



SOUTH SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

Agenda Item Summary

Meeting Date: June 17, 2020

Purpose: Presentation/Report Recognition Discussion/ Possible Action

Closed/Executive Session Work Session Discussion Only Consent

From: Jennifer Suniga Collier, Public Information Officer

Item Title: Oral Report on Marketing Campaign 2020 Enrollment

Description: This report will reflect strategies in place for the District Enrollment Campaign

Historical Data: Board members and community members are updated during Regular Called Meetings on marketing campaign strategies

Recommendation:

District Goal/Strategy:

Strategy 1 We will engage all school community members through transparency and effective communication to promote a positive perception and create a strong brand.

Funding Budget Code and Amount:

APPROVED BY:

SIGNATURE

DATE

Chief Officer:

CFO Funding Approval:

Superintendent:

Alfonso Pung

6-11-20



Creative Brief

South San ISD Enrollment Campaign Summer 2020

Project Description

South San ISD is currently looking at a campaign to drive up enrollment at all campuses for the 2020-2021 school year.

Goals

- Engage the community about all the programs South San ISD has to offer its students
- Drive-up enrollment at all campuses in time for the start of the school year in August
- Connect the community to information and resources to answer questions and energize the community
- Connect with students and families that we have not had contact with since the pandemic started.

Audience/Target

- Parents, students, and families in the South San ISD community and surrounding area

Timeline

Phase 1 - January - May

Phase 2 - June - August

Phase 1 Review

January - March

- Campus Block-Walking Campaign
- Mass Flyer Enrollment Mailouts
- Street Banners
- Parent Robocalls and Texts
- Billboards
- Parent Enrollment Letter
- Southside Reporter Ads
- Social Media Campaign
- Enrollment Videos

Phase 2

May - August

On the Ground

- Enrollment Task Force
 - Apartment Enrollment Stations - June 10,12
 - Community Enrollment Stations - June 17,18
 - Curbside Meal Enrollment Stations - TBA
 - Neighborhood Visits - June 24
- Parent Enrollment Email - May 6
- Mass Flyer Enrollment - June 4
- Parent Phone Blast - June 7
- Campus Enrollment Events - Throughout May and June
- Business and Brochure Drop-off
- Phone Bank Blitz - TBA
- Enrollment Dinner - July 17
- #SaveYourSeat T-shirt Pickup - TBA

Digital Campaign

- FB, Twitter, and Instagram campaign to reach parents that would utilize student testimonials

- Rollout New Round of #SaveYour Seat graphics
- Videos Promoting Programs and Partnerships
- Social Media Push on Enrollment Information and Dates
- Superintendent's Podcast - Enrollment