

APPENDIX II-38

**2019-20 PLAN FOR
OUTREACH, MARKETING AND RECRUITMENT
FOR MAGNET AND ALE PROGRAMS**

This plan describes the outreach and recruitment efforts to be utilized by the District in SY19-20 and serves as a guide for the District departments that are charged with implementing various aspects of the plan.

I. OUTREACH

A. ALE Outreach

Based on the assessment strategies from SY18-19, the District will implement the following outreach strategies during SY19-20.

1. GATE Program Outreach

- Collaborate with the Communications department to review and revise the District’s GATE website, updating it regularly with outreach information. GATE staff will post additional information about GATE presentations at the Family Resource Centers on the District’s main website. Schools will develop promotional videos to post on the District and department websites.
- Develop, update, and circulate printed material such as flyers and rack cards. The GATE department also plans to collaborate with site principals to offer more interactions to families from the school sites.
- Invite area Head Start, PACE, and Early Learning Centers to participate in pre-kindergarten testing and increase focus on early childhood centers from four schools to five.
- Host various previously well-attended parent events, including Family Enrichment Night, parent information sessions, and district-wide GATE open houses, but increase the number of small site-based events, which tend to attract more attendees.
- Provide bilingual workshops of interest and need for families at all four Family Resource Centers (e.g., “Tell Me More” series) using various modes of advertising to increase attendance.
- Host the successful district-wide GATE open houses prior to GATE testing with the support of student services departments, with focused outreach to African American and Hispanic families.
- Provide personalized one-on-one outreach to African American and

Hispanic families who do not respond to GATE attendance placement letters.

- Utilize the following outreach strategies, which have contributed to growth in GATE Hispanic enrollment:
 - Invitation to Test mailers sent in Spanish
 - All community outreach events are attended by a Spanish-speaking GATE itinerant teacher
 - Presentation boards with visual presentations are presented with Spanish content to attract Spanish-speaking families
 - GATE testing announcements are run the week prior to the testing on Spanish radio Tejano

2. Advanced Academic Courses Outreach

a. International Baccalaureate Programme Outreach

- District IB Coordinator develops, maintains, and distributes all IB recruitment flyers and literature to parents at K-8 and middle schools
- District IB Coordinator attends preregistration events explaining the benefits of the program
- IB student leaders along with IB Coordinator meets with incoming 8th graders and students enrolled in English 10 to encourage IB participation
- IB students in the Arabic Society visit feeder middle school students to promote the IB program by providing lessons on Arabic culture and language
- JROTC instructors visit middle school students to share benefits of an IB language in military careers
- Cholla offers open-access IB prep courses in 9th and 10th grades

b. Advanced Placement Courses Outreach

- Provide PSAT testing along with using the AP Potential Report to identify students with AP potential
- Send automated messages to all parents of students who show AP potential

- Provide personalized contact from AASSD and MASSD to African American and Hispanic students, encouraging them to enroll in AP courses and provide assistance
- Provide guidance from school counselors and College and Career Readiness Coordinator about advantages of taking AP courses
- Distribute the flyer, Student Guidelines for Advanced Placement Courses, to parents and students throughout the year at events such as the Tucson Festival of Books, Parent University, Impact Tucson, and High School Expo

c. Dual Credit Outreach

- Strengthen dual credit partnership with Pima Community College and streamline the process for sites eager to increase their dual credit course offerings
- Provide support to increase dual credit offerings at appropriate school sites, including recruiting faculty and increasing student enrollment

d. Pre-AP Advanced and Pre-AP Honors Courses

- Encourage middle schools to increase the availability of pre-AP courses and to be strategic in the creation of their master schedule so that students can enroll in more than one pre-AP course
- Provide additional training for pre-AP teachers to increase student achievement in these courses

3. University High School Outreach

- The following strategies with specific outreach to African American and Hispanic potential students to UHS are examples of effective key strategies that will be used:
 - Provide current information about UHS, including testing, test prep, and celebrations, to help qualifying students understand the benefits of enrollment.
 - Hold two evening presentations in the spring for families of 7th grade students.

- Invite all Tucson Unified 6th, 7th, and 8th grade African American students who have a minimum of a 2.5 GPA to attend the Multicultural Scholars Dinner
- Send ParentLink emails to all families of 7th grade students and make phone calls with information about the events.
- Invite all 8th graders who meet the CogAT criteria to spend a day on campus (Step Up Day) to participate in leadership activities and learn about UHS academic classes, clubs, extracurricular activities, and athletics.
- UHS African American and Hispanic families call 8th grade families of African American and Hispanic students who have qualified for UHS admission to answer questions
- The UHS Recruitment and Retention Coordinator will utilize the following strategies to support UHS outreach:
 - Meet with 6th, 7th, and 8th graders at every district middle and K-8 school twice each year
 - Call students and their families who do not accept enrollment, inviting them to special UHS events
 - Meet with interested 6th and 7th grade parents and students to introduce them to the opportunities available at UHS

B. Magnet Outreach

Outreach for magnet programs occurs at the individual school level rather than the central department. Each magnet school plans outreach activities to increase enrollment, and these outreach activities are included in the school's yearly magnet school plan. Each school reports the implementation of these activities in its tri-yearly Magnet Report.

The Magnet Department, in collaboration with the individual schools, reviews and updates these recruiting activities as a part of the yearly magnet school plan review. The current recruiting activities are proven to be effective, as shown by integration status and enrollment status of the magnet schools.

A listing of these activities is appears as Attachment A to this plan.

II. MARKETING

A. ALE and Magnet Marketing Campaigns

The Communications department launches campaigns that address the communications, media, and marketing needs of the magnet schools' and ALEs. Campaigns support schools and magnet and ALE programs in meeting integration benchmarks defined in the Unitary Status Plan.

The District has planned and refined two outreach, marketing, and recruitment campaigns, to be carried out at different points in SY19-20, that are specifically related to magnet and ALE programs: the Priority Enrollment Campaign and the Continuing Enrollment Campaign.

To execute the campaigns, the District will create signage, commercials, social media posts, and digital and print advertisements. The District also will host targeted-audience community and Tucson Unified events that require printed materials, announcements, posters, organized workers, layout, and setup and clean up.

1. Priority Enrollment Campaign

The District has designed the Priority Enrollment Campaign to ensure maximum exposure and information dissemination about school choice options during popular community events. These events occur immediately before and during the time period that open enrollment applications are being accepted (October through February). Coordinators or school representatives from each school site facilitate activities, share information about their program and other magnet and ALE programs, and arrange campus tours to increase interest and applications to support improved integration.

One of the most popular citywide recruitment events included as part of the Priority Enrollment Campaign is the District's Magnet and GATE School Choice Fair, which is held in the fall at the Children's Museum Tucson. Families visit with school representatives and can fill out enrollment applications on site.

2. Continuing Enrollment Campaign

The Continuing Enrollment Campaign focuses on targeted student recruitment for schools that are still deficient in enrollment after February. This outreach and recruitment effort begins in late February and continues until school begins in August. In addition to recruitment efforts for campuses needing additional enrollment, the campaign also serves in an informational capacity for all magnet schools and ALE programs.

The magnet and ALE programs will use similar media platforms (television, outdoor advertising, events, and digital and print advertising), but the messages will vary

depending on the highlighted program. Advertising dollars are divided among magnet, ALE, low enrollment, and District awareness campaigns.

The Communications department also will provide content for the schools and websites on enrollment and program activities that can be shared in school newsletters and on school websites.

B. Magnet Program and School Advertising

This messaging focuses on school themes and higher achieving academic expectations for all race and ethnic populations. The plan encourages school tours and the use of open enrollment applications. The goal of these advertising and marketing efforts is to raise awareness among African American and Hispanic students about the magnet schools and programs to encourage them to explore and enroll in these opportunities. Budget and scheduling availability will determine the specific promotion timeline and content.

1. Advertising

The Communications department will use television, outdoor, and print and digital advertising to increase the number of students in or out of the District who consider magnet schools.

a. Television

The Priority Enrollment and Continuing Enrollment campaigns will run throughout the year for magnet schools on multiple television stations. This also will include digital advertising on the stations' webpages and YouTube pre-roll¹. Targeted schools include Bonillas, Borton, Carillo, Davis, Holladay, and Tully elementary; Booth-Fickett, Drachman, and Roskrige K-8; Dodge and Mansfeld middle; and Tucson and Palo Verde high.

For magnet schools, 15- and 30-second commercials will highlight school theme, student diversity, and academic achievement. These commercials, in both English and Spanish, will air on corresponding stations.

The District will continue to develop two-minute, biweekly education segments for a weekend education show about the magnet programs and schools. Topics can be school specific and discuss academic advantages, transportation opportunities, and other magnet-specific topics. The roll-out will depend on the proposal cost from local television stations. In addition to regular ad spots, the District will an award given by a television station (for example, a Golden Apple award to a teacher or an education event).

¹ Pre-roll is a 10- to 15-second promotional video message that plays before the content the user has selected.

b. Outdoor

The Priority Enrollment and Continuing Enrollment campaigns will target specific Tucson areas that may have high concentrations of Hispanic and African American student populations.

- Bus Shelter: Continue bus shelter advertising for magnet schools using the Everything Under the Sun Campaign and theme-specific advertising. Both encourage enrollment.
- Billboard: Continue billboard advertising with magnet programs that highlight magnet themes and how to enroll.

c. Print

The Communications department will place advertising in local newspapers and magazines to promote both the Priority Enrollment and Continuing Enrollment campaigns for magnet programs. The ads will target both the Hispanic and African American populations. Examples of the newspapers and magazines that will be considered are included in the table below.

Timeframe	Potential Media	Description
October - February	Arizona Daily Star	All Magnet programs
Annual	Raytheon Employee Magazine	Magnet programs that includes Mansfeld, Palo Verde, Booth-Fickett.
March	Tucson Festival of Books newspaper insert and event listing	Promote Magnet programs
Monthly	Bear Essentials Magazine and online for K-8th grade focus	Rotating 4-6 ads, Magnet elementary school enrollment and theme focus
August, November, February	OnMedia Theater Booklet ad	Annual program flyer with focus on Magnet programs; advertise magnet programs in two specific show programs as well
Annual	DM-AFB Commander Welcome package & online pages	Promote Magnet STEM-based programs
Weekly	Press release	Dependent on program awards and events
Annual	BiLingual Magazine	Promote Magnet programs targeted at Hispanic populations

d. Digital

- TV station landing pages: Digital advertising using geo-targeting² for the Priority and Continuing Enrollment campaigns will focus on areas of Tucson that have a high concentration of African American and Hispanic populations.
- YouTube pre-roll commercials for magnet programs

2. Online Presence

The District web team will update the school and District webpages to highlight the programs available in each school, the advantages of the program, and its integration benefits. The Communications team will take and post photos and videos for all Tucson Unified schools, posting on District websites and social media outlets, including but not limited to Facebook, Twitter, Instagram, and YouTube.

Magnet school specific: The District annually updates 30-second videos consisting of school summaries to submit for the Magnet Schools of America Merit Award Applications. In SY19-20, these videos will be posted on the corresponding magnet school websites to share program achievement opportunities.

3. Mass Mailings

- The Marketing Specialist from the Communications department will design mass mailing materials for all schools and departments to share at events as part of the Priority Enrollment Campaign. These materials include postcards and flyers (geo-targeted and by ethnicity and race) to promote awareness of magnet schools in the African American and Hispanic communities.

4. Marketing Materials

The Communications department will develop and/or update marketing materials to support efforts by all magnet programs and schools to attract diverse populations. These materials include:

- business cards for new and updated magnet school personnel;

² Geo-targeting is the process of providing unique content and/or services to website visitors based on their geographical location. It is used in internet marketing techniques to identify, prioritize, and target users in accordance with their physical location.

- flyers, posters, postcards, student passports, photographs, frames, bookmarks, magnets, sunglasses, stress balls, pencils, pens, and / or event booklets, as needed for all listed events;
- re-prints of MSA Award Posters for the Magnet Department;
- school and department table covers for events, as needed; and
- fence signs, fence banners, and light pole flags highlighting school programs and awards at schools, as needed.

C. ALE Programs and Program Advertising

The messaging for ALE programs will focus on high academic achievement, and on engaging and rigorous courses that prepare students for high school and post-secondary education. Advertising and marketing efforts also will emphasize events and school tours that offer personal contacts with ALE staff, with a focus on increasing diversity enrollment.

1. Advertising

The goal of these advertising and marketing efforts is to raise awareness among African American and Hispanic students about the ALE programs to encourage them to explore and enroll in these opportunities. Budget and scheduling availability will determine the specific promotion timeline and content.

The District will use television, outdoor, and print and digital advertising to encourage students to consider enrolling in various ALE opportunities, with a focus on specific stand-alone programs such as GATE, dual language, and IB classes or programs.

a. Television

The Priority Enrollment and Continuing Enrollment campaigns will run throughout the year for ALE programs on multiple television stations in both English and Spanish. This effort also will include digital advertising on the stations' webpages and YouTube pre-roll.

Fifteen- and 30-second commercials will highlight the advantages of GATE, IB, and dual language programs as well as student diversity and academic achievement. The Communications department will create these commercials in both English and Spanish, to be aired on corresponding stations.

b. Outdoor

The Communications department will test the Priority Enrollment and Continuing Enrollment campaigns in specific Tucson areas that have higher concentrations of Hispanic and African American student populations.

- **Bus Shelter:** Bus shelter advertising for ALE programs will continue using the Everything Under the Sun Campaign.
- **Billboard:** The District will test billboard advertising for GATE, IB, and dual language programs, highlighting enrollment options.

c. Print

The District will adopt the Priority Enrollment and Continuing Enrollment campaigns for ALE programs and will target both the Hispanic and African American populations. Examples of the newspaper and magazines that will be considered are included in the table below.

Timeframe	Potential Media	Description
October - February	Arizona Daily Star	All ALE programs
March	Tucson Festival of Books newspaper insert and event listing	Promote ALE programs
Monthly	Bear Essentials Magazine and online for K-8th grade focus	Rotating 4-6 ads, GATE and dual language elementary schools enrollment focus
Annual	DM-AFB Commander Welcome package & online pages	Promote Cholla High School IB program
Weekly	Press release	Dependent on program awards and events
Annual	BiLingual Magazine	Promote ALE programs targeted at Hispanic populations

d. Digital

- TV station landing pages: Digital advertising for the Priority and Continuing Enrollment campaigns
- YouTube pre-roll commercials for ALE programs

2. Online Presence

The Communications department will take and post photos and videos for all District schools, websites, and social media outlets, including but not limited to Facebook, Twitter, Instagram, and YouTube.

The District web team will update the school and District webpages to highlight the ALE programs available in each school, the advantages of the program, and benefits of integration. The web team also will place ALE logos on the banners of schools³ and programs identified within the school website program menu.

3. Mass Mailings

- The Marketing Specialist will design and coordinate targeted mass mailings of materials for all schools and departments to be shared at events as part of the Priority Enrollment Campaign. These materials include postcards and flyers (geo-targeted and by ethnicity and race) to promote awareness of ALE programs in the African American and Hispanic communities.

4. Marketing Materials

The Communications department will develop and update marketing materials for ALE programs as requested by the department. These materials include:

- flyers, posters, postcards, pencils, pens, and event booklets, as needed for all events listed;
- ALE department pull-up banners;
- school and department table covers for events;
- fence signs, fence banners, and light pole flags highlighting school programs and awards at schools;

³ Clicking on the ALE logo on the banner links the user to the specific program information.

- acceptance folder/brochures explaining exciting opportunities within the program; and
- an ALE brochure promoting all ALE program opportunities, including the Advanced Academic Courses.

D. Magnet and ALE Participation in District and Community Events

The Communications department will host school and program events to build awareness and encourage enrollment in magnet schools and ALE classes with the support and collaboration of the ALE and Magnet departments along with the Family and Community Engagement, African American Student Services, and Mexican American student services departments. These outreach and recruitment events included in the chart below are based on historic community involvement and engagement success. Additionally, school sites hold their own events, which they promote through the District and school social media sites. Photos and videos of the events are shared with the public.

Date	Event	Description	Participants
7/27/2019	IMPACT	Bullying prevention	All District
9/7/2019	Parent University	College bound	All high schools, Dodge, Mansfeld
9/21/2019	Love of Literacy	Books and literacy	Elementary Magnet/GATE
9/28/2019	This is Tucson School Fair	Elementary enrollment	Magnet/GATE
10/19/2019	African American Parent Conference		District-wide, administrators, parents, teachers
10/26/2019	Boo at the Zoo	Early enrollment	Schools and programs
11/14/2019	Magnet/ GATE Fair	Magnet	All Magnet and Self Contained and Cluster GATE Schools
12/6/2019	Level Up Middle School Bash	Middle school enrollment	All middle schools and K-8s that take 6th graders
12/13-15/19	Zoo Lights	Early enrollment	Schools and programs
1/16/2020	School Choice Fair	Elementary enrollment	Non-magnet elementary that need enrollment
1/18/2020	Zoom Zoom	Get on the Bus & CTE	CTE, Transportation
1/25/2020	High School Expo and Health Fair	Get on the Bus & CTE	High schools, CTE
1/24/2020	Bowl-In	Elementary enrollment	Elementary and K-8 schools.
1/25/2020	High School Expo and Health Fair	All high schools and CTE programs along with health services	ALL high schools, CTE, District programs, student services, enrollment, interscholastics
2/15/2020	Sci-Fest	STEM/STEAM	STEM and CTE
2/16/2020	This is Tucson School Fair	Middle school enrollment	Middle schools that need enrollment
3/7-8/2020	Tucson Festival of Books	District programs/STEM	Program representatives