

Marketing & Engagement	Resources
<p>Involve families and community stakeholders as valued partners in student learning.</p>	<p>Maximize our resources to promote a thriving district while maintaining sound fiscal management.</p>
<ol style="list-style-type: none"> 1. Complete a 3-5 year strategic planning process by April 15, 2025 that includes multiple sources of feedback from students, staff, and families. 2. Conduct an external enrollment review by January 15, 2025 to learn more about why Arlington area families choose school options beyond Arlington ISD. 3. Design multiple marketing campaigns to increase awareness and engagement with Arlington ISD including over 10 million impressions and 30,000 clicks by May 2025. 4. Utilize a diversified media strategy to increase awareness of people, programs, and pathways in Arlington ISD including 10 positive media mentions and 150 social media posts per month through April 2025. 5. AISD will increase our net promoter score from our annual parent survey from 39% to 41%. 	<ol style="list-style-type: none"> 1. Conduct an external staffing study to identify hiring efficiencies by February 1, 2025. 2. Secure and utilize a secondary master scheduling tool to implement scheduling efficiencies by March 1, 2025. 3. Develop an agreed upon campus needs index using key metrics for strategic staffing and resource allocation by March 1, 2025 . 4. Reduce the FY 2024-2025 budget deficit by 50% as presented in the annual financial audit.