

6B District Marketing

Since we realize we are facing enrollment decline for several reasons, I suggest we look for ways to counteract that loss by taking deliberate action to attract students and families back to our campuses.

I recently met a couple trustees from Arlington ISD, which has taken an intentional approach to marketing. Of their 5 Adopted Priorities, Marketing & Engagement is one. (The others are Academic Growth, Culture, Safety & Discipline, and Resources).

They stated that they acknowledge fierce competition, and have employed the following strategies:

- >Hired a Chief Marketing Officer (a year ago)
- >Offer open enrollment
- >All day preK3 & 4 (They theorize that engaging the families early "hooks" them in as customers, and an added advantage is that performance improves noticeably in the upper grades)
- >Offer STEM on campuses
- >They had the Nat'l School PR Association (NSPRA.org) do a marketing audit of their existing efforts
- >Media use to spread message:
 - >Regular FB & Instagram campaigns
 - >Direct mail
 - >Large billboard ads
 - >Active website
 - >Monthly 4 page spread in a local Lifestyle magazine

Question: What can we do?