



# Craig City School District

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## Memorandum Item 10d

FOR: School Board Members  
FROM: Chris Reitan  
DATE: December 13, 2023  
SUBJECT: PACE FY 25 Advertising

During the November 21, 2023 CCSD School Board meeting the CCSD School Board did not approve the advertising proposal submitted by Fine Point LLC for \$50,000. CCSD is looking to continue our social media advertising campaign for PACE to further solidify our correspondence/homeschool brand within the state and to support our efforts to expand our services statewide. CCSD has worked with Fine Point during our previous five PACE advertising campaigns. From 2008 to 2018 PACE's enrollment declined by 57%. From 2019 to 2024 PACE's enrollment has increased 92%. Fine Point has proven to be one significant tool for CCSD to grow PACE's enrollment that has focused on providing access to a 12 month search engine optimization campaign, providing You Tube, Facebook, Instagram and Google display advertisements, as well as the development of specifically tailored videos to support PACE's goal of reaching more families statewide who are considering a homeschool/correspondence option for their student(s).

Fine Point LLC has developed three proposals for CCSD's consideration that range from the original \$50,000 proposal to a \$42,000 option or a \$36,000 option. The main difference in the options is the amount of social media advertising PACE would be able to do using Facebook and other social media options. If the CCSD Board determines that the \$42,000 proposal or \$36,000 proposal makes the most sense moving in the 2024-2025 school year the amount of Facebook advertisements would be targeted towards our highest enrollment months of August and September. The advertising campaign would continue highlighting Search Engine Optimization and Google AdWords.

### Optional Motions for Board Consideration:

- Move to approve the PACE FY 25 advertising quote from Fine Point for \$36,000.
- Move to approve the PACE FY 25 advertising quote from Fine Point for \$42,000
- Move to approve the PACE FY 25 advertising quote from Fine Point for \$50,000