

Overview

The Canutillo ISD Board of Trustees approved funding for a district-wide marketing plan during the June 2024 budgeting process to enhance enrollment and improve the district's reputation. Since then, various initiatives have been implemented, particularly focusing on bond awareness, community engagement, and outreach efforts to re-engage former CISD families.

Key Accomplishments

- **Bond Marketing:** Two quarterly community updates highlighting school modernization and construction; groundbreaking and ribbon-cutting events; design charrettes; and upcoming signage at new school sites.
- **Community Engagement:** Outreach to families in new neighborhoods and former students who left the district, along with events like the Pre-K Roundup and Hatching Hubs.
- **Branding Assessment:** A review of CISD's branding assets identified inconsistencies and outdated materials, prompting stakeholder engagement through campus visits and an online survey, which received over 200 responses.

Stakeholder Feedback & Branding Research

- Surveys indicated strong support for branding updates, with feedback emphasizing the need for modernized logos and consistent school identities.
- Concerns were raised regarding costs associated with uniform updates, signage replacement, and preserving traditional elements.

Next Steps

- **Branding Development:** The district is actively seeking a branding firm to create a unified branding guide that includes approved logos, colors, typography, and guidelines for usage.
- **Implementation & Visibility:** New branding will be shared with media, vendors, and marketers to strengthen CISD's identity and recognition.
- **Bond Benefit:** the updated branding will help architect and construction partners in effectively using the new brands in the design and construction of Bond projects.

This update will provide trustees with insight into the district's progress and strategic next steps to enhance Canutillo ISD's image, strengthen community engagement, and drive enrollment growth.