



SOUTH SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

Agenda Item Summary

Meeting Date: July 24, 2019

Purpose:  Presentation/Report  Recognition  Discussion/ Possible Action

Closed/Executive Session  Work Session  Discussion Only  Consent

From: Connie Prado, Board President

Item Title: An oral or written report by Eleven Productions, Marketing Firm, regarding the marketing plan for the district and re-opening of Kazen Middle School, Athens Elementary School, and West Campus

Description:

[Empty box for description]

Recommendation:

[Empty box for recommendation]

District Goal/Strategy:

Select a Goal or Strategy

Funding Budget Code and Amount:

CFO Approval

[Empty boxes for funding code and CFO approval]

APPROVED BY:

SIGNATURE

DATE

Chief Officer:

\_\_\_\_\_

\_\_\_\_\_

Superintendent:

\_\_\_\_\_

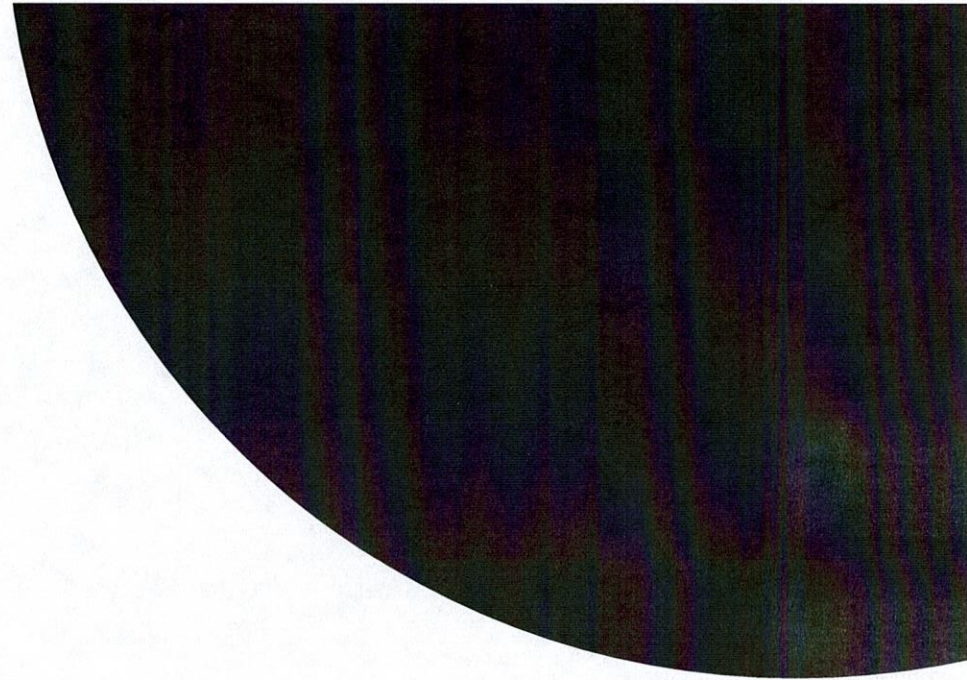
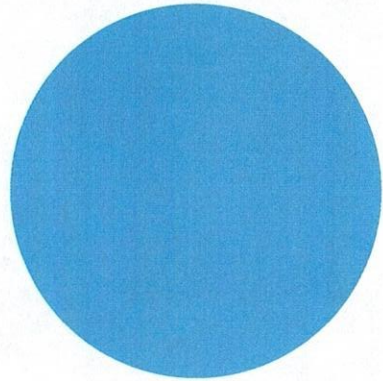
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# CAMPAIGN UPDATE

07/24/19







# DEVELOPMENT AND PLANNING



# COMMUNITY AND STAFF MEETINGS



CREATED ANNOUNCEMENTS



DEVELOPED TALKING POINTS



ENSURE EVERYONE IS UPDATED  
AND SPEAKING WITH ONE VOICE



# CREATIVE DEVELOPMENT



CAMPAIGN THEME –  
CENTERED AROUND “WE  
ARE FAMILY”



GATHERED CONTENT AND  
INFORMATIONAL PIECES –  
ISD SUCCESSES,  
PROGRAMS, AWARDS,  
RESULTS, MISSION,  
VALUES



CREATED LIBRARY OF  
VIDEO AND PHOTOS



BUILT TARGTED AUDIENCE  
PARAMETERS



:15 AND :30 VIDEOS  
VIDEOS WILL BE  
FEATURED IN SOCIAL  
MEDIA PUSHES AND AS  
PRE-ROLL ON VIDEOS ON  
WEBSITES LIKELY TO BE  
VISITED BY TARGET  
AUDIENCE



DIGITAL BANNERS  
PROMOTING THE SCHOOL  
RE-OPENINGS AND  
DRIVING TRAFFIC TO THE  
WEBPAGE

# TALKING POINTS, FOUNDATIONAL DOCUMENTS



DEVELOPED COPY FOR ALL  
COMMUNICATIONS



CREATED FAQ ON WEBSITE



ENSURED QUESTIONS ARE  
ADDRESSED, COLLECTED, AND  
ADDED TO THE FAQ



# SCHOOL RE-OPENINGS

- CREATED BANNERS : FACEBOOK, TWITTER, SOCIAL MEDIA POST
- BUILT WEBSITE PAGE
- DEVELOPED COPY FOR POSTS
- MONITORED AND DIRECTED COMMENTS TO WEBPAGE

**RE-OPENING THREE SCHOOLS  
COMMUNITY MEETINGS**

FOR MORE INFORMATION VISIT:  
[SOUTHSANISD.NET/SCHOOLREOPENINGS](https://www.southsanisd.net/schoolreopenings)

JUNE 4TH, 6PM: SHEPARD MS  
JUNE 5TH, 6PM: DWIGHT MS  
JUNE 6TH, 6PM: ZAMORA MS



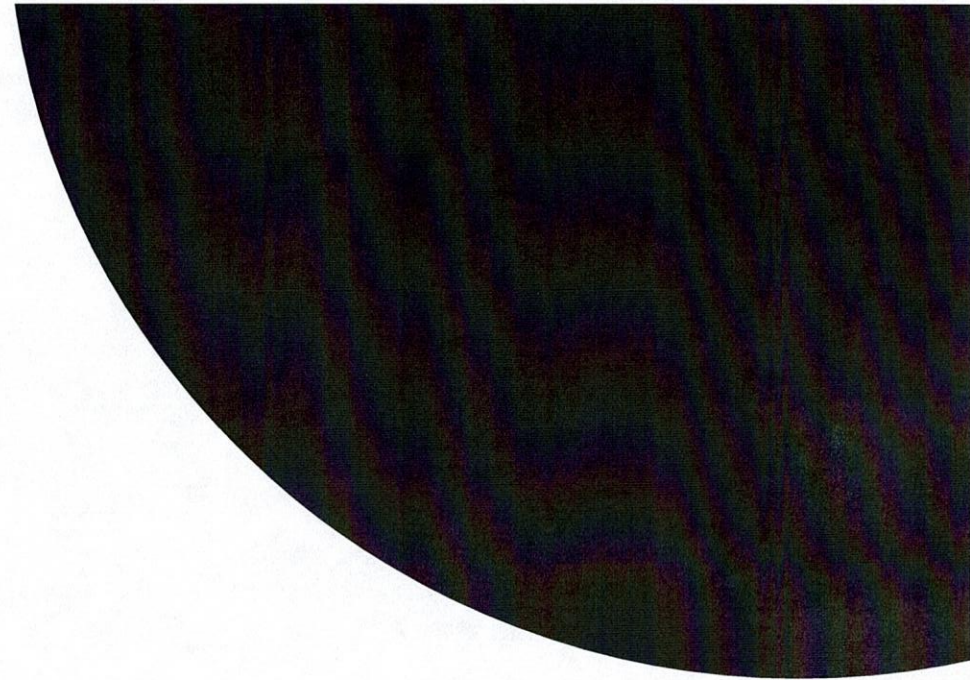
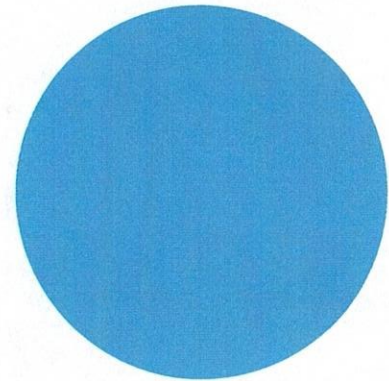
**South San Antonio ISD**  
Published by Scott Laleman · May 22 ·

Coming Fall 2019! South San ISD is re-opening Athens ES, Kazen MS, West Campus High School. Click the link below for details!  
<https://www.southsanisd.net/schoolreopenings>



14,546 People Reached      3,982 Engagements      Boost Post

175      83 Comments 139 Shares



SCHOOL RE-OPENINGS |



**South San Antonio ISD**  
Sponsored · 🌐

Starting in the 2019-2020 school year, South San ISD will re-open three schools, Athens Elementary School, Kazen Middle School and West Campus High School. Stay up to date with us for more information or visit the link below!



**Enroll Now: Kids K-9th** [Learn More](#) **Enroll Now: Kids K-9th**

👍❤️👍 332 61 Comments 83 Shares

👍 Like 💬 Comment ➦ Share

↪ 7 Replies



**Angie Olvera** I'm also glad it is re-opening. My brothers and sisters and I also went to Athens. I still live in the neighborhood and my four children also went to Athens Elem. Thank you to the BOARD MEMBERS that VOTED to re-open ATHENS, KAZEN, SOUTH SAN WEST CAMPUS.

[Like](#) · [Reply](#) · [Message](#) · 4w



**Yolanda Lopez** My 2 son's went and graduated from Kazen Middle School and graduated from South San ! Go Bobcat! Southside!

[Like](#) · [Reply](#) · [Message](#) · 4w



# FACEBOOK TARGETED ADS



# DIGITAL BANNER ADS

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**SOUTH  
SAN ANTONIO ISD**

Three South San ISD schools  
are reopening this fall!

**ATHENS ELEMENTARY  
COWBOYS**

**KATEN MIDDLE SCHOOL  
PANTHERS**

**WEST CAMPUS HIGH SCHOOL  
TIGERS**

**STAY UP TO DATE!**  
For More Information-Click Here

The banner features three circular school logos on the left: Athens Elementary Cowboys (a cowboy), Katen Middle School Panthers (a panther head), and West Campus High School Tigers (a tiger head). On the right, there are three photographs: a family of three (a woman and two children), a group of four students in a classroom, and a young woman writing on a chalkboard.



## OPENING FALL 2019 WEST CAMPUS HS



**FOR UPDATES, GO TO OUR WEBSITE:  
[HTTP://SOUTHSANISD.NET/SCHOOLREOPENINGS](http://southsanisd.net/schoolreopenings)**

 /SOUTHSANANTONIOISD

 @SSAISD

 #WeAreFamily

## OPENING FALL 2019 KAZEN MIDDLE SCHOOL



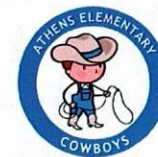
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 /SOUTHSANANTONIOISD

 @SSAISD

 #WeAreFamily

## OPENING FALL 2019 ATHENS ELEMENTARY



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[HTTP://SOUTHSANISD.NET/SCHOOLREOPENINGS](http://southsanisd.net/schoolreopenings)**

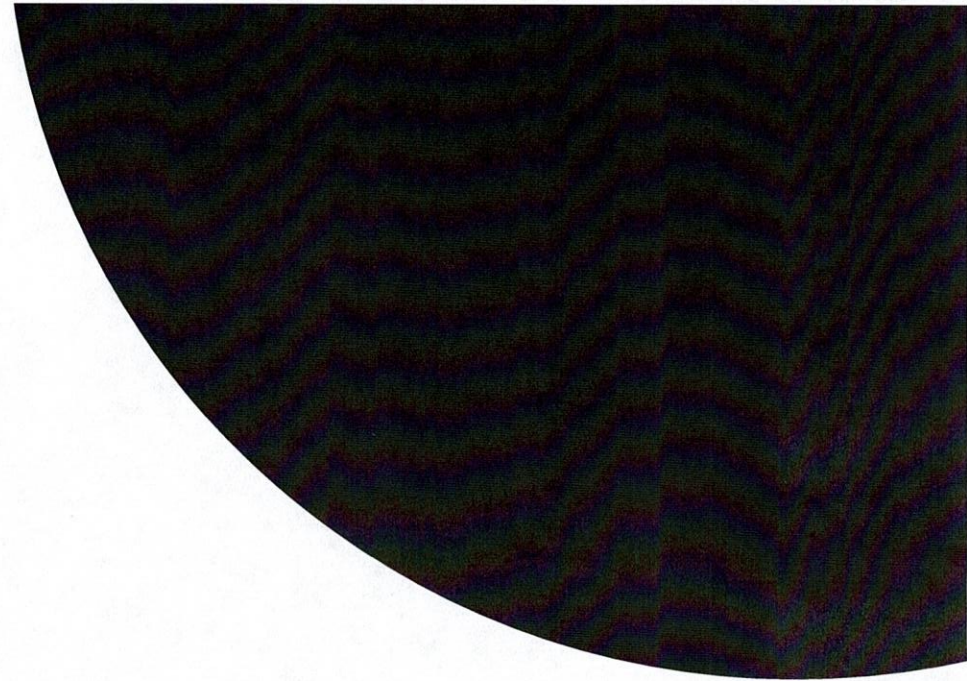
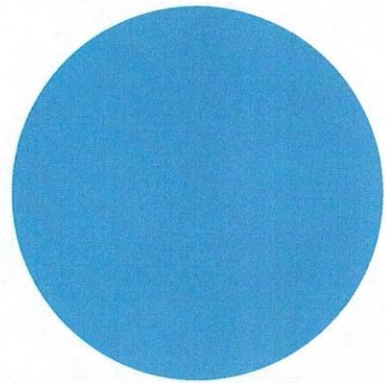
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 @SSAISD

 #WeAreFamily

# OUTDOOR BANNERS





SOUTH SAN ANTONIO ISD  
DISTRICT PROMOTION  
DIGITAL AND TV



# SA LIVE SEGMENTS

- CO-DEVELOPED TOPIC AND CONCEPT
- MANAGED LOGISTICS WITH SA LIVE CREW
- AIR DATE: JUNE 4<sup>TH</sup>
- SEGMENT ON SOCIAL MEDIA, BOOSTED, AND UTILIZED THROUGHOUT THE CAMPAIGN
- SEGMENT 1/4





## Guevara family reminisces over South San ISD Bobcat pride

Call 210-977-7000 for South San ISD information

By Kirsten Eber - Digital Content Creator

Posted: 2:45 PM, June 04, 2019  
Updated: 2:48 PM, June 04, 2019



- Cindy Castillo Wonderful story! Go Bobcats Gott!  
Like Reply 3w
- Gen Martinez Great story  
Like Reply 5w
- Diane Ramirez Vega One of the many families of generations at South San. **Congrats!** We do bleed blue.  
Like Reply 5w
- Georgina Moreno God bless great family ❤️  
Like Reply 2w
- Irene Jimenez That's so awesome you got to do this story. We are a Bobcat family that will always be together. Look us 4 now enjoying our Tuesday at the senior center. ❤️❤️  
Like Reply 5w
- Pilar Pinilla Yay! Angie and Homer! You have such a beautiful family. Love you guys!  
Like Reply 6w
- David Stone Education is truly what You make of it. Hats off to a great family!!!  
Like Reply 5w
- Barbara Osborn Mohs Love this family!!!  
Like Reply 6w
- Luis Guillen Great story! Thanks for sharing  
Like Reply 6w
- Irma Valdez Beautiful Couple with their awesome family!!! Go Bobcats!!  
Like Reply 6w
- Gilda Garcia Rodriguez God bless this beautiful family!  
Like Reply 5w
- Paul Mendiola Great family. BOBCAT forever  
Like Reply 6w
- Veronica Gomez Beautiful Family!  
Like Reply 6w

TV, KSAT.COM, VIDEO, AND FACEBOOK



# SOUTH SAN ANTONIO ISD

AT SOUTH SAN ANTONIO ISD, WE CARE ABOUT OUR STUDENTS, FAMILIES, AND THE COMMUNITY. OUR EDUCATORS AND STAFF ARE COMMITTED, DEDICATED, AND CARING. AT SOUTH SAN ISD, WE CARE BECAUSE WE ARE FAMILY. WE WANT ALL STUDENTS TO THRIVE AND DISCOVER THE BEST WITHIN THEMSELVES. CHECK OUT SOME OF THE OPPORTUNITIES AND EXPERIENCES WE PROVIDE AND FOLLOW US ON SOCIAL MEDIA TO SEE THE GREAT THINGS HAPPENING EVERY DAY IN OUR SCHOOLS.



## LEARN MORE

VISIT OUR WEBSITE AT: [SOUTHSANISD.NET](http://SOUTHSANISD.NET)  
FACEBOOK: [/SOUTHSANANTONIOISD](https://www.facebook.com/SOUTHSANANTONIOISD)  
TWITTER: [@SSAISD](https://twitter.com/SSAISD)

## EXTRACURRICULAR ACTIVITIES

ATHLETICS | BAND | MARIACHI | JROTC | COLOR GUARD | CHEER & DANCE TEAMS | CHOIR | YEARBOOK | DRAMA CLUBS | SCIENCE CLUBS | ROBOTICS CLUBS | STUDENT COUNCIL | EXPLORER & SAFETY PATROL CLUBS | READING & BOOK CLUBS

## CERTIFICATIONS

LVN PROGRAM (ONLY ONE IN THE STATE FOR HIGH SCHOOL STUDENTS) | EMT CERTIFICATION | PHARMACY TECH CERTIFICATION | ADVANCED COURSE/DUAL CREDIT | CAREER AND TECHNICAL EDUCATION (CTE)

## SOUTH SAN ISD OFFERS

- Early College High School gives students the opportunity to earn up to 60 hours of college credit and an associate's degree
- 22 Career and Technical Education (CTE) pathways
- STEM programs
- Three Middle School Choice Academies: Fine Arts, Health Science, and STEM
- Designated Elementary Bilingual Clusters
- After-school childcare
- Head Start Program at all elementary schools



## DID YOU KNOW?

- Two-time recipient "Capturing Kids Heart Award Nominations"
- 100 percent of students receive free breakfast and lunch
- 15 Advanced Placement (AP) courses
- \$6,900,000 in scholarships
- 1691 hours in college credits



# EBLAST - JUNE



**South San Antonio ISD**  
Sponsored

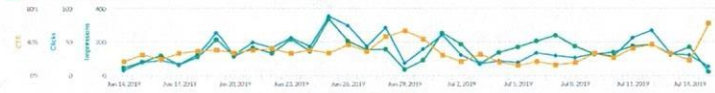
Starting in the 2019-2020 school year, South San ISD will re-open three schools, Adams Elementary School, Keesen Middle School and West Campus High School. Stay up to date with us for more information or visit the link below!

**Enroll Now: Kids K-9th** [Learn More](#) **Enroll Now: Kids K-9th**

121 Reactions 28 Comments 87 Shares

Like Comment Share

**Google Ads - Campaigns**

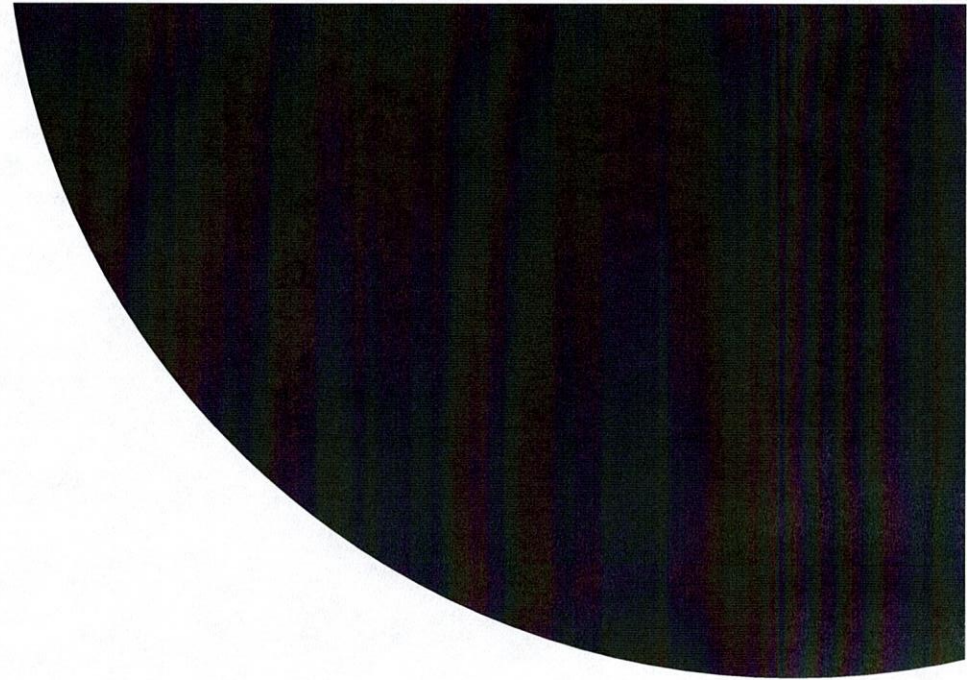
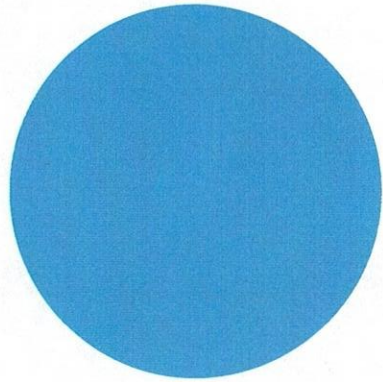


Campaign Name	Impressions	Clicks	Cost	CTR	Avg CPC	Ad Conv. / Campaign State	Avg Daily Search Imp. Share	Average Position
South San ISD Branding	131	242	\$42.84	45.17%	\$0.24	0.00 enabled	20.9%	100
South San ISD Search	4,382	191	\$135.86	22.9%	\$0.97	0.00 enabled	14.81%	127
<b>Totals</b>	<b>4,513</b>	<b>1,263</b>	<b>\$178.70</b>	<b>25.52%</b>	<b>\$0.83</b>	<b>0.00</b>	<b>23.7%</b>	<b>126</b>

<p><b>South San Antonio ISD - Independent School Districts - If and a School Year This Year</b> www.southsanisd.net</p> <p>Our Vision is to Support Student with the Education &amp; Resources Required to Succeed</p> <p>Enrolling Student: Class Size, More Educ. at and Pathways, and Community Resources.</p>	Expanded test ad	246	112	\$20.66	41.77%	0.00	South San ISD Branding	Branded - ISD	South San Antonio ISD	Independent School District
<p><b>Independent School Districts - South San Independent Schools</b> www.southsanisd.net</p> <p>Our Vision is to Support Student with the Education &amp; Resources Required to Succeed</p>	Expanded test ad	28	10	\$9.79	48.04%	0.00	South San ISD Branding	Branded - ISD	Independent School District	South San Independent Schools
<p><b>South San Antonio ISD - West Campus</b> www.southsanisd.net</p> <p>Our Vision is to Support Student with the Education &amp; Resources Required to Succeed</p>	Expanded test ad	2	0	\$0.00	0.00%	0.00	South San ISD Branding	Branded - West Campus High	South San Antonio ISD	West Campus
<p><b>West Campus - South San Independent Schools</b> www.southsanisd.net</p> <p>Our Vision is to Support Student with the Education &amp; Resources Required to Succeed</p>	Expanded test ad	8	0	\$0.00	0.00%	0.00	South San ISD Branding	Branded - West Campus High	South San Antonio ISD	South San Independent Schools
<p><b>South San Antonio ISD - Keesen Middle School</b> www.southsanisd.net</p> <p>Our Vision is to Support Student with the Education &amp; Resources Required to Succeed</p>	Expanded test ad	3	0	\$0.00	0.00%	0.00	South San ISD Branding	Branded - Keesen Middle	South San Antonio ISD	Keesen Middle School
<p><b>South San Antonio ISD - Adams Elementary School</b> www.southsanisd.net</p> <p>Our Vision is to Support Student with the Education &amp; Resources Required to Succeed</p>	Expanded test ad	8	0	\$0.00	0.00%	0.00	South San ISD Branding	Branded - Adams Elementary	South San Antonio ISD	Adams Elementary School
<b>Totals</b>		<b>4,713</b>	<b>\$209</b>	<b>\$178.70</b>	<b>25.52%</b>	<b>\$0.83</b>				

# GOOGLE KEYWORDS





BRANDING



WE ARE  
FAMILY  
THEME







The South San Antonio Independent School District is located in the well-established south and southwest portion of San Antonio, covering 21 square miles.

South San ISD provides outstanding instructional programs for pre-kindergarten through grade twelve. The faculty and support staff are committed to providing innovative and challenging experiences to produce successful learners.

South San ISD offers three Middle School Choice Academies with open enrollment available to all Bexar County middle school students. Students at all three Choice Academies will benefit from AVID, project-based learning, Pre-AP Courses, and high school credit courses.

South San Antonio High School students have the opportunity to enroll in a number of programs to include Early College, Dual Credit, Advanced Placement, Health Science Academy, and more than 22 Career and Technical Education pathways.

**BOARD OF TRUSTEES**

- **Cornie Prado**, President, District 5
- **Gilbert F. Rodriguez**, Vice President, District 6
- **Shirley Ibarra Pena**, Secretary, District 4
- **Mandy Martinez**, Member, District 1
- **Louis Ybarra Jr.**, Member, District 2
- **Home Flores**, Member, District 3
- **Elda L. Flores**, Member, District 7

**CABINET MEMBERS**

- **Dr. Alejandro Flores**, Superintendent
- **James Schumann**, Chief of Staff
- **Dolores Sendejo**, Chief Academic Officer
- **Bettinae Kaiser**, Chief Financial Officer
- **Jenny Suniga Collier**, Community Relations Officer
- **Lorraine De Leon**, Executive Director of Instructional Services
- **Denise Orozco**, Executive Director of Student Support Services

FOR MORE INFORMATION, VISIT:  
[www.SouthSanISD.net](http://www.SouthSanISD.net)

**FOLLOW US:**

- Facebook: @SouthSanAntonioISD
- Twitter: @SSAISD
- Instagram: @SouthSanISD
- SouthSanAntonio

[www.SouthSanISD.net](http://www.SouthSanISD.net)

## Every Student College & Career Ready



*"The programs and resources provided through South San High School has given me the confidence to become a leader for tomorrow."*  
- Emerie Poblano, Dual Credit HS Student

**DISTRICT HIGHLIGHTS**

**1,400**  
employees

**8,700**  
students

**Head Start**  
Program at all elementary schools

**100%** of students receive free breakfast and lunch

**CLASS OF 2018-2019**

**5,000 hrs.** earned in college credits

**61** associate's degrees earned

**SOUTH SAN ISD AWARDED**

**7-year** GEAR UP Grant in partnership with UT IPSI

**TEA's** Community Partnership Grant

**DISTRICT HIGHLIGHTS**

**15** Advanced Placement (AP) courses

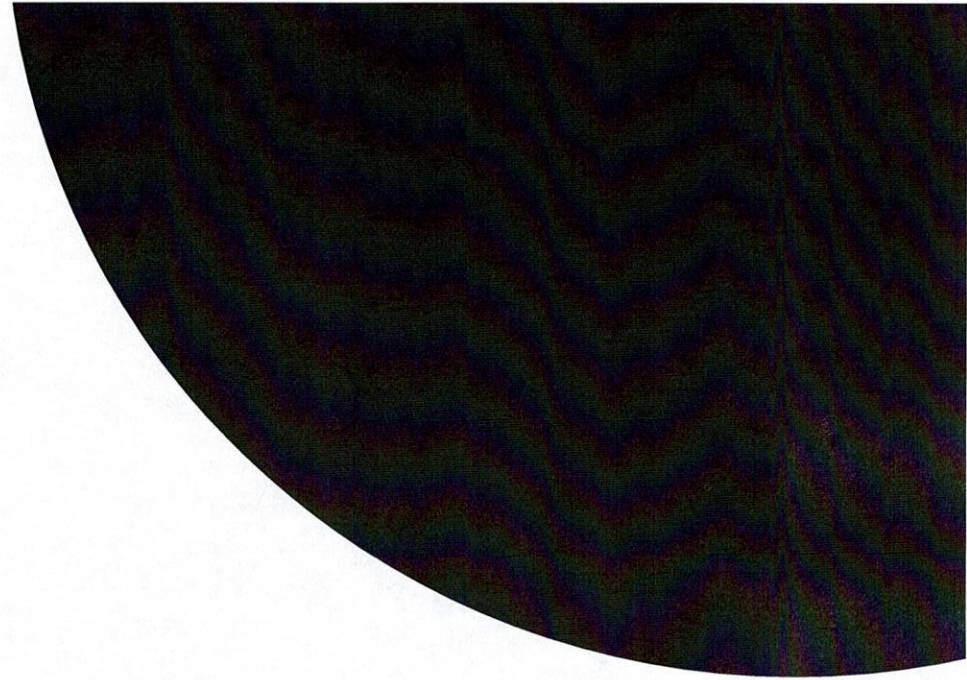
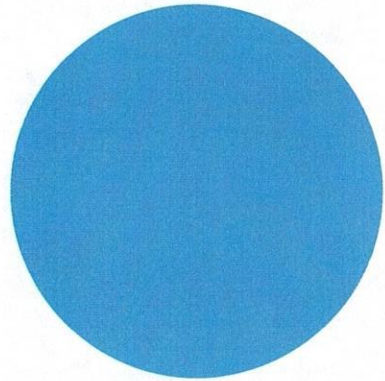
**STEM** Programs

**DISTRICT BELIEFS**

- We believe in constructive engagement of the school community for the success of our district.
- We believe in a strong support system for the school community to achieve excellence.
- We believe that innovative and challenging experiences for all students produce successful learners.
- We believe that trusting relationship among the school community are essential to student success.
- We believe that an inclusive school culture promotes positive student development and voice.
- We believe strong and effective student and adult leadership is essential to build a culture of high expectations.

# TRI-FOLD BROCHURE





WEBSITE OPTIMIZATION,  
RESTRUCTURE, AND REDESIGN





## WEBSITE ANALYTICS, RESTRUCTURE, AND REDESIGN

- Google Analytics the first week after implementation on
- In ONE week, over 5,000 visitors viewed 27,000 pages on southsanisd.net!
- Fairly significant traffic for the population/district size.
- Can be a valuable resource to provide information to current families, employees, and prospective families.
- Visitors spend about 2.5-3 minutes on the site.
- 56% visited from a desktop, 41% from a mobile device, 3% from a tablet.
- 63% from the San Antonio area, 13% from Austin, the rest from elsewhere.



## Scope

Provide guidance to make it easier for parents, students, staff & the community to find district & school info by:

- Determining how to enhance the Southsanisd.net website structure, URLs and navigation.
- Identifying which pages and content to keep, remove, or consolidate from current site.

site structure  
and primary  
navigation  
("Channels" in  
Blackboard)

secondary  
navigation and  
tools/shortcuts



tools

URL

<https://www.southsanisd.net/site/default.aspx?PageType=35&DomainID=4&ModuleInstanceID=158&ViewID=6446EE68-D30C-497E-9316-3F8874B3E108&RenderLoc=0&FlexDataID=14508&f>



# Recommendation

## Key Findings

- Themes emerge in comparing top Texas ISD websites regarding site organization and content.
- Proposed new site organization from 11 Productions is validated, with a few tweaks.
- ~200 pages drive 90% of the traffic on the site; remaining ~1,300+ pages drive other 10%.

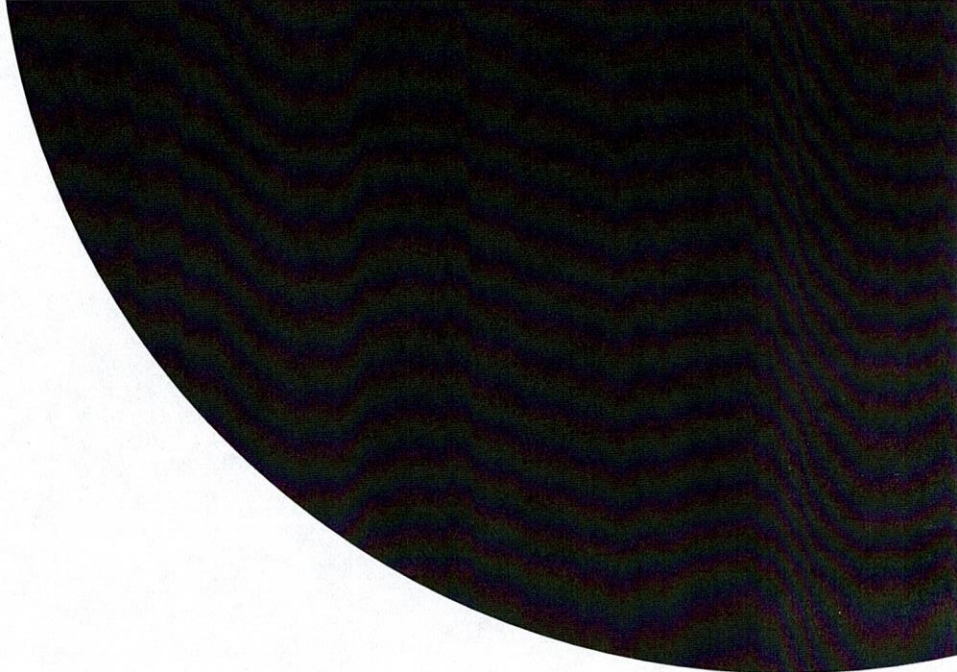
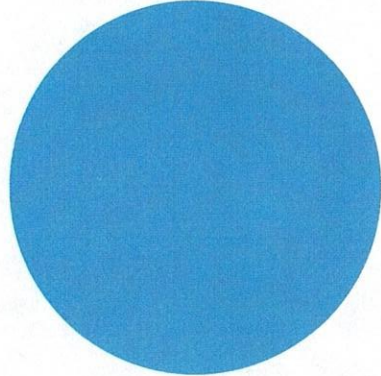
## Actions

- Implement a new site structure framework and naming convention for the URLs.
- Optimize navigation, related link labeling and page titles for the district content.
- Set up new URL structure at the subsite level for the schools and top 200 pages, at a minimum.
- Timing should align with proposed new site org vs. rectifying current site

## Benefits

- ✓ Improved SEO for the site, as well as page ranking in search engines
- ✓ Better experience so visitors can orient themselves within the site
- ✓ Improved opportunity for promoting and marketing the district, schools, and programs.





UPCOMING





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KSAT SEGMENT 2: AIR DATE 7/24

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KSAT SEGMENT 3: AIR DATE 8/28

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KSAT SEGMENT 4: AIR DATE 9/12

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DIRECT MAILER CARD – IN DESIGN

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RETRACTABLE BANNER AND PROMOTIONAL ITEMS – IN DESIGN

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DIGITAL CAMPAIGN – JULY EBLAST, GOOGLE KEYWORDS, PRE-ROLL VIDEO

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WEBSITE EDITS – HIGHLIGHT PROGRAMS, SUCCESSES, ORGANIZE INFORMATION.

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BUILD STORIES TO FEATURE – STUDENT AND TEACHER INTERVIEWS





THANK YOU!

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