Magnet Dept.
    - Family Services Dept.
    - School Choice Dept.
    - Communications Dept.
  - African American Student Awards
    - Palo Verde
    - Holladay
    - Drachman

## ONLINE PRESENCE

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

- Bonillas
  - Kind Mural Installation
  - Love of Reading
- Booth Fickett
  - Sky School
  - Booth Mega Night
  - Booth Fickett Press Conference
  - Booth Environmental Expo
- Borton
  - Kind Heart Sculpture
  - Dr. Trujillo Visit
- Carrillo
  - Carrillo Literacy Night
  - Dia de los Muertos Photos Carrillo
- Cholla
  - TUSD Sports 2017 Winter Cholla
  - TUSD Sports 2017 Fall Cholla
  - TUSD Sports 2018 Spring Cholla

- Class of 2020 Videos
- ROTC Opening Ceremonies
- ROTC Closing Ceremonies
- Art Award for S. Ukiah Hoy
- Athletic Trainer Photos
- Legacies of Excellence Students' Video
- Cholla Planet Murals
- Counselor Video
- Legendary Teacher Photos
- Cholla Counselors Video
- Art Exhibition at Cholla
- Cholla Tree Planting
- Davis
  - Lunch at Davis
  - Juan Herrera at Davis Reading
  - Roni Rivera at Davis Reading
  - Magnet Commercial Shoot
  - Principal Interview
  - Davis Mariachi 150<sup>th</sup>
  - Davis Guided Reading Video
  - Make Way for Books
- Dodge
  - Principal Daniel Schulter, TUSD Legacies
  - Day of the Dead Altar Slideshow
  - I am a Magnet Student Sots
  - Photos of Art Teacher and Award winning students at Festival of Books
  - Dr. Trujillo Visit
  - Magnet Commercial Shoot
  - What Middle Means Video
- Holladay
  - Counselor Video
  - Holladay Marketing Video and Photo Shoot
  - Holladay Art Show
  - Parent Vignette Videos
  - Commercial Update
  - Legacies of Excellence Video with Principal
  - 150<sup>th</sup> Photos

- Holladay Exercise with the Mayor
- Mansfeld
  - The Great Locomotive Chase at Mansfeld Magnet
  - What Middle Means Video
  - Magnet Commercial Shoot
  - Opening Day Photos
  - Mansfeld STEM Night
  - Mansfeld Open House
  - Mansfeld Art Photos
  - Mansfeld Outdoor Circle
- Ochoa
  - 150<sup>th</sup> Photos
  - Marketing Photo Shoot
- Palo Verde
  - TUSD Sports 2017 Fall Palo Verde
  - Palo Verde Choir at Zoo Lights
  - Palo Verde Dancers at Festival of Books
  - Legacies of Excellence Students' Video
  - Magnet Commercial shoot
  - BHM Video Shoot
  - OMA Showcase at Palo Verde
  - Athletic Trainer Photos
  - 2020 Student Videos
  - Counselor Video
  - 150<sup>th</sup> Photos
- Pueblo
  - Pueblo Road Warriors Ride El Tour de Tucson 2017
  - TUSD Sports 2017 Fall Pueblo
  - Pueblo Mariachi 150th
  - TUSD Sports 2017 Winter Pueblo
  - TUSD Sports 2018 Spring Pueblo
  - Class of 2020 Videos
  - Pueblo Legacies Portrait
  - Pueblo Folklorico at Festival of Books
  - Pueblo Marketing Photo Shoot
  - March Madness at Pueblo
  - Mariachi Aztlan at RCW

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- Athletic Trainer Photos
- 2020 Student Videos
- Counselor Video
- Moment of Silence Photos
- Roskruge
  - Folklorico, Mariachi and More at Roskruge K-8 Magnet
  - Roskruge EEF Scholarship Photos
  - Roskruge Focus on the Future
- Safford
  - TKAP Welcome Ceremony
  - TKAP Dessert Muse
  - TKAP Appreciation Dinner
- Tucson High
  - Mariachi at Booth Mega Night
  - Mariachi at Festival of Books
  - Steel Drums at Zoo Lights
  - Ballet Folklorico Los Tucsonesses
  - TUSD Sports 2017 Winter Tucson High
  - TUSD Sports 2017 Fall Tucson High
  - TUSD Sports 2018 Spring Tucson High
  - Tucson High Mariachi 150<sup>th</sup>
  - THMS Master Class
  - THMS Honors Orchestra
  - Magnet Commercial Shoot
  - 2020 Student Videos
  - Save the Music Photos
  - BHM Kickoff
  - Tucson High Choir Photo
  - THMS Open House
  - THMS Renaissance Tour Photos
  - Athletic Trainer Photos
  - Fundraiser Interview
  - Tucson High NASA class update
  - Legacies of Excellence with Students and principal
  - Freshman Open House
  - Moment of Silence Photos
  - Opening Day Photos

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- Tully
  - Sky School
  - 150<sup>th</sup> Photos
  - Artmobile at Tully
  - Opening Day Photos
  -
- Utterback
  - Legacies of Excellence with the principal
  - Citi Donation Photos
  - Dr. Trujillo at Utterback
  - Utterback Kindness Mural
  - Utterback Brain Bowl
- General
  - Magnet Fair Coverage
  - Level Up Coverage
  - Facebook Live from all Events
  - Magnet Commercial
  - Magnet Team Photos

Videos were also reviewed, updated or created for the following schools to submit with their Magnet Schools of America Merit Award Applications.

- Bonillas
- Borton
- Carrillo
- Davis
- Dodge
- Mansfeld
- Tucson High
- Tully

## MASS MAILINGS

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The Marketing Specialist designed mass mailing materials for the following:

Priority Enrollment Campaign

- Postcards for Tucson High Open House
  - 8th Graders- All K-8 & Middle Schools + selected zip codes
- Postcards for Mansfeld Middle
  - 5th Graders- Selected K-8 & Elementary Schools
- Postcards for the Magnet Fair
  - All kinder, 1<sup>st</sup>, 5<sup>th</sup>, 6<sup>th</sup>, and 8<sup>th</sup> grade age students within the district boundaries whether currently enrolled at TUSD or not.
- Flyers for Middle School Bashes
- Flyers for Palo Verde Open House, 8<sup>th</sup> Graders Selected K-8 & Middle Schools
- Postcard for Bowl-In and School Choice Expo combined
- Postcard for Palo Verde for 2<sup>nd</sup> open house, 8<sup>th</sup> Graders Selected K-8 & Middle Schools
- Postcard for Davis 3<sup>rd</sup> Grade enrollment, targeted zip codes surrounding school
- Postcard for Holladay, Pre-Schoolers open house,
- Postcard for Holladay, Targeted Enrollment at Zip codes in South and West Tucson including bordering Sunnyside district areas
- Postcard for Tully Neighborhood Family Night, Targeted Zip codes and current enrollment
- Postcard for Bonillas all grades, targeted zip codes surrounding enrollment boundaries
- Postcard for Borton and Drachman together, all TUSD area zip codes, African American families.
- Postcard for Booth-Fickett, kindergartners in larger surrounding zip code area.
- Postcard for Ochoa, all grades surrounding zip code areas
- Postcard for Palo Verde for all grades, zip codes in TUSD and Sunnyside areas
- Postcard for Robison for all grades in a large area surrounding school.
- Postcard for Roskrige for Kindergarten and 6<sup>th</sup> grade, non-Hispanic families in TUSD and Sunnyside areas.
- Postcard for Safford, kindergarten in surrounding areas and downtown.

## MARKETING MATERIALS

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Marketing materials were provided as indicated for each school below.

- Bonillas
  - Re-Print Magnet Program Bilingual Rack Cards
  - New Digital Advertising Pieces
- Booth Fickett
  - Re-print Magnet Program Bilingual Rack Cards
  - AVID Rack cards
  - New Promotional Pens
  - New Digital Advertising Pieces
  - Re-order promotional Ear bud Caddies
- Borton:
  - New Tax Credit Marketing Banner
  - Re-Print Magnet Program Bilingual Rack Cards
  - New Promotional Pens
- Carrillo
  - New Tri-Fold Brochure
  - Re-print Magnet Program Bilingual Rack Cards
  - New Promotional Pencils
- Cholla
  - Marketing flyers for Middle School Students
  - New ALE IB Rack Card
  - Re-print Avid Rack Cards
  - New Promotional Pens
- Davis
  - Re-print Magnet Program Bilingual Rack Cards
  - New Tri-Fold Brochure
  - New Tax Credit Banner
  - New Digital Advertising Pieces
  - 
  - New Mission/Vision Posters
- Dodge
  - Open House Postcards
  - Re-print Magnet Program Bilingual Rack Cards
  - New Tax Credit Banner
  - New Mission /Vision Posters
- Drachman
  - Re-print Magnet Program Bilingual Rack Cards
  - Re-Print Tri-Fold Brochure

- Holladay
  - Re-Print Magnet Program Bilingual Rack Cards
  - Re-Print Tri-Fold Brochure
  - New Digital Advertising Pieces
  - New Mission/Vision Posters
  - Hang Tags for neighborhood enrollment canvassing
- Mansfeld
  - Re-Print Magnet Program Bilingual Rack Cards
  - Open House Postcard
  - New MSA Award Posters and Fliers
- Ochoa
  - New Digital Advertising pieces
  - New Table cover
- Palo Verde
  - Re-Print Magnet Program Bilingual Rack Cards
  - Fliers for New Student Open House
  - Postcards for Open House
  - Posters for Spring Musical
  - New Promotional Pens
  - New Digital Advertising Pieces
  - New Mission/Vision Posters
- Pueblo
  - Marketing fliers for Middle School Students
  - New Full color Brochure
  - New Table cover
  - 3 New Pull-up Banners to match Brochures
  - Marketing Sign Boards
  - New Promotional Pens
- Robison
  - New Logo Image
  - New Table cover
  - Full color fliers
  - New Digital Advertising Pieces
- Roskruge
  - New Tax Credit Banner
  - New Logo Image
  - Re-Print Magnet Program Bilingual Rack Cards
  - New Promotional Pens

- Safford
  - New Logo Image
  - New Table Cover
  - New Digital Advertising Pieces
  - New Mission/Vision Posters
  - Postcard for enrollment
- Tucson High
  - Re-Print Prospective Family Presentation Folders
  - Open House Postcards
  - Re-Print New Magnet Program Bilingual Rack Cards
  - Re-Print 8-page Program booklet
- Tully:
  - 5000 GATE Rack Cards for Mail-out
  - Re-Print Magnet Program Bilingual Rack Cards
  - New Tax Credit Banner
  - New Digital Advertising Pieces
- Utterback
  - New Tax Credit Banner
  - New Digital Advertising Pieces
  - Hang Tags for neighborhood enrollment canvassing

Marketing materials were also provided as indicated for the following.

- Business Cards for all Transition School Principals, Assistant Principals and Coordinators
- Business Cards for New and updated Magnet School personnel
- Flyers, Posters, Postcards, Student Passports, Photographs, Frames, Bookmarks, Event Books as needed for all the above listed events
- Magnet Department small Pull-up Banner
- Re-Print MSA Award Posters for Magnet Office
- 3 New Magnet Dept. Table Covers