

APPENDIX II – 15

II.k.1.m (1) MORE Plan SY 2018-19

The District developed a Marketing, Outreach and Recruitment Plan (MORE) during the 2013-14 school year. The plan is set, based on specific strategies per the USP [ECF #1713] and as such, was revised and implemented for the 2017-18 school year continuing through the 2018-19 school year.

The three marketing and recruitment campaigns were the Positive Reinforcement Campaign, the Priority Enrollment Campaign, and the Continuing Enrollment Campaign.

1. Positive Reinforcement Campaign

The Positive Reinforcement Campaign took place throughout the 2018-19 year to advertise the achievements and good news of the District, students and employees. 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 and GATE Fair, which were held at the Children's Museum. Families in attendance visited with school representatives and had the opportunity to fill out an application on site.

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.

To implement the objectives of the three recruitment campaigns, the District created signage, TV/radio commercials, social media entries, digital and print advertisements, as well as press releases. They targeted audience community and district events which entailed activity materials, photo materials, announcements, and posters (see *Magnet Marketing Report 2018-19*). It also included the

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management of organizing workers, preparing layouts, set-up, and clean up at all campaign events.

Additionally, the District set major milestones for the 2018-19 school year as a means of monitoring progress.

The major milestones were:

- Fall 2018: Develop and implement an Express Shuttle campaign to 8th grade students in concentrated schools sharing the benefits of Sabino and Santa Rita High Schools. Include campaign specific rack cards and brochures.
- Fall 2018: Update the district and school websites with more prominent visuals and links to the updated transportation pages on the district website.
- Fall 2018: Market Open Enrollment and School Choice windows on websites, social media and other paid advertising.
- SY 2018-19: Collaborate with Magnet and ALE to develop and begin implementation of the Outreach and Recruitment Addendum.
- SY 2018-19: Continue producing and posting promotional videos of school sites to District and School websites, as well as social media.
- Spring 2019: Update the district and school websites with more prominent visuals and links to the Magnet and ALE programs.
- SY 2018-19: Continue year five of participating in community outreach events and include the Enrollment Bus where possible.
- SY 2018-19: Continue to expand TuDistrito, the district's Spanish-language content platforms with video and photo stories.
- SY 2018-19: Updated the transportation brochure with promotional information including Express Shuttles.
- SY 2018-19: Print and distributed transportation brochures and information to school sites, at the District, in Family Centers and on the website.
- SY 2018-19: Continue to research and market the benefits of an integrated education to parents/guardians/community and employees during the open enrollment window and continuing as appropriate throughout the school year.
- SY: 2018-19: Continue to provide training for all administrators, coordinators, and teachers at all schools to increase their understanding and ability to update the web system.
- SY 2018-19: The District will continue the entry-grade school choice planning event.
- May/ June 2019: Develop and run TV Commercials and Digital campaign promoting Booth-Fickett Magnet K-8 School and Holladay Magnet Elementary School promoting programs and enrollment opportunities.
- February –June 2019: Promote Magnet School Enrollment through 5 Billboards across Tucson.

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- February–March 2019: -Promote Magnet School Enrollment through 11 Bus Display Boards across Tucson.
- SY 2018-19: Update and develop GATE School program benefit flier sheets and postcard mailings targeting near school neighborhood residence.
- 2019 January: ALE/AP -Emailed all eligible families whose student had scored high enough to participate in AP and Honors classes, encouraging the student to sign up for the class in SY 2019-20.
- SY 2018-19: Develop and share Press Releases and Media Alerts of District good news and school events with local and regional News Media outlets in Arizona for them to share to their audience or cover the activity.