

2021-22 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 SY21-22 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 SY20-21, the District will implement the following outreach strategies during SY21-22.

1. GATE Program Outreach

- Collaborate with the Communications department to review and update 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.
- Virtually 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 virtual 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 virtually 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 Staff Member.
 - 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

- 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 (utilizing AP Potential information from the previous year)
- Provide guidance from school counselors and College and Career Readiness Coordinator about advantages of taking AP courses

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. Advanced and Honors Courses

- Encourage middle schools to increase the availability of Honors courses and to be strategic in the creation of their master schedule so that students can enroll in more than one Honors course
- Provide additional training for Honors 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 will be used:

- Provide current information about UHS, including testing, test prep, and celebrations, to help qualifying students understand the benefits of enrollment.
- Virtually 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. This may be modified due to COVID.
- 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:

- Virtually meet with 6th, 7th, and 8th graders at district middle and K-8 schools twice each year
- Call students and their families who do not accept enrollment, inviting them to special UHS events
- Virtually 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. In SY21-22 these events were done both virtually and in-person due to COVID restrictions.

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 appear in section D in the Magnet and ALE District events.

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 SY21-22, that are specifically related to magnet and ALE programs: the Priority Enrollment Campaign and the Continuing Enrollment Campaign.

To execute the campaigns, the District created signage, commercials, social media posts, digital ads, geo-marketing and print advertisements. The District also hosted targeted-audience community and Tucson Unified events that require printed materials, announcements, posters, organized workers, layout, and setup and clean up. Due to COVID-19 restrictions some of these events were help virtually or cancelled.

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 in-person and virtual 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 School Choice Fair which includes Magnet, GATE, and application Schools and is held in the fall at the Children's Museum Tucson. Families visit with school representatives and can work with the Enrollment Ambassadors to fill out enrollment applications on site or set up tours

with the school representative. Since the prior year was cancelled due to COVID restrictions, this year's event was very popular and had approximately 150 families attend.

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, in-person and virtual events, and digital, geo-marketing 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 provides 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, print, geo-marketing 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 English and Spanish television stations. This also will include digital advertising on the stations' webpages, Apps, and YouTube pre-roll¹. Targeted schools include Bonillas, Borton, Carillo, Davis, Holladay, and Tully elementary; Booth-Fickett, Drachman, and Roskruge K-8; Dodge and Mansfeld middle; and Tucson and Palo Verde high schools.

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 has also worked with television stations to use their proprietary Apps and segment sponsorship (weather, sports, and local news) to advertise. This helps create additional visibility of the TUSD programs and enrollment options.

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 Choose your School Campaign and theme-specific advertising. Both encourage enrollment.

c. Print

The Communications department will place advertising in local English and Spanish newspapers and magazines to promote both the Priority Enrollment and Continuing Enrollment campaigns for magnet and application 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 | Promote Magnet |

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

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|--------------|---|--|
| | newspaper insert and virtual event listing | Programs |
| Monthly | Bear Essentials Magazine and online for K-8th grade focus | Promote Magnet Programs |
| August- June | OnMedia Theater Booklet ad | Annual program flyer with focus on Magnet programs; Advertise magnet and Fine Arts OMA in Monthly Show programs and on website |
| Annual | DM-AFB Welcome Package & Online | Promote Magnet STEM-based programs |
| Annual | AZ BiLingual Magazine | Promote Magnet programs Monthly targeting Hispanic Population; Participate in annual Student highlight feature story |
| Varies | Press Release | Dependent on Program awards and events. Promote Magnet programs |

d. Digital

- TV station landing pages and social media: 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

e. Radio

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.

Produce 15-30 second spots to run on both English and Spanish speaking radio stations, highlighting Magnet and Open Enrollment.

2. Online Presence

The District web team updates 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 takes and post photos and videos for all Tucson Unified schools, posting on District and school 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 SY21-22, these videos will be posted on the corresponding magnet school websites to share program achievement opportunities. All Magnet Schools received an updated Virtual School Tour video that highlight what is special about their school while visually showing the school.

3. Mass Mailings

The Marketing Specialist from the Communications department 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 developed 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;
- 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 and pull-up banners for events, as needed; and
- fence signs, fence banners, feather 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 focuses 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 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 uses 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 run throughout the year for ALE programs on multiple television stations in both English and Spanish. This effort also includes digital advertising on the stations' webpages and YouTube pre-roll.

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

b. Outdoor

The Communications department tested 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 Freedom to Choose Campaign.

c. Print

The District adopted the Priority Enrollment and Continuing Enrollment campaigns for ALE programs and targets 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- November | Arizona Daily Star | All ALE Programs |
| Weekly | Bear Essentials Magazine and Online | Focus on K-8 grade |
| Monthly | DM-AFB Welcome Package & Online | Promote Cholla HS- IB Programs; Dual Language; GATE programs |
| Varied | Press Release | Dependent on program events and awards |
| Monthly | AZ BiLingual Magazine | Promote ALE programs to Hispanic Populations; participated in annual student highlight feature story. |

d. Digital

- TV station landing pages: Digital advertising for the Priority and Continuing Enrollment campaigns in both English and Spanish.

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;
- 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

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

The Communications department hosted school and program in-person and virtual 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 |
|-----------------|--|--------------------------------------|---|
| 7/17/2021 | Safari Nights at the Zoo | District program and enrollment info | Magnet- Bonillas |
| 10/21/2021 | Boo at the Zoo | District Program | EDI administrators |
| 11/3/2021 | School Choice Magnet & Application School Fair | Magnet & ALE school enrollment | All Magnet & ALE School principal and coordinators and School Community Services; AVID, TWDL, IB, EDI, interscholastics |
| 12/9-12/12/2021 | Zoo Lights | Enrollment | Magnet Schools: Bonillas, Roskruge, Dodge, Drachman, Mansfeld, Tully, Borton, Carrillo |
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| February 2022 | Kinder Blast Off virtual and In-person events | Enrollment | All TUSD Schools and Principals |
| March 2022 | Virtual Middle School Level Up | Enrollment | Counselors |
| 3/5/2022 | District-wide Enrollment Event | Enrollment | All Schools, Principals and Program leaders |

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|-----------|-------------------------------------|----------------------------------|---|
| 4/10/2022 | This is Tucson School and Camp Fair | Enrollment | Magnet School program coordinators: Bonillas, Borton, Tully, Drachman, Carrillo |
| June 2022 | AP Bootcamp | Summer Program & Enrollment | ALE Department |
| June 2022 | GATE Summer Experience | Summer Program & Enrollment | GATE Department |
| June 2022 | K-7 STEAM | Summer Experience and Enrollment | All Elementary & K8 Schools |
| June 2022 | High School Summer Credit Recovery | Summer School and Enrollment | All High Schools |
| June 2022 | High School Freshman Academy | Summer School and Enrollment | All High Schools |