



**GOVERNING BOARD AGENDA ITEM
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

DATE OF MEETING: **November 13, 2018**

TITLE: **Marketing-Advertising Briefing**

BACKGROUND:

Amphitheater Public Schools, like most public school districts in the state and many in the nation, finds itself in an increasingly competitive environment where families have more and more choices when it comes to educating their children. The Amphitheater District is rolling out a multifaceted, strategic marketing-advertising campaign to showcase the outstanding schools, programs, and educational opportunities it offers.

The District is working with an outside advertising agency to create a four month enrollment campaign to promote the District and our schools. The Communications Department is attending community events to highlight schools and is creating marketing materials, videos, and social media initiatives to bring attention to Amphitheater Public Schools and show families why it is the best choice.

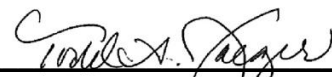
RECOMMENDATION:

This item is for information only.

INITIATED BY:


Michelle Valenzuela, Communications Director

Date: November 5, 2018


Todd A. Jaeger, J.D., Superintendent