

APPENDIX II - 7

Magnet Marketing Report

2020-21

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The magnet schools and the Magnet Department continue to work 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 ensures 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 magnets schools with resources to help them share their unique programs, 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. This SY2020-2021 also incorporated virtual events and more digital outreach due to the Covid-19 Pandemic.

The Magnet Department and magnet schools maintained an active presence in the community by participating in virtual/ in-person events, seminars, conferences, festivals, and community celebrations, when available, to educate families on school choice. The District targeted audiences through 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 geo-advertising, digital advertising, Billboard /Bus Shelter display advertising, radio advertising, local print advertising, mass mailings of enrollment information and virtual meeting /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. Each school also has a school website that highlights their programs, curriculum, special events.

Family Resource Centers also assisted with recruitment. Every center 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 are bilingual (both in English and Spanish) to ensure all audiences can easily consume the program highlights.

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- TV Spots, Magnet Drive Thru ads, Digital campaign including banners and pre-roll for videos, Interstitial pop up digital ads.
- KOLD- TV Spots, Magnet Drive Thru ads, Digital campaign including banners and pre-roll for videos, KOLD FB Blasts to subscribers for Open Enrollment and Registration campaign.
- Telemundo Arizona- TV Spots, Magnet Drive Thru :30 and :15 second commercials and weather sponsorship with banner promotions. FB Live interview with Dr. Trujillo with focus on dual language and magnet schools. Digital campaign with banners and :15 second videos.
- KMSB- Digital campaign including banners.

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.
- La Caliente Open Enrollment and Registration Campaign Magnet Focus :30 and :15 second spots.
- Spotify Open Enrollment and Registration Campaign Magnet Focus :30 and :15 second spots.
- 93.7 KRQ-FM Registration and Enrollment event Campaign Magnet Focus 2 versions of a :30 second spot.

OUTDOOR ADVERTISING

Priority Enrollment and Continuing Enrollment Campaigns were run in Spring 2021 for Magnet schools to encourage enrollment.

- Advision: Magnet Open Enrollment Campaign & Registration Campaign- 11 Bus Shelter ads. 2 Different versions alternating 6 months lease.
- Clear Channel Billboards: Magnet Open Enrollment Campaign

PRINT ADVERTISING

Priority Enrollment and Continuing Enrollment Campaigns were run SY 2020-2021 for Magnet schools to encourage enrollment.

- Davis Monthan Guide ad that called out Booth-Fickett and Palo Verde (sent to them in July).
- Tucson Local Media ad paid for by Magnet for the Back to School Special, and Monthly ads for Open Enrollment and Registration

- Bear Essential News: Magnet paid for ads September, October, November, December and January.
- AZ Bilingual ad for Magnet in November, December, January.
- TUSD Bus Signs in which one was Magnet
- Arizona Daily Star- 2 ads for “Tax credit” each 1/3 for Magnet Programs (December and March)
- Arizona Daily Star- Ad for Festival of Books, Registration Ad. (March)
- OnMedia- August Theater Schedule Ad; Canceled due to COVID-19 all Monthly Theater booklets program ads for enrollment and promoting OMA at all schools.

DIGITAL ADVERTISING

KOLD / KOLD/ Telemundo- Priority Enrollment Campaign Digital Advertising was run entirely for the magnet program.

KOLD / KOLD / Telemundo- Continuing Enrollment Campaign Digital Advertising was run for the following schools.

KOLD – Geo-targeting Priority Enrollment was run throughout Tucson for Magnet programs in both English and Spanish from November through February.

KOLD – Geo-targeting Continuing Enrollment was run throughout Tucson for Magnet programs in both English and Spanish from March through June.

KVOA – Interstitial Priority Enrollment and Continuing Enrollment campaigns were run periodically from November through June promoting Registration and magnet programs.

Festival of Books Digital Sponsorship promoting District Registration.

FB Boost to Tucson Zip Codes for all Magnet School events and videos as they were distributed throughout the year.

EVENTS (All in-person events cancelled due to COVID, Moved to Virtual Streaming events where possible)

- **Magnet drive thru 11/12/20**- All Magnet School (exclusive) Drive Thru event
- **District Wide Event at Catalina 4/24/21** – All Magnet Schools participated attended along with all TUSD schools.
- November -Roskrige K8 participated in the Duala Language Virtual Zoom Program event
- Middle School Level UP – promoted all schools thru District Website and Virtual Tours of schools.
- January- Virtual Open House events by school
- February/March- Virtual Kinder Round-up events by school
- February Magnet Office Hours event- used to answer parent questions on schools and registration process.

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

- Back to school photos
- Safety video

Booth Fickett

- Back to school photos
- Scripts Foundation Book Donation

Borton

- Caesar Chavez Day
- Back to school photos
- Virtual Saturday Workshop

Carrillo

- Back to school photos
- Las Posadas
- AZ Star – Best Public School Award

Davis

- Caesar Chavez Day
- Back to school photos
- Las Posadas

Dodge

- Back to school photo

Drachman

- Back to school photo
- Innovative Teacher, Kathy Nye

Holladay

- Kinder Ready sponsored ads and commercials December- May
- Back to school photos

Mansfeld

- Back to school photos

Palo Verde

- Evening Summer School Sponsored Ad- May

- Tucson Values Teachers Award
- Back to school photos
- Winter and Spring Graduation
- Tucson Musicians Museum winner Teacher profile

Roskruge

- Back to school photos
- Virtual Zoom/FB Live event on Dual Language

Tucson High

- Back to school photos
- Evening Summer School Sponsored Ad- May
- WWII Memorial display of alumni video
- Winter and Spring Graduation
- Young Entrepreneurs Academy winner profile
- Tucson Musicians Museum winner Student profile

Tully

- Virtual Field Trip to NASA
- 5th grade Debate video
- Tucson Values Teachers Award
- Back to school photos
- Constitution Day Virtual Event coverage

Magnet Department (overall schools)

- Magnet Office Hours and Kinder Round Up
- Remote and in-person options and how it works
- Magnet Schools Office Hours and How to apply
- November Drive Thru Magnet Event

Videos developed for Magnet Schools

Welcome Videos:

- Bonillas Elementary
- Booth Fickett K-8
- Borton Elementary
- Carillo Elementary
- Davis Elementary
- Dodge Middle
- Drachman K-8
- Holladay Elementary
- Mansfeld Middle
- Palo Verde High

- Roskruge K-8
- Tucson High
- Tully Elementary

Other videos:

- Innovative Teachers- Palo Verde
- Yoga and PE virtual- Tucson High
- Tucson Musicians 2020 – Tucson High
- Performing arts video- Tucson High
- Be safe (going back into the classroom) – Bonillas
- Holiday Giveaway- Palo Verde
- WWII gallery memorial- Tucson High

MASS MAILINGS

The Marketing Specialist designed mass mailing materials for the following:

Priority Enrollment Campaign

- Bonillas Summer Enrollment Hours postcards (July)
- Bonillas General Enrollment postcards (February)
- Bonillas Kinder Round up postcards (March)
 - Kindergarten and first graders
- Bonillas Targeted Recruitment postcards (April)
- Bonillas Summer School postcards (May)
- Borton Enrollment postcards (November)
 - Potential incoming kinders & elementary students
- Borton Summer School Postcards (May)
- THMS Holiday postcards (December)

MARKETING MATERIALS

Marketing materials were provided as indicated for each school below.

- Bonillas: trifold brochure; giveaways; branded clear plastic handled bags; feathered flag banner; updated table cover; fence sign; first Saturdays ecard, FB and website graphics; virtual open house FB event graphic; various enrollment postcard mailings; spring kinder round up postcards and posters; enrollment yard signs; light pole banners
- Booth-Fickett: enrollment postcards; AVID rack cards; fence banners and PVC signs; feathered flag banner; door signs; giveaways; branded clear plastic handled bags; holiday stuff the bus flier and social graphics; light pole banners
- Borton: recruitment postcard; academic night ecard; Saturday workshops ecard and flyer; giveaways; branded clear plastic handled bags; fence banners and PVC signs; yard signs; light pole banners

- Carrillo: school info magnets; giveaways; branded clear plastic handled bags; light pole banners
- Davis: giveaways; branded clear plastic handled bags; In LakEch Affirmation and Campo de Recreo posters; kinder informational flyer; virtual kinder info night ecard and flyer; virtual posadas flyer; spring virtual kinder welcome ecard; summer school flyers; light pole banners
- Dodge: giveaways; branded clear plastic handled bags; school info magnets; vinyl banner
- Drachman: giveaways; branded clear plastic handled bags; fence banners and PVC signs; Montessori preschool ecard; mission-vision and Montessori pledge posters; GATE cluster rack cards
- Holladay: giveaways; branded clear plastic handled bags; fence banners and PVC signs; Kinder Ready Camp logo, header and flyer; art Saturdays flyer; summer school flyers; light pole banners
- Mansfeld: giveaways; branded clear plastic handled bags; school info magnets; table cover; fence banners and PVC signs; light pole banners
- Palo Verde: pocket folder; pullup banner; giveaways; branded clear plastic handled bags
- Roskruge: giveaways; branded clear plastic handled bags; pocket folders; trifold brochures; mission-vision posters; TWDL posters; fence banners
- Tucson High: giveaways, branded clear plastic handled bags; holiday postcard; table covers; monthly newsletter; Badger Prep Academy brochure, poster, fence and pullup banner
- Tully: giveaways; branded clear plastic handled bags; GATE rack cards
- Magnet Dept: various giveaways for events; virtual office hours flyers, web and social graphics; K-1 virtual open house flyer, web and social graphics (all Magnet elementary and K-8)

Marketing materials were also provided as indicated for the following.

- Business Cards for new and updated Magnet Department and school personnel
- Giveaways, social graphics and banners as needed for all the above listed events