

**Beeville ISD**  
**BOARD OF TRUSTEES**

Date: November 16, 2017 Presented By: Dr. Puig

Subject: Marketing Plan Related Page(s) 37

**Information**

**BACKGROUND INFORMATION:**

Our strategic planning committee asked to implement a clearly defined marketing plan in order to highlight district successes and competitive advantages.

Specific Strategic Plan components are:

Priority Area: Partnerships & Public Relations

Goal 2: Partner with various media sources to communicate achievements of BISD.

Objective 2.1

Develop a mass media campaign (marketing strategy) to highlight BISD.

Strategy 2.1.1

Introduce BISD banners, signs, and billboards and overall promotion/advertising campaign to encompass: print media advertising, online advertising, text message, mail-out, giveaway, media release, social media campaign and events.

The district is partnering with Brad Domitrovich, public relations strategist, to development and implement our marketing plan (see attached).

**RECOMMENDATION:**

N/A

**BOARD ACTION REQUIRED**

Information only