



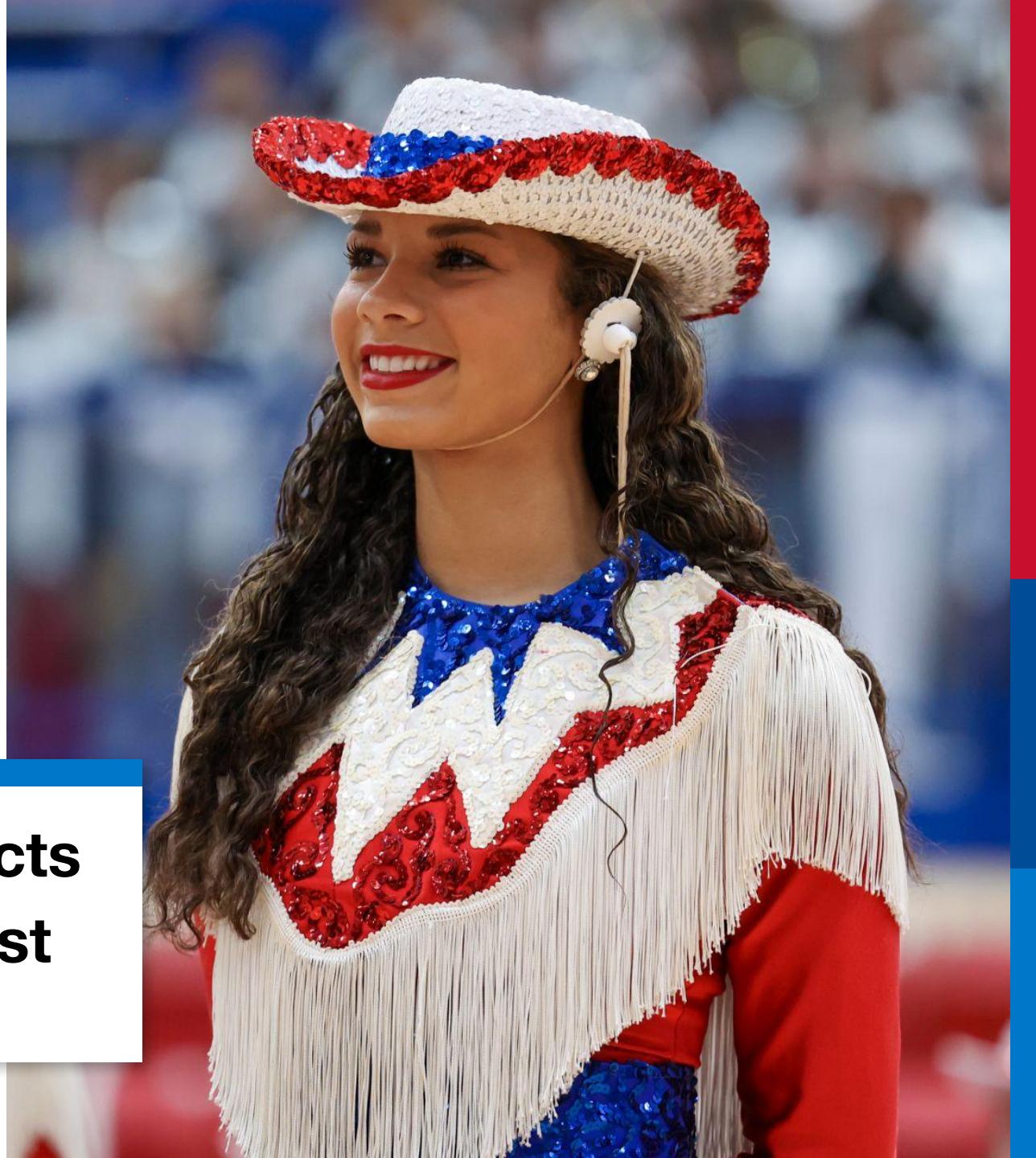
Midway ISD Marketing Report

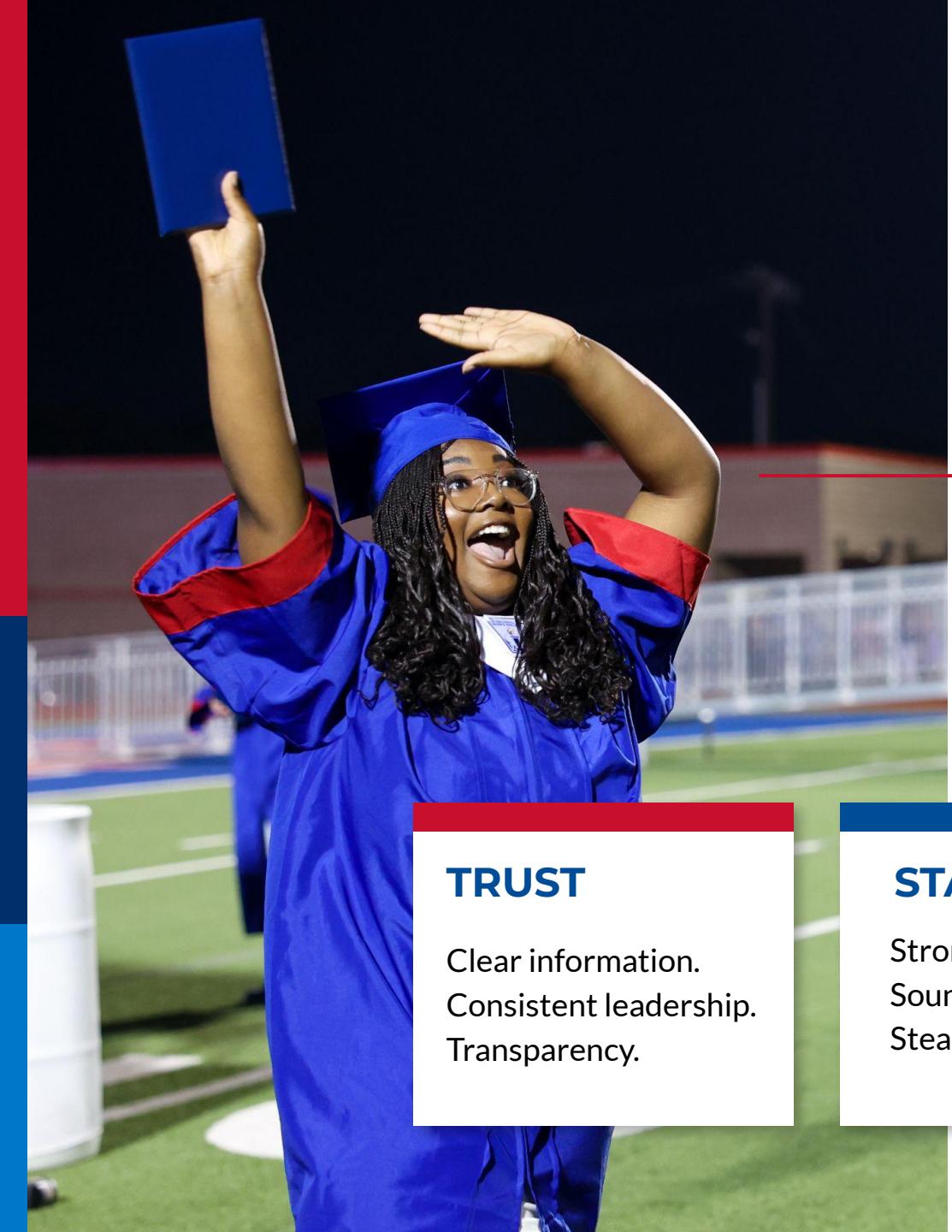
Department of Communications | January 2026

Market context

- More Choice
- More Noise
- Higher Expectations

Credibility now directly impacts enrollment, staffing, and trust





Marketing Objective

What we are marketing

TRUST

Clear information.
Consistent leadership.
Transparency.

STABILITY

Strong governance.
Sound finances.
Steady direction.

EXCELLENCE

High expectations.
Proven results.
Continuous improvement.

VALUE

Clear return
Disciplined resources
Transparency

Marketing channels in Use



PAID

- Google Search
- Social Media Ads
- Print Advertising

OWNED

- District website & landing pages
- Social media

EARNED

- Media coverage
- Community sharing

Why Each Channel is Used

| Channel | Purpose |
|-------------------|--|
| Google Search Ads | Capture families actively searching |
| Social Ads | Awareness, recruitment, enrollment reminders |
| Website | Decision-making hub |
| Video/PNN/Social | Trust and storytelling |
| ParentSquare | Official communication (not marketing) |

Paid

Sample Marketing Campaigns



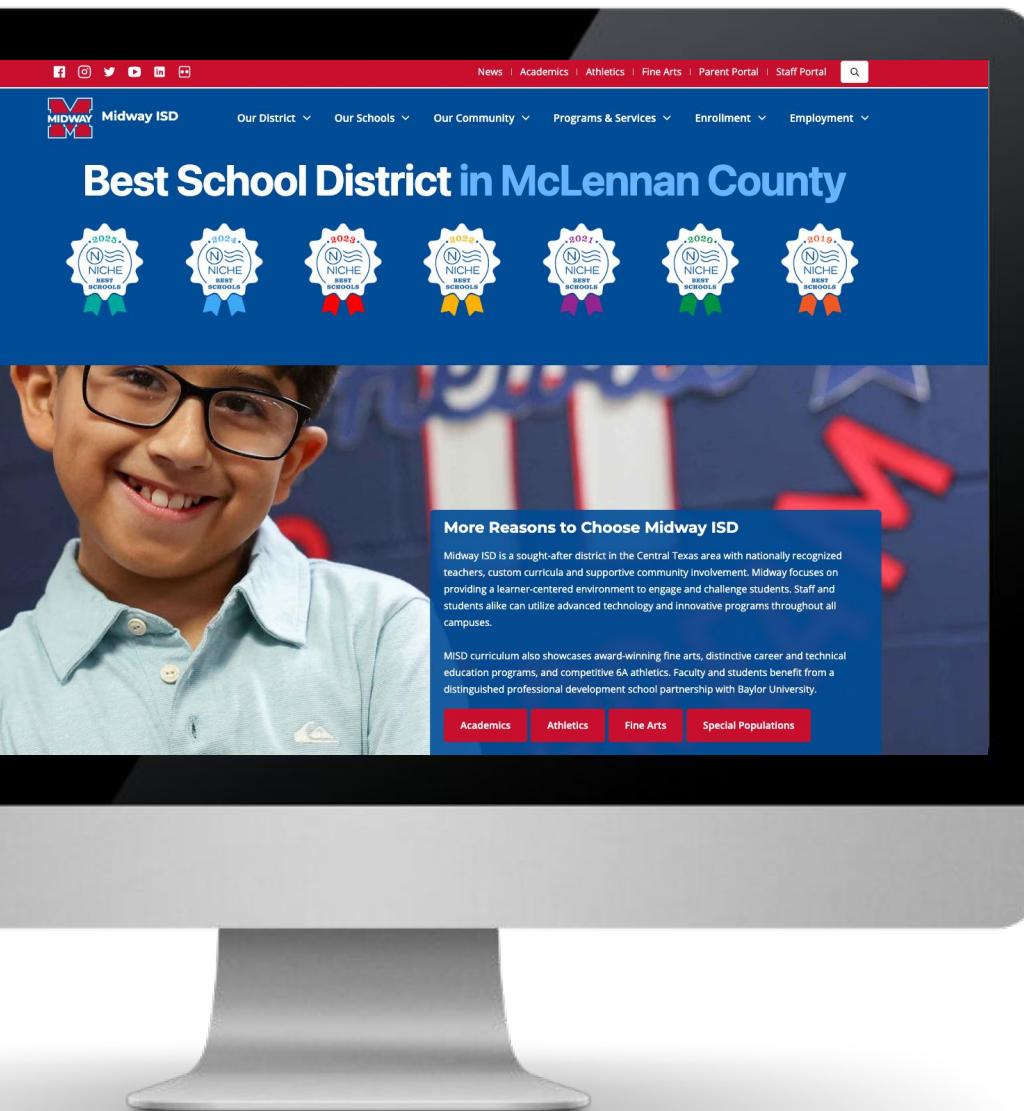
Enrollment

- Google search ads during enrollment windows
- Social ads reinforcing key decision points
- Directs families to enrollment landing pages



Recruitment

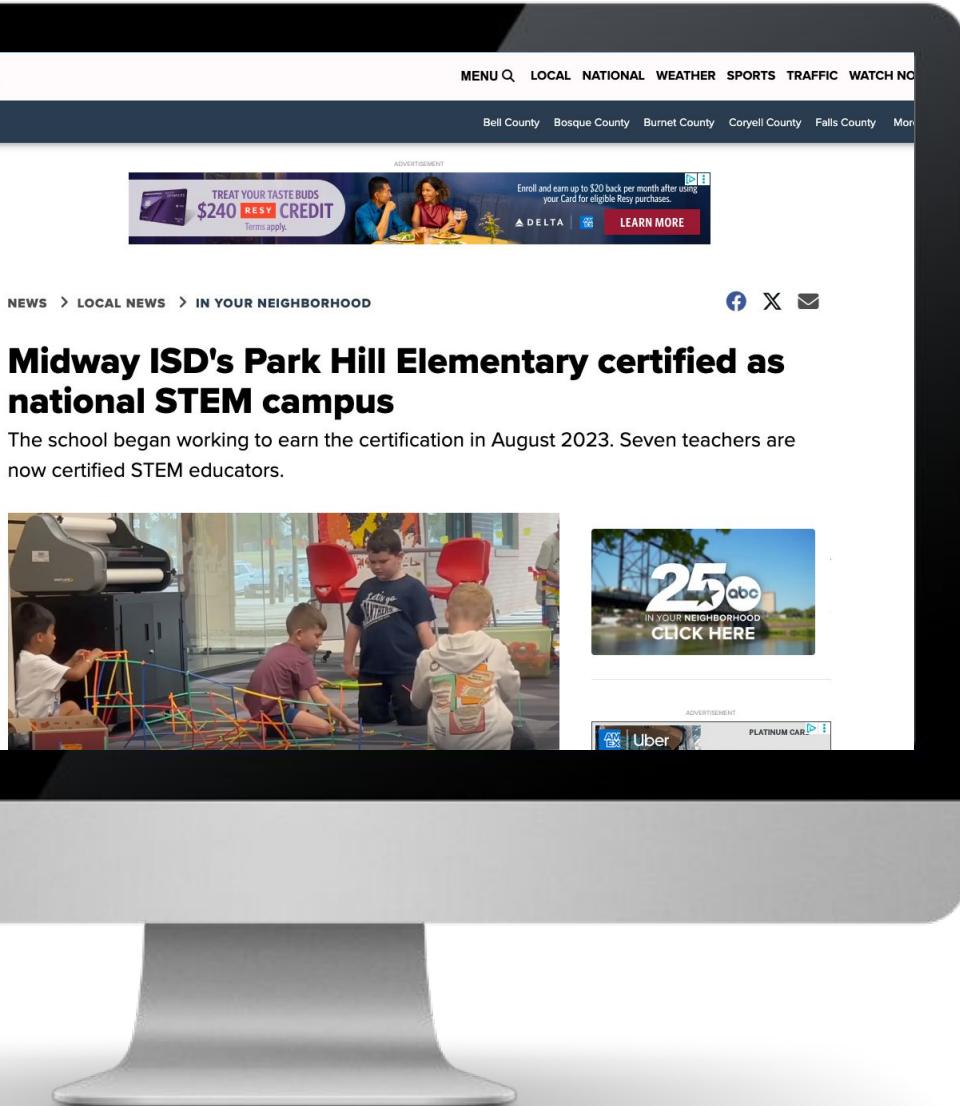
- Statewide Google search ads during hiring windows
- Social ads reinforcing key decision points for applicants
- Directs candidates to recruitment and application landing pages



Owned

Website as a marketing tool

- Reinforces district value and credibility
- Clearly communicates why Midway is the right choice
- Supports enrollment and recruitment decisions



Earned

Media & Community Relations

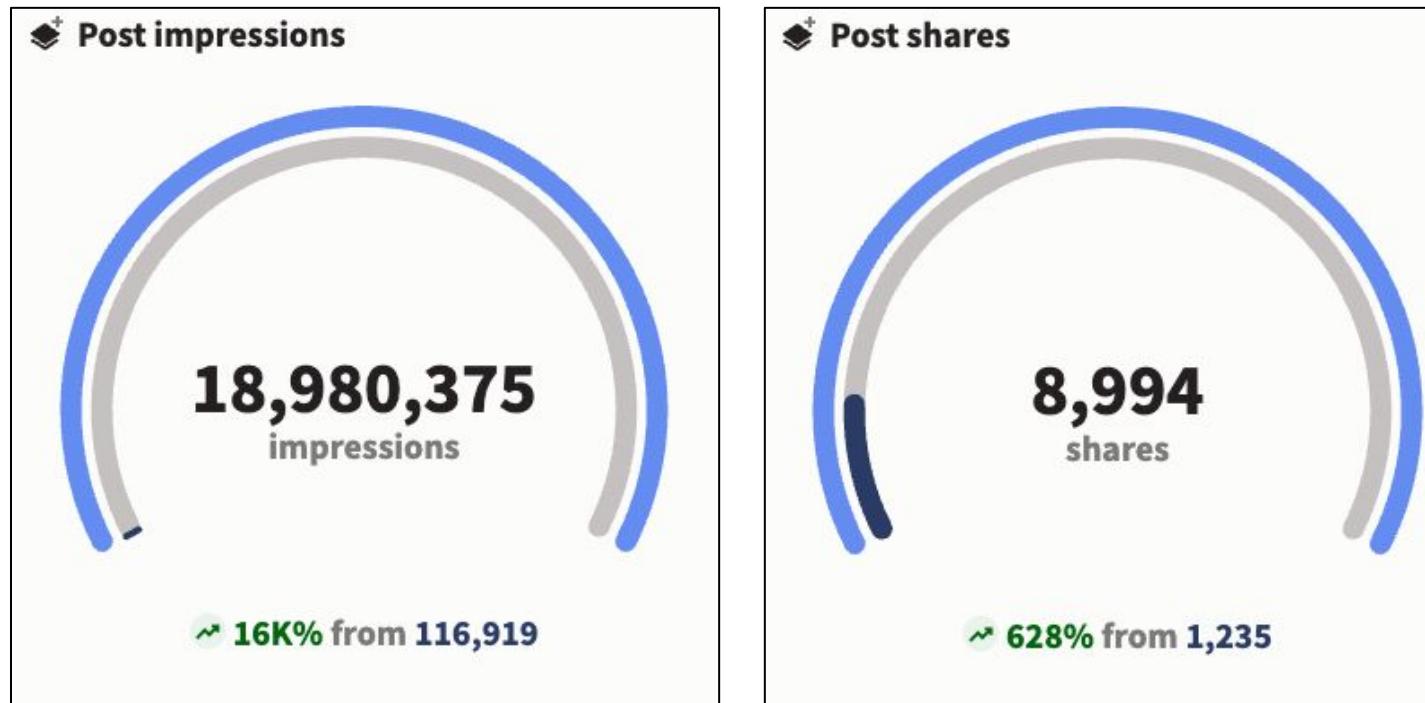
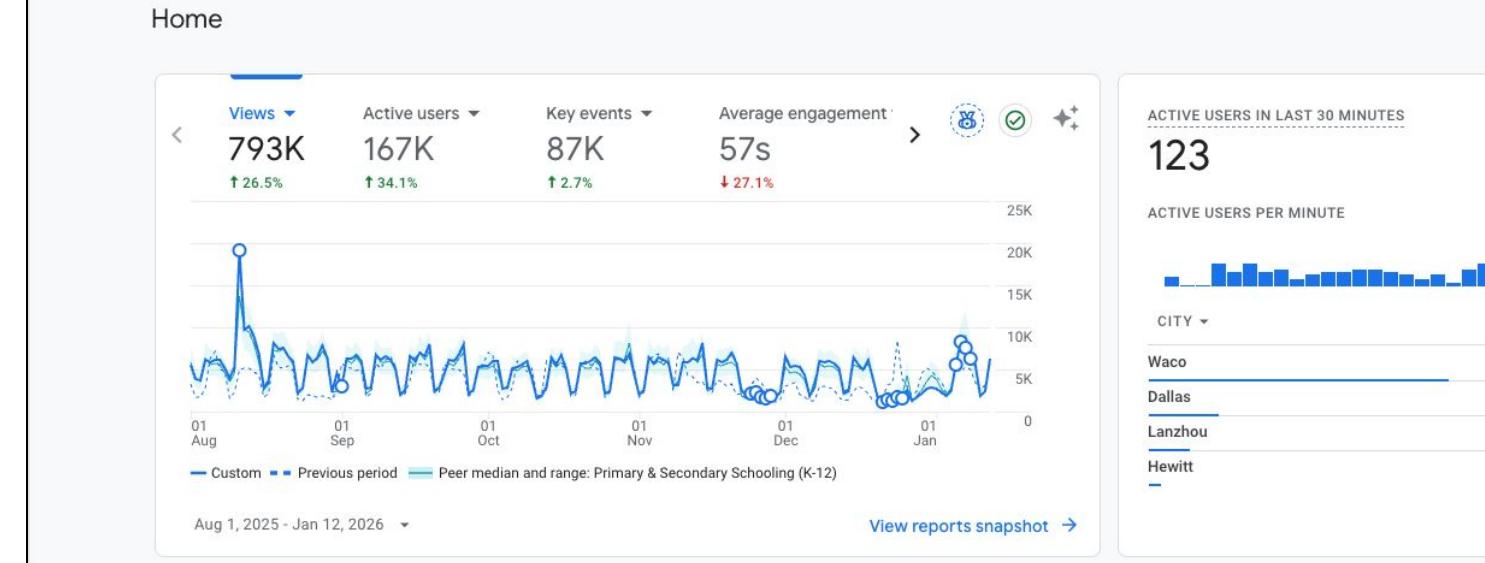
- Third-party credibility and public trust
- District stories without paid spend
- Independent coverage

Analytics

How we know it's working

We track:

- Visibility (reach & impressions)
- Engagement (clicks, video views)
- Action (visits to enrollment & hiring pages)





Why this matters

What this protects

- Enrollment stability
- Recruitment visibility
- Community trust
- Responsible use of resources

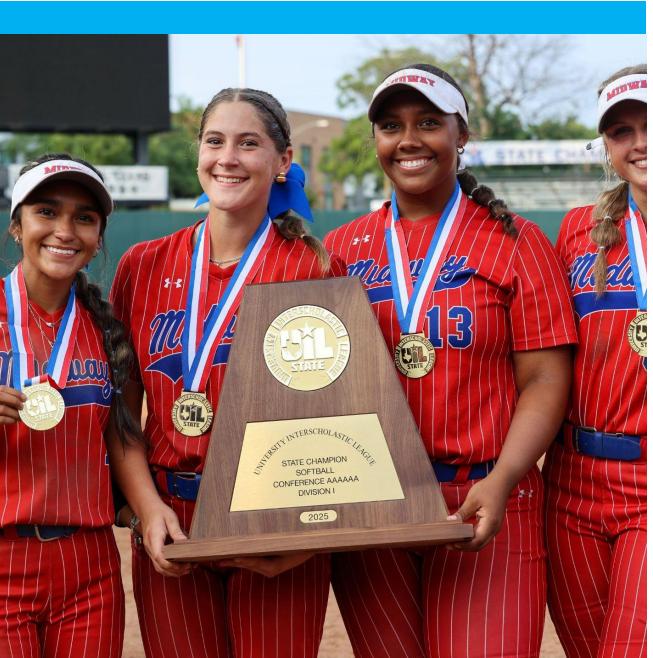
What's to come

Changing landscape



- 1 Increased competition for families and staff
- 2 Expanded school choice and voucher discussion
- 3 Higher expectations for transparency and clarity

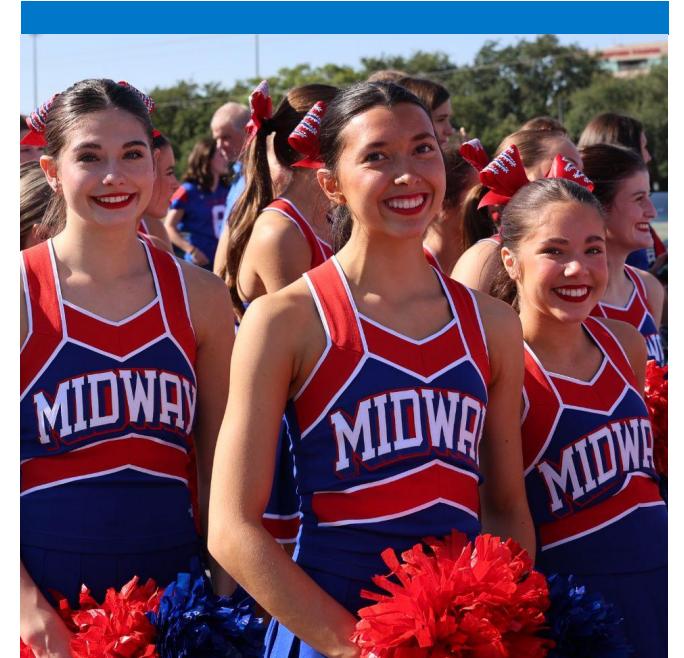
How our approach is evolving



More proactive positioning



Clearer value storytelling



Stronger consistency across messages

What's next

1. Continue focused enrollment and recruitment marketing efforts
2. Expand use of targeted, measurable paid digital advertising during key windows
3. Maintain consistency through the 2026–2028 Strategic Marketing Plan (*The Midway Way*)
4. Monitor performance and adjust as needed

