

## 1. The board had some questions about the marketing campaign.

Below is a response from our representative:

Hi Jacquie,

I hope you're doing well.

Following up on your email, I gathered some insights from my team, and here's what we believe might be happening:

### Zip Code Targeting

We are using the zip codes you previously provided, so our ads are being shown only to people within those areas. If someone is outside these zip codes, they won't see them. Can you confirm if you'd like to make any additions or adjustments to the current zip code list? 83858, 83854, 83801, 83869, 83835, 83803

### Device & Platform Differences

Our ads are running on specific platforms (Facebook, Instagram, YouTube, Pre roll, CTV etc.), and some users may not be active on all of them. Not everyone frequently uses Instagram or Facebook, so ad visibility varies based on individual usage patterns.

### Here's a breakdown of some key platforms:

CTV: Reaches about 60-70% of viewers who are actively watching content on connected TVs.

YouTube – Reaches about 60-70% of viewers actively watching content.

Pre-roll Ads – Appear on various websites and apps, targeting users as they consume content. People who visit websites and use apps in the area have the potential to see the ads.

Facebook – Used by approximately 68% of people.

Instagram – Used by about 47% of people.

With a wide range of tactics, we are ensuring that different audience segments see the campaign through multiple touchpoints.

### Direct Mail & Email Marketing

We are also reaching 5,173 people through direct mail and email marketing. To help expand our outreach, do you have any email lists of stakeholders (e.g., parents, community leaders, business partners) that we could incorporate? We only need email addresses (no other personal information) to ensure more people receive this positive message.

#### Yard Signs

I see that Rebekah from Lakeland received the yard signs today. Will you be distributing them to business owners, parents, and the community to help increase visibility and support?

Additionally, my team is reviewing ad frequency across tactics like CTV, Pre-roll, Facebook, Instagram, and Display Ads. We want to ensure we're reaching the right audience effectively without over-saturating certain users.

Please let me know if this addresses your questions or if you have any other concerns. I'm happy to assist!

2. The explanation about the 4 Year Cohort Graduation Rate vs. the percentage of seniors who graduated in June, 2024 is on the levy page on the district website.
3. The identification of the \$2 million in cuts to reduce the levy to \$7.52 million is on the levy page.
4. On the community page of the district website we have listed all of the projects that have been completed due to community donations of labor and/or materials.
5. A list of what projects the district has accomplished is linked to the levy page on the district website.
6. The K-8 teachers and administrators have worked through the transition the board requested with regard to limiting the use of Chromebooks. The middle schools spent considerable time collecting the Chromebooks and checking them all in. They are now in carts when not in use and locked.

7. Thirty-five seniors (20 LHS and 15 THS) will be honored with a \$1000 scholarship at the CdA Chamber Scholarship Breakfast this month. The \$35,000 going to our students makes the \$500 annual dues fee more than worth the expense!