



Board of Education

ACTION

TITLE: Provide an Update and Consider Approval Funding for an Advertising Campaign as Outlined in the Superintendent's Goal 1.1

DATE: September 22, 2025

RESPONSIBLE ADMINISTRATOR: Mr. Martin Mahan, Superintendent

BACKGROUND/CONSIDERATIONS:

The Superintendent's 2025-26 Performance Goals includes Goal 1.1: Develop a Comprehensive Communications and Marketing Plan. This presentation will provide an update on budgeted district advertising and a proposal to partner with local media stations to purchase advertisement slots.

RECOMMENDATION:

The administration recommends that the Board approve the partnership with local media stations to purchase advertisement slots.

If the Board agrees, the motion would read: **Move to approve the partnership with local media stations to purchase advertisement slots.**