



DEFINING EXCELLENCE

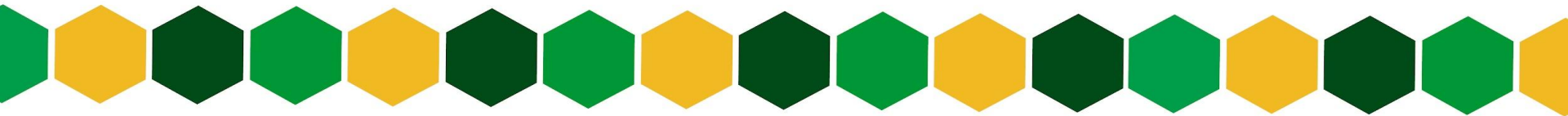
Marketing Update

May 13, 2024

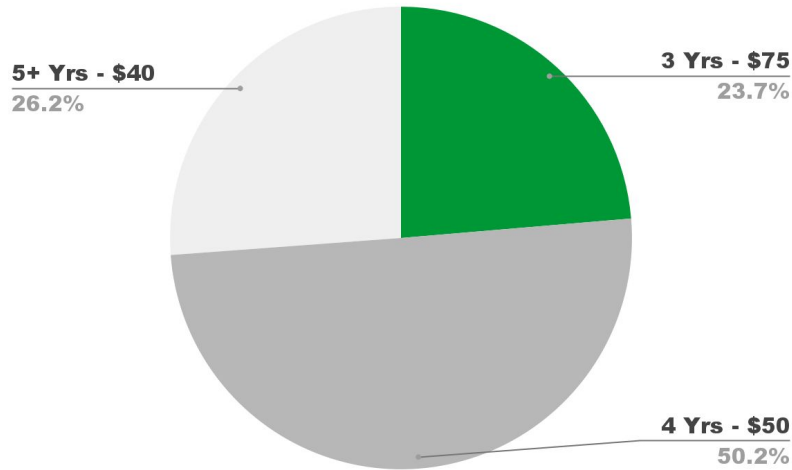


2023-24 Campaigns & Initiatives

- Early Childhood Screening
- Kindergarten
- Social Media
- Competitive Shopping



Early Childhood Screening - Current



- 90 screening appts/month
- 3 emails attempts
- Appointments booked out for 2 months
- 2022-23: 596 ECS / \$31,765

Early Childhood Screening - New



Postcard Campaign - launched December 2023

- + 40 appointments/month
- All 2.5 year olds receive postcards, sent every 6 months until screened
- 2024-25: 860 / ~\$45,900
- Build census data
- **Start relationship sooner**
- **Better options for families**

KG Campaigns and Results



80.2% share to date
(13 students)

New:

- Held Information Nights 4 weeks early - align with competition
- Paid Social
- Posters at Primrose, Edina Library, Jerry's

Last Year:

- Emails to all age eligible residents
- Booklets to Berry Patch, Edina ABC
- Posters to elementary sites

Legacy:

- Kindergarten booklet
- Social media - key dates
- Promote through newsletters
- Outreach to unenrolled families

Middle School Sneak Peek - 4th & 5th Grade



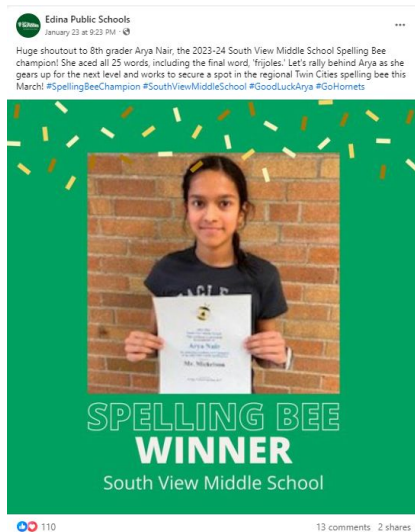
Get ready for an EPIC night to discover what middle school is all about! Get the inside scoop on lockers and switching classes, tour the building, play games and win prizes! Meet the awesome staff and bring your parents/guardians too!

Not sure if you should go to SOUTH VIEW or VALLEY VIEW? The Enrollment Center would be happy to help - just call 952-848-4585.




***November 2024**

Middle School Promotion



- Edina Middle School Experience
- 4 South View / Valley View

Social Media

		Instagram
Reach	117,527 ↑ 70.1%	35,051 ↑ 296.9%
Visits	18,594 ↑ 27.1%	6,810 ↑ 119.5%
Followers		431 ↑ 176.3%

Competitive Shopping

“How do the Big 4 position their programs?”



1,111 - 71.1%

Team of 5:

- Shopping Events
- Outreach
- Engagement Events
- Noteworthy
- Key Messages

Competitive Shopping

BLAKE

Admissions

Dear Daphne,

I hope the school year is off to a good start for your family. **Blake's** teachers and students have been on campus since late August, and the school year is now in full swing.

I'm pleased to share this season's first installment of our **admissions** newsletter with you. Our team sends this weekly email to share **admissions** deadlines and events, as well as school news.

Read on to learn more.

Best wishes,

Joe Silvestri
Director of **Admissions** & Financial Assistance
952-980-3420, jsilvestri@blakeschool.org

Admissions News



Tour the Early Learning Center

Blake is offering group tours this fall and winter for parents/guardians interested in the Early Learning Center (ELC). Join **Blake** admissions staff, faculty and current parents to learn about **Blake's** pre-K to first grade program, observe classes and see all the ELC has to offer. You can sign up for tours via the **Blake admissions** portal. The tour calendar is accessible through your child's application checklist. We hope to see you at the ELC!



Connect with Current Parents

Conversations with current families are one of the best ways to learn more about Blake. You're invited to reach out to volunteer admissions ambassadors to ask questions or arrange a conversation. [Learn about and connect with parent ambassadors.](#)

Breck's Upcoming Open House

Inbox x



Breck Admissions <info@breckschool@schooladminonline.com>
to me



Admissions Office

Greetings from Breck! We're looking forward to welcoming you to campus this Saturday for our fall Open House. Whether this is your first time visiting our school or a second or third visit, Saturday's event will provide you with ample opportunities to connect with faculty, staff, current parents, and Breck students.

Our Open House begins at 9:00 am and runs until 11:30 am. While this is a casual, drop-in event, we recommend arriving by 10:30 am to take full advantage of event activities. When you arrive, we will pair you with a Breck host who will be your guide throughout your morning with us. This event is open to the whole family; applicants and younger siblings are welcome. Childcare will be available for children ages 4 and up.

Upon arrival on campus, visitor parking is available in the lot on the left side of Ottawa Avenue. Our event begins in the Salas Commons, located inside Breck's main entrance (by the flagpole).

Thank you for your interest in Breck and for taking time out of your weekend to join us. We look forward to seeing you soon!

Best regards,
Admissions Office



BLAKE

Admissions

You're invited!

Virtual Discover Blake (grades 6-12), Jan. 27, 9:30 - 11:00am



From the comfort of your own cozy den, join Cyrus and others to learn more about Blake and the Blake school community for grades 6-12!

Your family will have an opportunity to choose sessions of interest during the morning and:

- hear from students who joined Blake in Middle and Upper School
- meet teachers, department chairs and division leadership
- learn about college counseling, math, student activities and athletics
- play BLAKE-GO and win a prize

We promise a fun morning of learning more about Blake!

[Click here to register for Discover Blake!](#)



2024-25 New Campaigns & Initiatives

- Assess EPS Shopping Experience **Concept**
 - Tours
 - New Secondary Events
 - Outreach
 - Marketing Materials
 - Website navigation, niche.com
- PLC Ambassadors **Concept**
- Early Learning Study **Design**
 - ECFE
 - Journey to Kindergarten
- Middle School Sneak Peek **Pre-production**
- Middle School Marketing Video **Production**
- High School / 8th Grade Retention **Concept**



Edina Public
Schools

DEFINING EXCELLENCE

Thank You

