

March 2011 Education Committee: Market Share Overview Update

Currently:

Per recommendations from local marketing and communication professionals promote school attributes (including new and newly renovated schools) and encourage registration:

- Utilize a combination of newspaper, radio and direct mail advertising.
- Participate in the Chamber of Commerce Relocation Packets (for families interested in moving to Duluth)
- Share information with daycare centers, real estate agents, and employment recruiting departments.
- Share through existing communication venues including Community Newsletter/Budgeteer, District Newsletter to parents and staff, email, Parent Portal, the District website and Channel 22.
- Provide Open House events for parents and students to learn more about schools and to register.
- Plan Preview Open House tours of new buildings in May and September.
- Provide support/tools for individual promotion of schools

March/April 2011: Research

Provide statistically valid data for current ISD709 Parents and parents who have made other choices. Conducted by Decision Resources Ltd.

Gather and review additional data:

- Work with Principals and Quality Steering Committee to develop mechanism for gathering more detailed information when parents enroll out of the District.
- Previous Surveys, including but not limited to: SSHS Staff Survey, SSHS Student Survey, Minnesota Student Survey, Family/Student/Staff Surveys
- Transfer In/Out Forms, Anecdotal Information from Principals, Teachers, Administrators
- Solicit considerations from staff, parent leaders and others for encouraging enrollment

Future research opportunities:

- Partnership with UMD
- Zenith Research, Inc.

April/May 2011: Marketing/Communication Professionals Advisory Committee

Work with Advisory Committee comprised of local marketing, advertising and communication professionals, with additional advice and involvement provided by the Quality Steering Committee:

- Review market study and other related data, including considerations from staff, parent leaders and others
- Provide professional advice and recommend strategies
- Help draft budget recommendations (if necessary) for strategies

May/June 2011: Site/District Plans

Incorporate recommendations and strategies into FY2012 District and Site plans

July 2011: Begin FY 2012

Implement District and Site plans. Monitor and adjust as necessary.