

Executive Summary of Board Agenda Item

Subject/Title for Agenda Posting: Update on Canutillo Independent School District's Marketing Efforts.

Justification Statement:

To provide the Board of Trustees with an update on the district's ongoing marketing initiatives aimed at promoting the Canutillo ISD brand and stabilizing student enrollment.

Purpose of Agenda Item:

Information Discussion Action

Item Type:

Curriculum & Instruction Human Resources Business Services

Staff Responsible:

Signature of Requester(s)

Gustavo Reveles

Signature of Presenter(s)

Business Services Approval (Initials)

Date

Agenda Summary:

To provide the Board of Trustees with an update on the district's ongoing marketing initiatives aimed at promoting the Canutillo ISD brand and stabilizing student enrollment.

RECOMMENDATION:

PRIOR BOARD ACTION:

AWARDED:

AWARDED AMOUNT:

AMOUNT(S):

ACCOUNT NO(S):

PROCUREMENT METHOD TYPE: (3 Quotes, Cooperative Contract Quotes, Sole Source, Formal Bid)

REQUESTING DEPARTMENT:

CONSEQUENCES OF NON-APPROVAL:

IMPLEMENTATION TIMELINE:

ATTACHMENT(S): ✓

