

# **APPENDIX II – 7**

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# Magnet Marketing Report 2018-19

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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 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, 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. 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.

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.
- 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.
- Azteca Tucson- Magnet :30 and :15 second commercials. 13- 2:00 minutes segments for weekend show about the magnet programs and schools including Booth Fickett, Holladay, Davis, Tucson High, and Roskruge. Digital campaign.
- KMSB- FOX 11- :30 and :15 second commercials.
- KGUN- 9- :30 and :15 second commercials.

Continuing Enrollment Campaign Commercial Advertising was run and new materials were rolled out for these schools.

- May
  - Booth
  - Holladay
- JUNE
  - Booth
  - Holladay

#### 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.
- KIIM\_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 2019 for Magnet schools to encourage enrollment.

- Advision: Magnet everything under the Sun Campaign- 11 Bus Shelter ads. 2 Different versions alternating 2 months lease.
- Clear Channel Outdoor: 5 Billboards advertising Magnet programs and Schools.

#### PRINT ADVERTISING

Priority Enrollment and Continuing Enrollment Campaigns were run SY 2018-19 for Magnet schools to encourage enrollment.

- Arizona Daily Star "This is Tucson"- All Magnet Programs, including Bonillas, Booth-Fickett, Borton, Carrillo, Davis, Drachman, Holladay, Roskruge, Tully. (September)

- Raytheon Employee Magazine – Ad promoting Magnet programs that include Mansfeld, Palo Verde, Booth-Fickett.
- Arizona Daily Star- 2 ads for “Tax credit” each 1/3 for Magnet Programs (December and March)
- Arizona Daily Star- Add for Festival of Books, ½ Promoting Magnet programs. (March)
- Bear Essentials- Ad for Feb/Mar Enrollment for Magnet, Ad for Jan/Feb Enrollment/Under the Sun for Magnet, Ad for December Enrollment/Everything under the sun for Magnet, Ad for November and October Enrollment/Everything under the sun for Magnet.
- OnMedia- Theater Booklet Ad – November program for enrollment and promoting OMA at all schools and April 2019 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 - Positive Reinforcement Campaign Digital Advertising was run for the following schools during December.

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

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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.

- |            |            |
|------------|------------|
| • May      | • JUNE     |
| ○ Booth    | • Booth    |
| ○ Holladay | • Holladay |

**EVENTS**

- Parent University- Helping parents help their children get to college. Tucson High, Palo Verde, Dodge MS, Mansfeld MS.
- Love of literacy- Bonillas, Booth Fickett, Borton, Carrillo, Davis, Drachman, Holladay, Roskruge, Tully.
- This is Tucson (September Highlight Elementary Magnet Schools) - Bonillas, Booth Fickett, Borton, Carrillo, Davis, Drachman, Holladay, Roskruge, Tully.
- Boo At the Zoo (Magnet Night Friday 10/26) Booth Fickett, Borton, Drachman, Bonillas, Holladay, Tully.
- Magnet and GATE fair at the Childrens Museum- All Magnet schools required to participate.
- Middle School Level UP- Booth Fickett, Dodge, Roskruge, Mansfeld.
- Zoo Lights- (Magnet Night Friday 12/14/18) Holladay, Davis, Tully.
- School Choice- Magnet Department, Booth Fickett, Drachman, Bonillas, Holladay, Tully.
- Elementary Bowl in- Magnet Department, Bonillas, Booth Fickett, Borton, Davis, Holladay, Roskruge, Tully.

- Sci-Fest- Palo Verde and Mansfeld
- This is Tucson (February)- Magnet Department

#### **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
- Techer participates in Wheel of Fortune photo
- African American Parent Conference Live invite on FB
- Minecraft class FB live
- Halloween Photos
- TMC donations Photos
- Assembly FB live
- Family Literacy Night FB live
- Love of Reading Photos

#### **Borton**

- Back to School Photos
- School visit, campus and students photos

#### **Carrillo**

- Back to school Photos
- Attendance Matters Video
- Arts Assembly photos
- Halloween Photos
- Aztlan Mariachi visits students FB live
- Letter grade video
- Art Work Award Photos
- A+ School of Excellence Photos and Dr. Trujillo Podcast

#### **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
- Author Teacher Book 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**

- Raytheon Teacher awards Photo
- EEF Student award Ruthie Grace Wnek Video
- Face of the United Cerebral Palsy of Southern Arizona photos

**Palo Verde**

- Sports Highlights Video
- Custodial Awards Photos
- Marching Band FB live
- Marching band exhibition video
- Wrestling Sports highlight video
- Student Highlight video
- Eagle Scout Student Patio project photos
- Class of 2020 video Sienna Rhoda
- Cspan Bus visit FB live and Photos

**Roskruge**

- Boys Basketball sports video Highlight
- Cross Country Sport Highlight video
- Halloween Photos
- Winter Concert Photos
- Dual Language Dr. Trujillo Podcast

#### Tucson High

- Football Highlight Video
- Football Game FB live
- Cross Country photos
- Marching Band FB live
- Band Video
- Halloween Photos
- Student signs with NFL photos
- 40 under 40 coach Justin Agraves video
- Choir Holiday Performance FB live
- Brandon Bean Soccer Invitational Video
- Marching Band exhibition Video
- Class of 2020 video Joseph Vega
- Class of 2020 Video Briana Anderson
- Class of 2020 Video Octavius Thomas
- Coca Cola Scholars awards photos
- Student Athletes sign day photos
- Track and field sports highlight video
- Softball Tournament FB live
- Marching band in Disneyland performing photos

#### 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

- 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
- Postcards for Palo Verde High Fall Open House
  - 8th Graders - All K-8 & middle schools + selected ZIP codes

- Postcards for Mansfeld Middle Winter Open House
  - 5th Graders - Selected K-8 & elementary schools
- 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 Winter Open House
  - Potential incoming kinders & elementary students
- Postcards and ecards for Davis Elementary Winter Open House
  - Potential incoming kinders
- Postcards for Holladay Elementary
  - Ages 4-11 in targeted ZIP codes
- Postcards for Holladay Elementary Kinder Open House
  - Potential incoming kinders
- Postcards for Tully Elementary Tiger Impact Days
  - Ages 3-8 in targeted ZIP codes
- Postcards for Tully Elementary
  - GATE qualifying students in targeted ZIP codes
- Postcards for the Magnet Fair
  - Ages 4-5 and 10-13 within the district boundaries currently and not currently enrolled at TUSD.
- Fliers for Fall High School Expo
  - 8th Graders - All K-8 & middle schools
- Fliers for Middle School Bash
- Fliers for Bowl-In and School Choice Expo combined
- Postcards for High School Expo and Health Fair
  - Ages 13-14 in all areas except Marana not currently enrolled at TUSD.
- 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
  - Pull-up Banner
  - Tax Credit Fence Sign
  - New MSA Award Poster
- Booth Fickett
  - AVID Rack cards
  - Update Rack Cards
  - Event Banners
  - Community Flyer
  - STEM Teacher Recruitment Flyer and Social Images
- Borton:
  - Literacy Event Flyer
  - Social Images

- Carrillo
  - Arizona Teacher of the Year Banner
  - Tax Credit Fence Sign
  - New MSA Award Poster
  - Building Sign
- Davis
  - March Open House Postcards and Posters
  - New MSA Award Poster
  - MSA Top 10 Social Image
- Dodge
  - Open House Postcards
  - Tri-fold Brochure
  - New MSA Award Poster
- Drachman
  - Tax Credit Fence Sign
- Holladay
  - Recruitment Postcard
  - Kinder Open House Postcard
  - Update Tri-Fold Brochure
  - Reprint Crayon Wrapper
  - Reprint Pocket Folder
  - Pull-up Banner
  - Entrance Rug
  - Tax Credit Fence Sign
  - School Event Flyers
  - Various Social Images
  - Art Integration Infographic
- Mansfeld
  - Open House Postcard
  - New MSA Award Posters and Fliers
  - Tax Credit Fence Sign
- Palo Verde
  - Display Case Signs
  - Pole Banners
  - Recruitment Fliers
  - Postcards for Open House
  - Freshman Brochure
  - Tax Credit Fence Sign
- Roskruge
  - Pull-up Banner

- Tucson High
  - Reprint Freshman Brochures
  - Water Bottles
  - Fall Open House Postcard
  - Winter Open House Letter
  - Science/Fine Art Magnet Posters
  - Redesign and print brochure
  - Tax Credit Fence Sign
  - Science/Fine Art Table Banners
  - New MSA Award Poster
- Tully:
  - GATE Rack Cards
  - GATE Recruitment Postcard
  - GATE Marketing Fliers
  - Brochure Holders
  - Feather Flag Banners
  - Kinder Flyer
  - Note Card
  - Pull-up Banner
  - Tiger Impact Days Flier, Poster and Postcard
  - Tri-fold Brochure
  - Entrance Window Wrap

Marketing materials were also provided as indicated for the following.

- Business Cards for new and updated Magnet Department and school personnel
- 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
- DOK Class/Event Flyer
- SY 2018-19- 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.