



Marketing Report

Jordan Ziemer, Ph.D., APR
Chief Communications Officer

Kaitlin Paonessa
Assistant Director of Communications

Overview



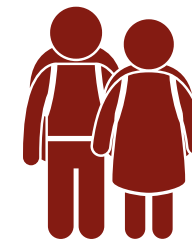
Strategic Focus

Aligning our work with district priorities to support students, families, and staff.



Reaching Our Audiences

Looking back at targeted marketing campaigns over the past year.



Expanding Our Impact

Looking ahead at an expanded capacity to drive measureable results.

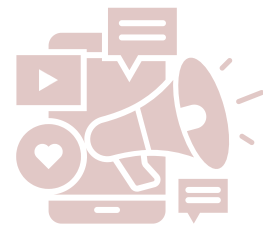


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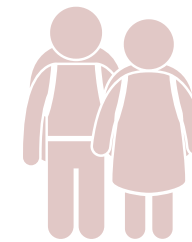
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Our Team



Dr. Jordan Ziemer
Chief Communications Officer



Kaitlin Paonessa
Assistant Director of
Communications



Randy Cluck
Video Production Manager



Truman Young
Digital Media Specialist



Vacant
Marketing and Community
Relations Specialist



Olivia Shelburne
Communications Secretary



Terry Hall
Digital Media Specialist

“Together, we will go above and beyond to serve every member of the AISD community with care, creativity, and purpose.”

Core Responsibilities



Communications

Strategic executive, internal, external & safety communications



Public Relations

Media relations, public information requests, storytelling, strategic initiatives



Community Engagement

Volunteer program, partnerships, surveys, civic engagement



Marketing

Brand management, strategic campaign development, advertising, and content creation.

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Strategic Focus

- **Student** enrollment and retention
- **Employee** recruitment
- **Family** and **community** engagement
- **Awareness** of district programs, services, and opportunities
- **Position** Abilene ISD as the district of choice in Abilene & the Big Country



The Family Decision Journey



01 Awareness



02 Interest



03 Consideration



04 Decision



05 Onboarding & Retention

Overview



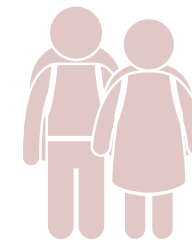
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Registration & Enrollment



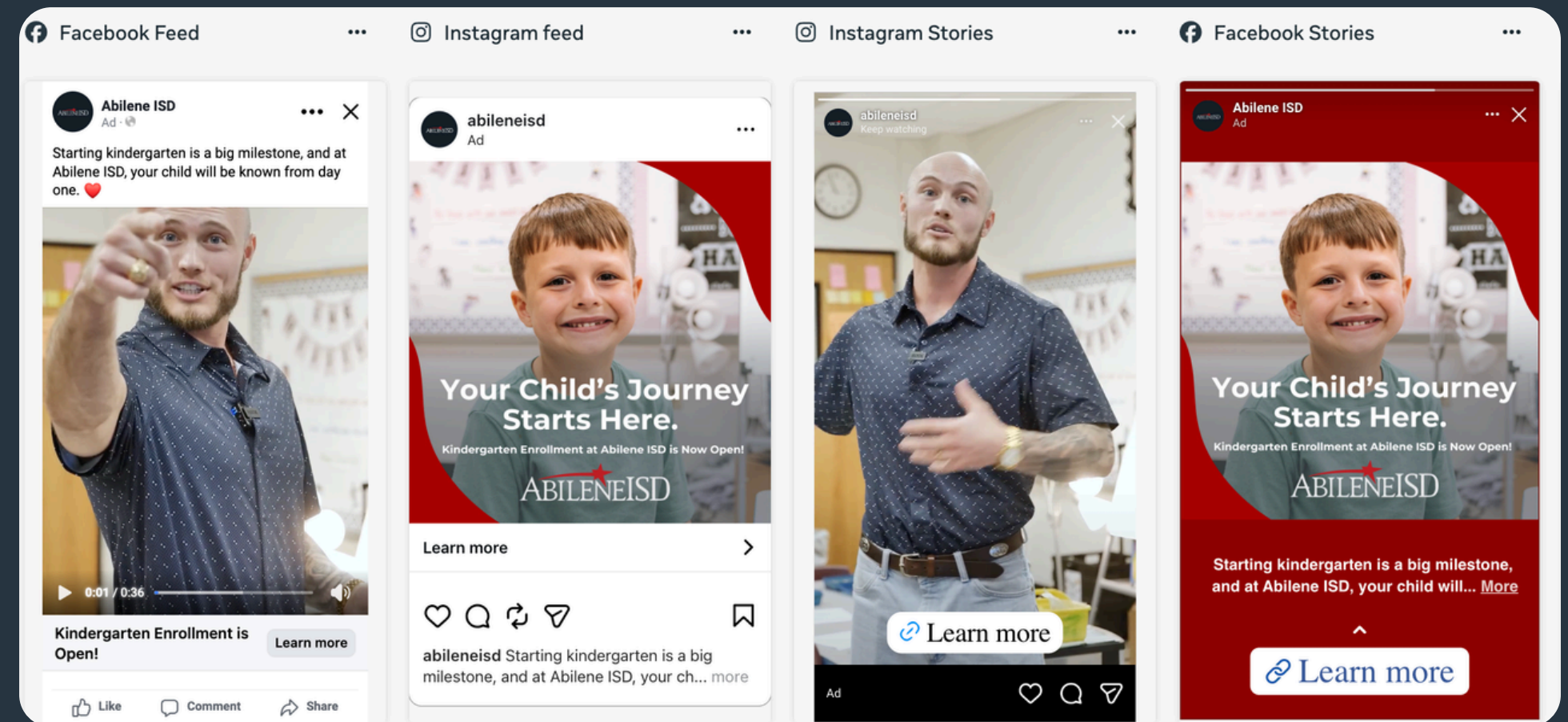
Audience

Current and prospective families



Objectives

- Support **annual registration**
- Increase awareness for new **student enrollment**
- Boost attendance at **annual enrollment event**



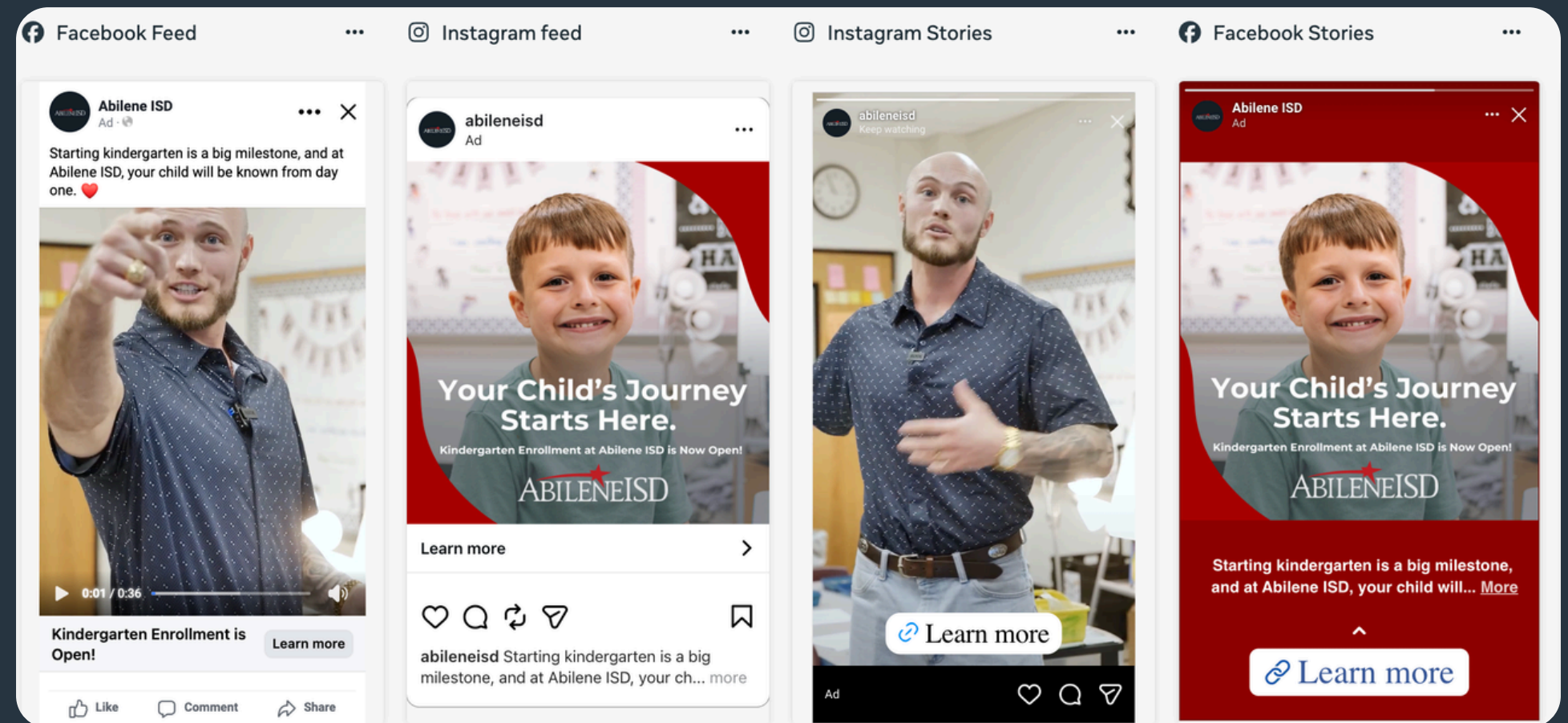
Registration & Enrollment

40k ad views

700 landing page views

Poster placement at 20 community business partners

300+ more students registered by end of May



Employment Opportunities

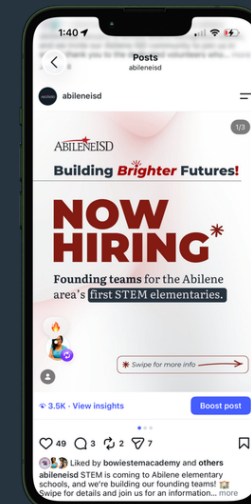
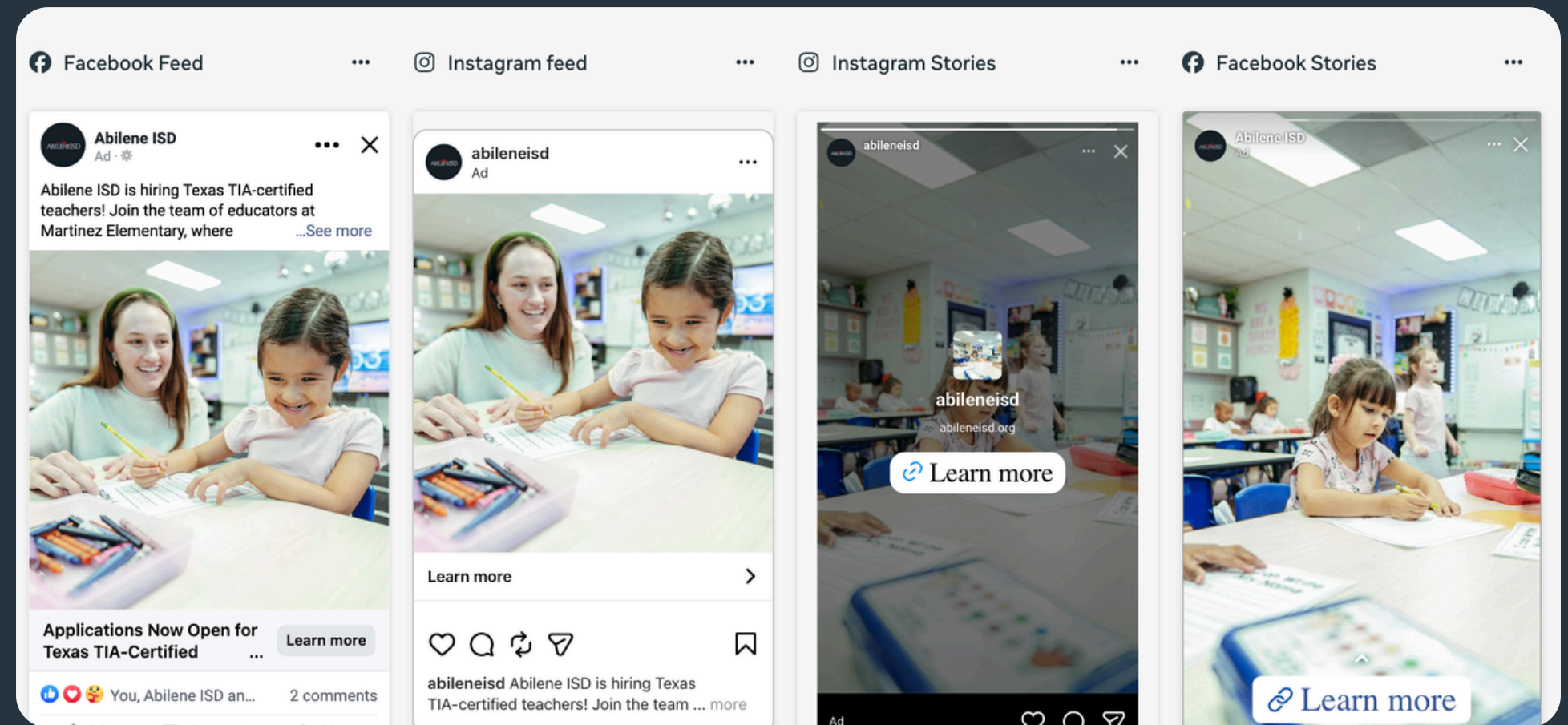
→ **Audience**
Prospective teachers and support staff

→ **Objectives**

- Increase awareness of employment opportunities
- Support district recruitment efforts

→ **Examples**

- Staffing at Martinez, Purcell, and Bowie
- Transportation
- Student Nutrition

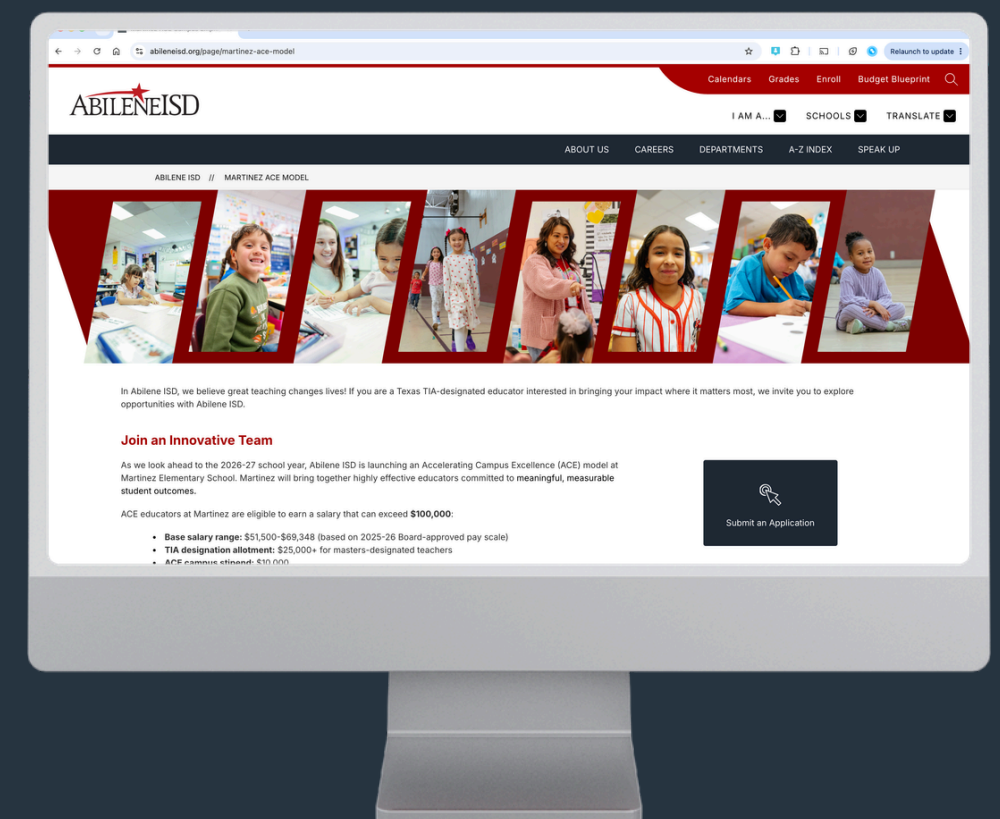
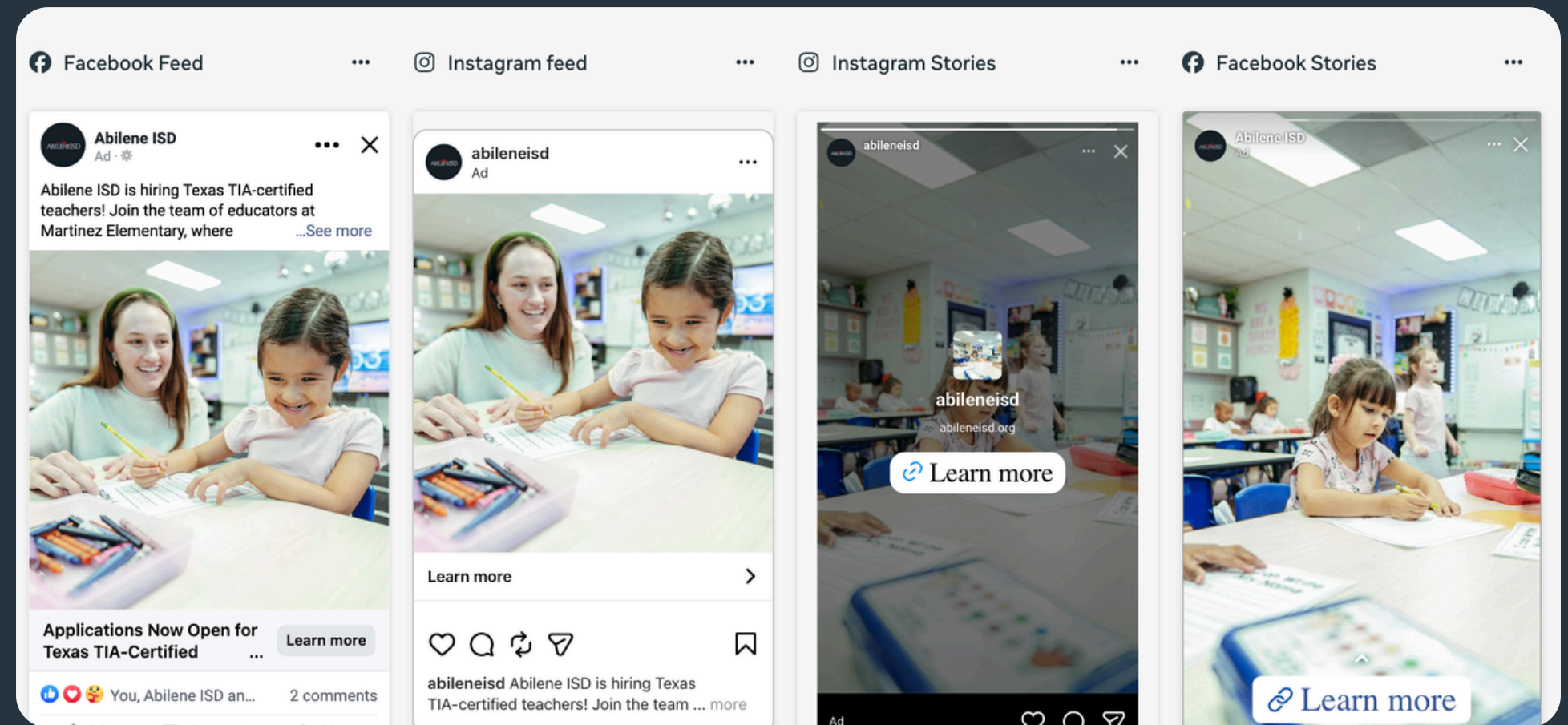


Martinez Staffing

21k ad views

610 landing page views

88% recruiting email open rate



Brand Awareness & Community Engagement



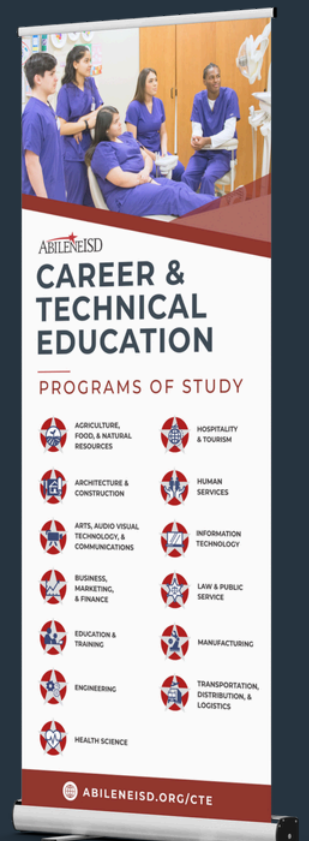
Audience

Abilene and Big Country residents, including current and prospective families.



Objective

- Strengthen awareness of AISD's programs, services, and opportunities.



Brand Awareness & Community Engagement

2 improved greatschools.org ratings

Consistent visuals for increased awareness

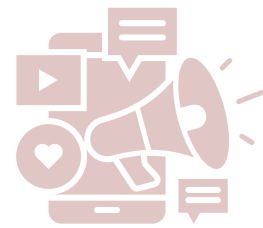


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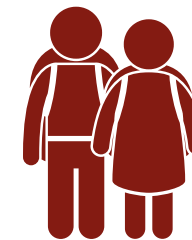
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Looking Ahead

Expanded capacity to **research, plan, and evaluate** marketing campaigns.

→ High-quality, **data-driven** objectives

→ Strategic, **district-aligned** marketing decisions

→ **Measureable** outcomes



Thank You!

