



Craig City School District

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Chris Reitan, Superintendent
Jackie Hanson, Elem./MS Principal
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Memorandum Item 9c

FOR: School Board Members
FROM: Chris Reitan
DATE: January 19, 2021
SUBJECT: PACE FY 23 Advertising

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 three PACE advertising campaigns. During PACE's first year (FY 20) working with Fine Point, PACE enrollment grew 30%. During PACE's second year (FY 21) working with Fine Point, PACE enrollment grew (115%). During our third year working with Fine Point PACE enrollment declined 18% from last year; the majority of this decline can be attributed to more students statewide returning to in-person instruction with their local community schools. Since FY 18 PACE enrollment has grown 118%. CCSD's partnership with Fine Point has proven to be an effective developer of PACE's social media advertising campaign.

Fine Point submitted an FY 23 advertising proposal for \$50,000. This quote provides access to a 12 month search engine optimization campaign, provides advertising on YouTube, Facebook, Instagram and Google display ads. This advertising campaign will provide access to the demographic groups we are targeting, provide flexibility to quickly adjust our advertising campaign based on the results we are experiencing with each of the advertising options, and provide a competitive cost for each advertising impression.

Suggested Motion: Move to approve the PACE FY 23 advertising quote from Fine Point for \$50,000.

