



BRADDOMITROVICH
przealot.com

COMMUNICATIONS & MARKETING BLUEPRINT

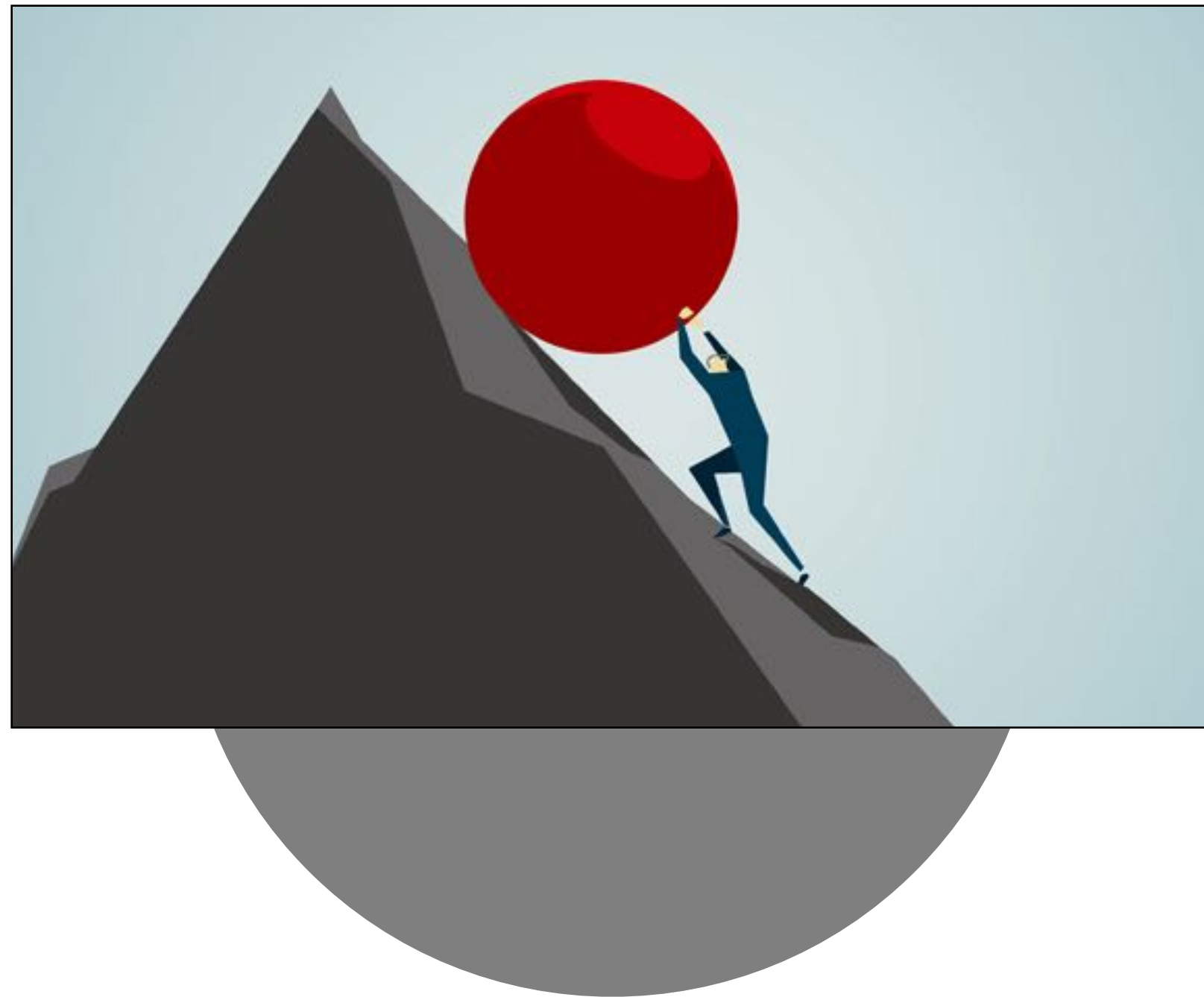
BEEVILLE INDEPENDENT SCHOOL DISTRICT 2017-2018

2016-2017 STARTING POINTS



- ✓ Social media platforms
- ✓ Database of stock photographic images
- ✓ Communications training
- ✓ Logo development
- ✓ Website upgrades
- ✓ Radio broadcasts
- ✓ Central Office marquee/billboards
- ✓ Published media stories

CHALLENGES

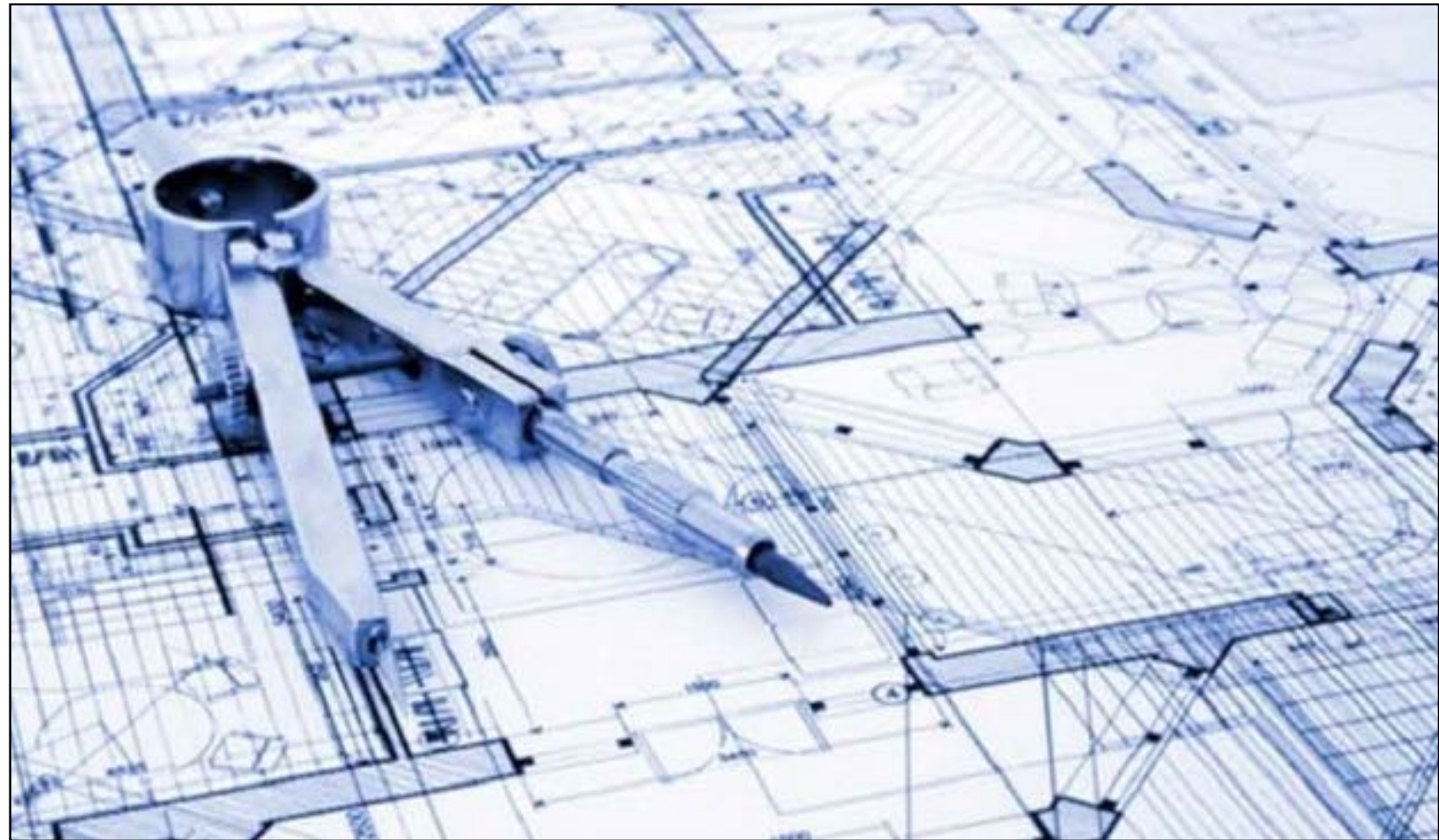


All marketing needs to be
targeted.

All marketing needs to be
analytical.

**WHY? WE ALWAYS WANT TO
REACH THE RIGHT PEOPLE.**

FACTORS



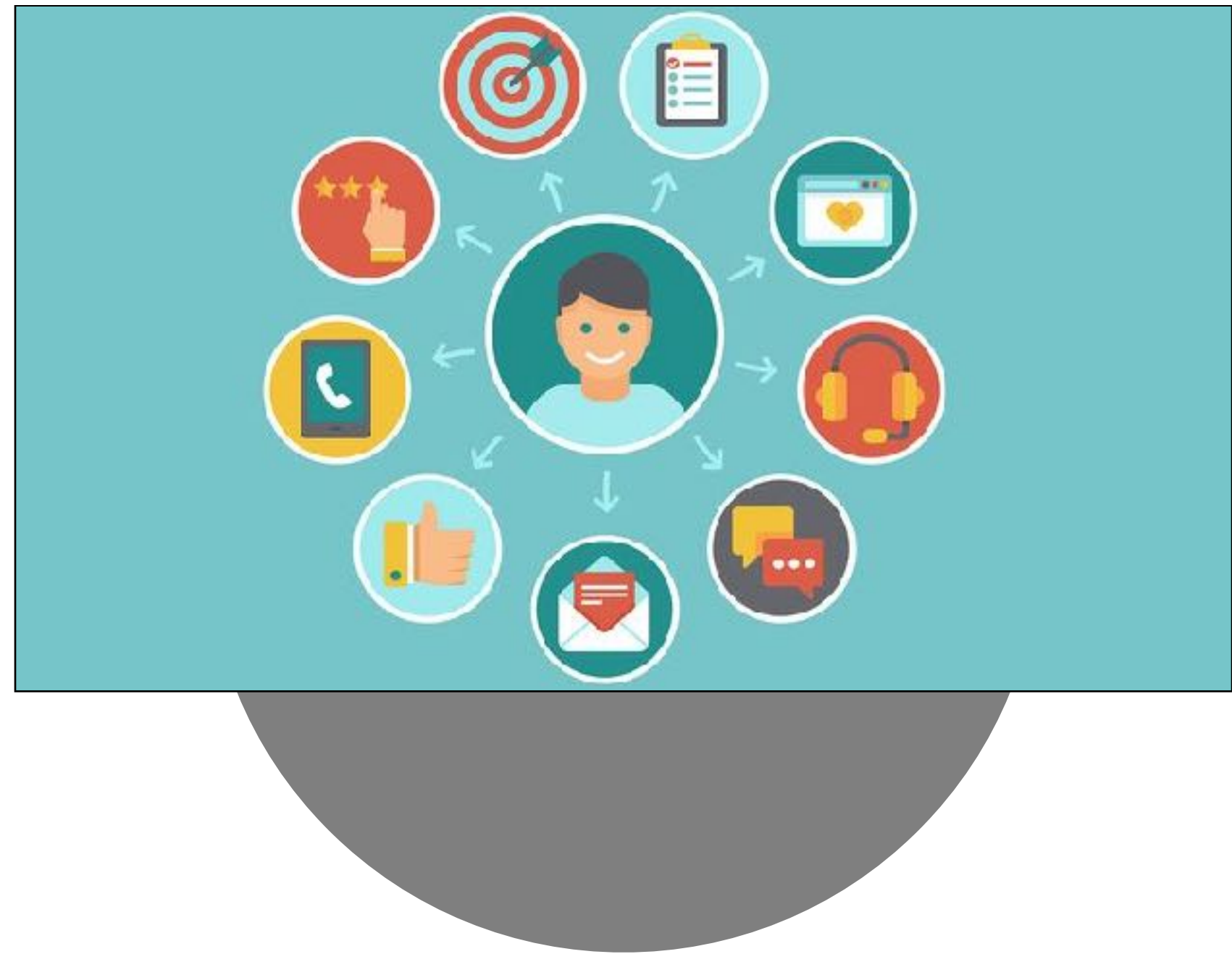
- ✓ Marketing needs to be aligned with the district's strategic plan.
- ✓ Marketing needs to provide topical information to the public.
- ✓ Marketing needs to create awareness of district and school successes.
- ✓ Marketing needs to encourage support for the district and its programs.
- ✓ Marketing needs to build community confidence.

GOAL



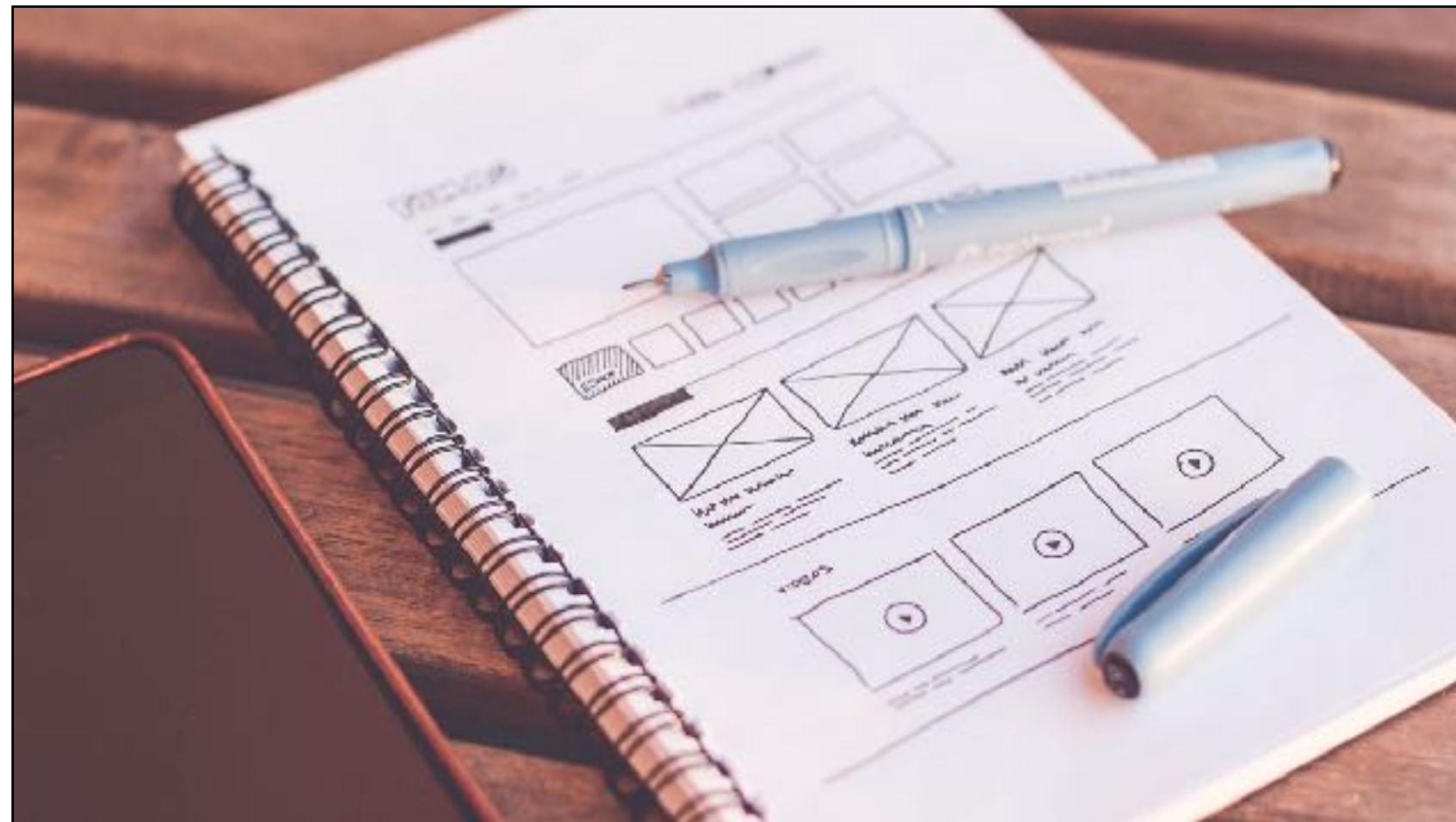
To promote Beeville ISD as a destination district with dynamic leadership, instruction, and education.

THEMES



- ✓ Attendance Campaign
- ✓ Employee Features
- ✓ District Recognitions
- ✓ Campus Activities
- ✓ Magnet School Highlights
- ✓ Program Successes

TOOLS A



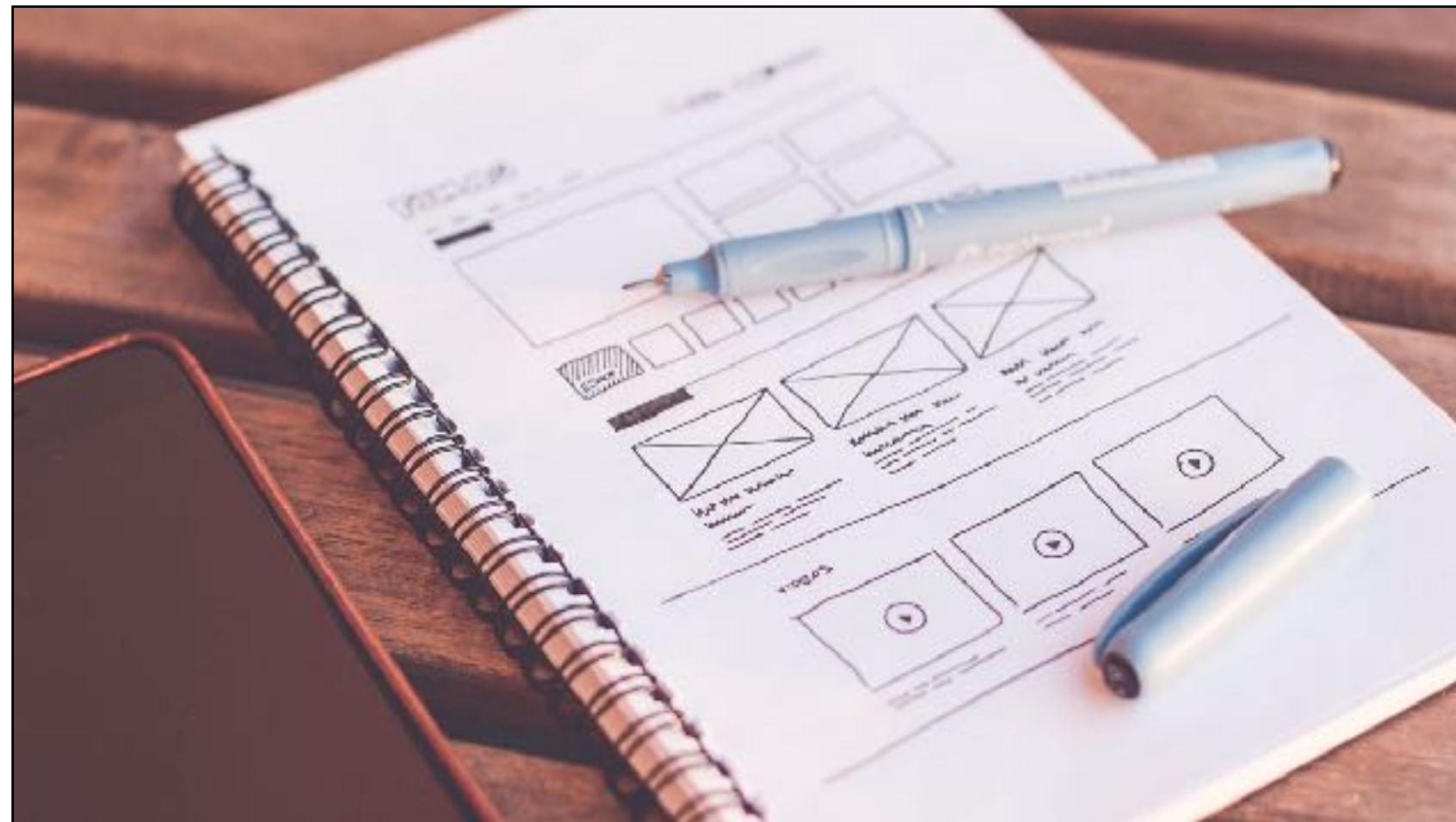
SOCIAL MEDIA

- ✓ Facebook & Twitter
- ✓ Explore InstaGram

HOLISTIC'S

- ✓ #LoveWhereILearn
- ✓ #BeInSpireD

TOOLS B



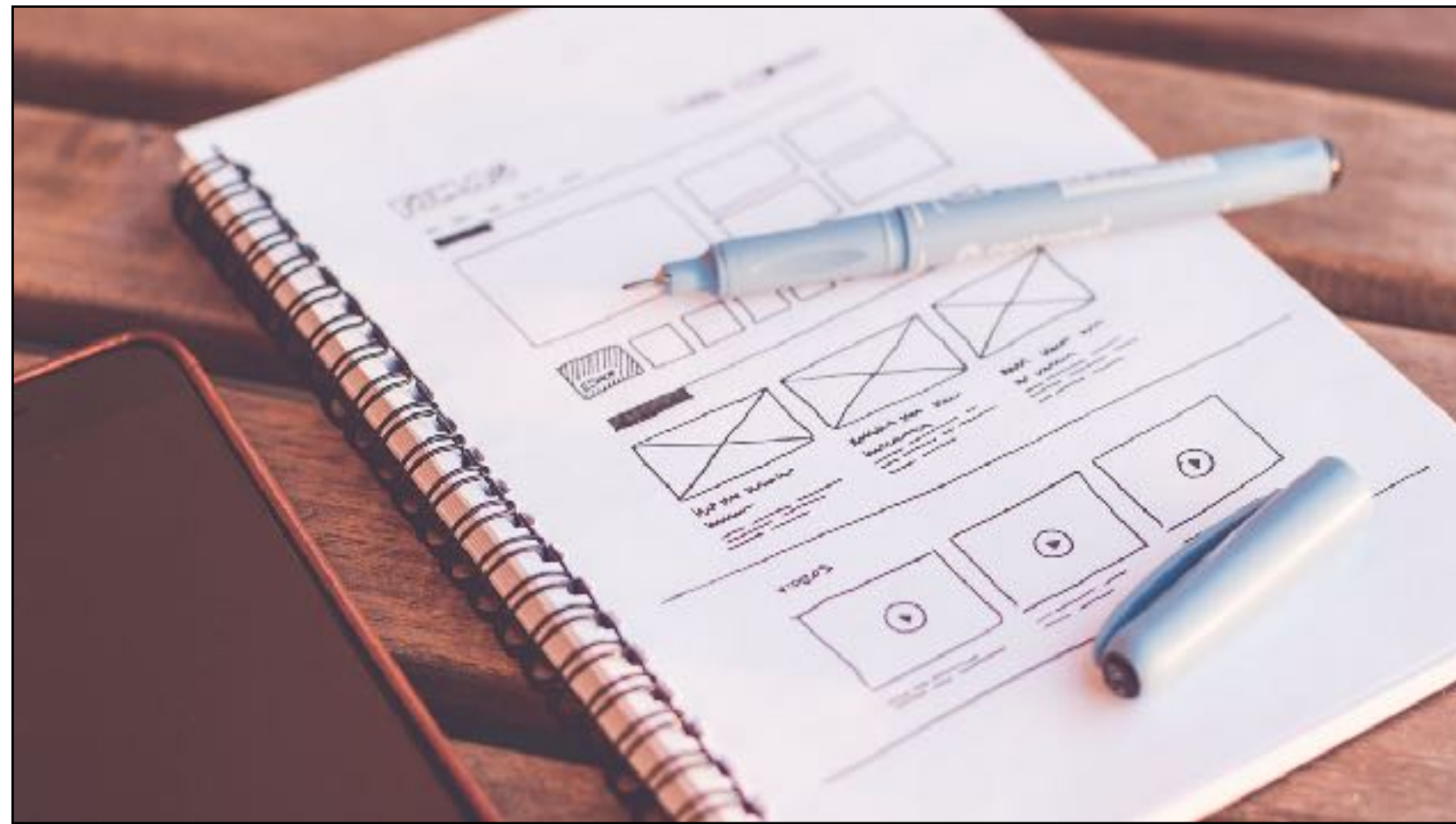
WEBSITE

- ✓ District Calendar
- ✓ Teacher Web Pages

SCHOOL MESSENGER

- ✓ Voice messages
- ✓ E-mail communication

TOOLS C



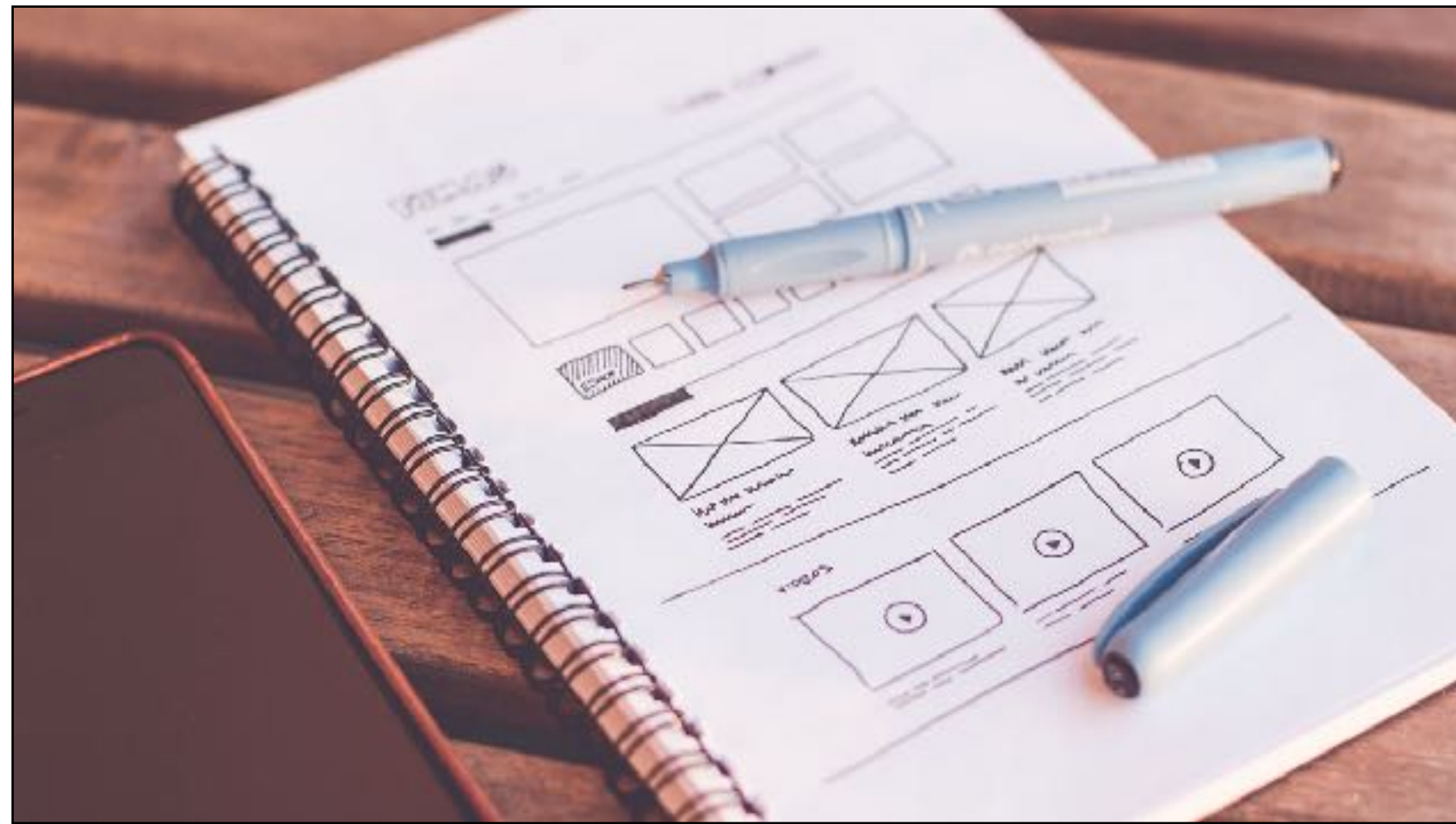
NEWS RELEASES

- ✓ Highlighting successes and general interest news.

THEMED NARRATIVES

- ✓ More in-depth features and story lines.

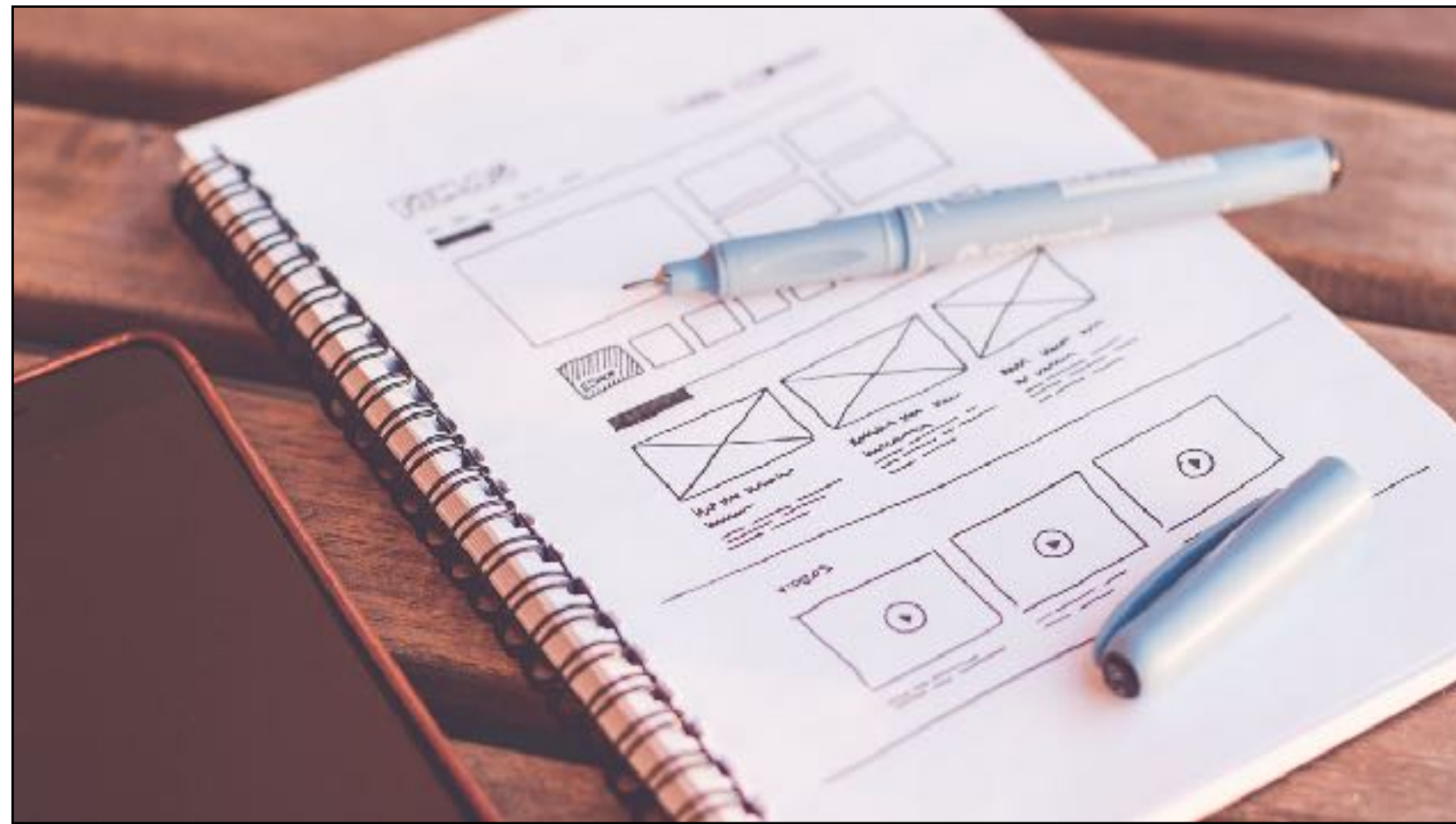
TOOLS D



ADVOCACY TRAINING

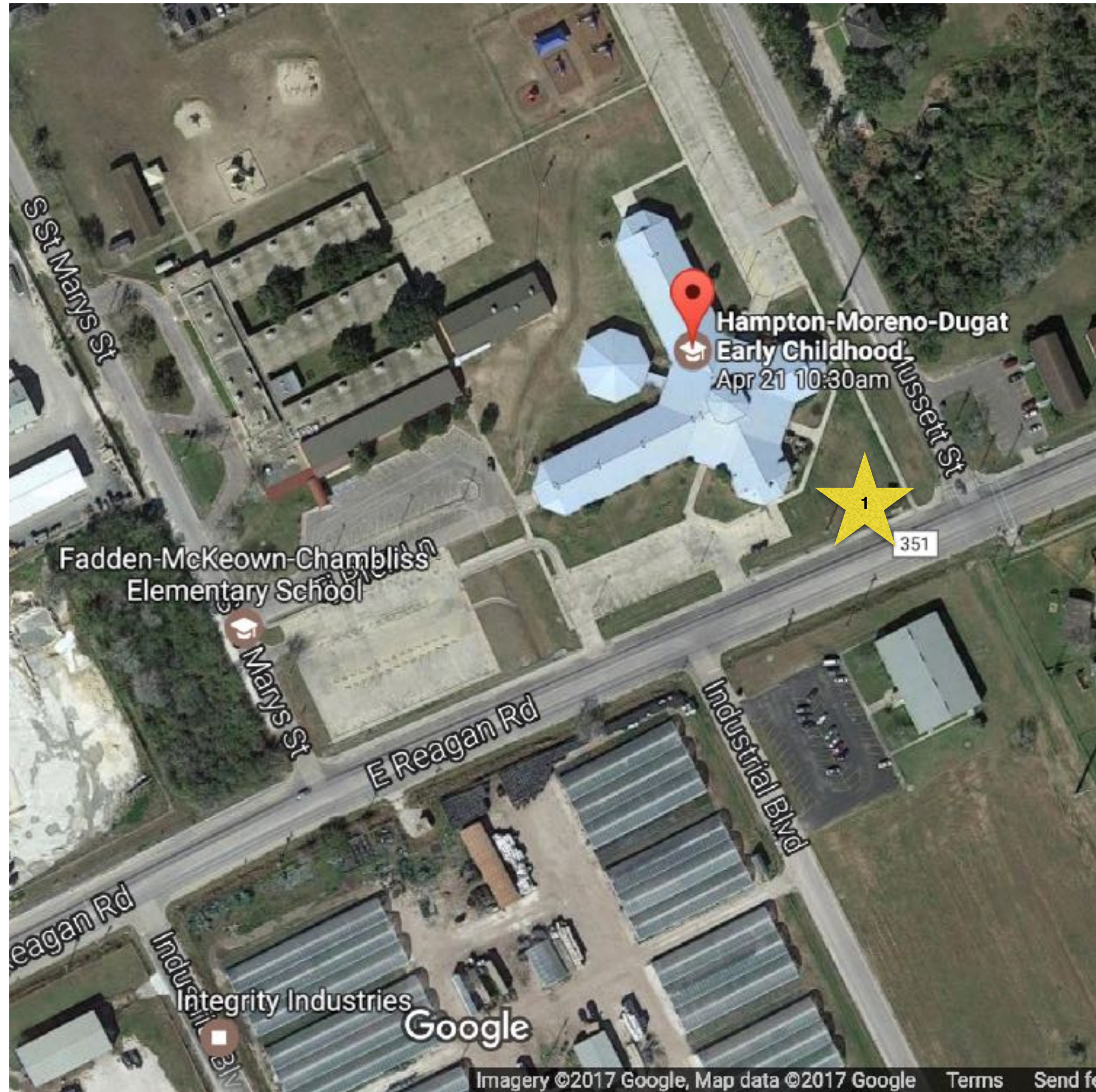
- ✓ District Administration
- ✓ Principals
- ✓ Select Campus Leaders

TOOLS E



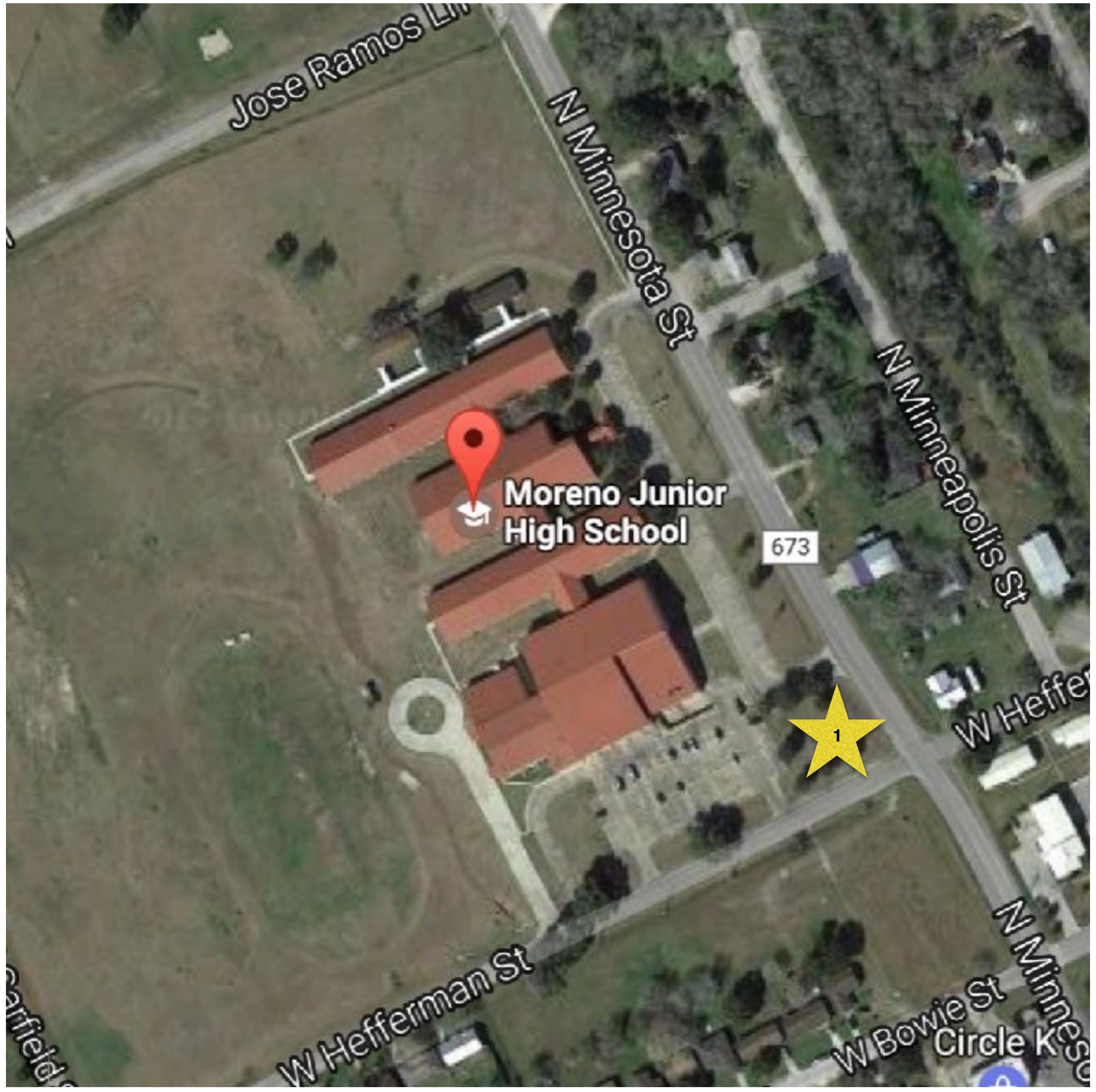
DISTRICT OWNED BILLBOARDS

- ✓ Minimum of 6 boards.
- ✓ Each billboard will be a different advertising.
- ✓ Designed to be swapped among locations.



H-M-D/F-M-C

- One Billboard
- V-shaped/Two Sided
- Property corner



Moreno JH/TJBA

- One Billboard
- V-shaped/Two Sided
- Property corner



A.C. Jones High School

- Two Billboards

1. Softball field corner

2. Parking lot corner



www.BeevilleISD.net



Readers

INSPIRING BOLD INNOVATIVE ~~LEADERS~~

**IMAGES SHOWN
WILL BE REPLACED**

**Prototype Billboards
READERS - ATHLETES**



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Athletes

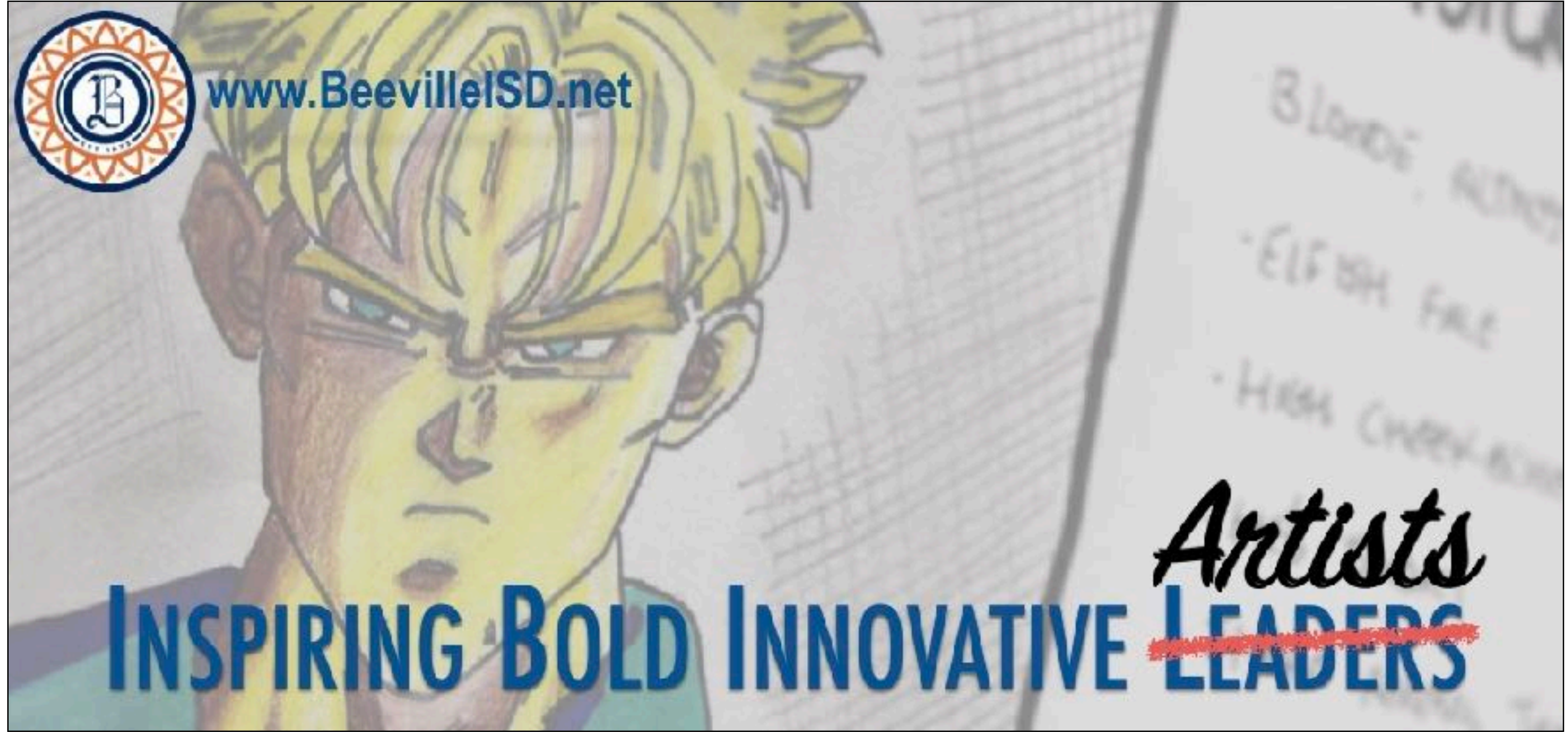
INSPIRING BOLD INNOVATIVE ~~LEADERS~~





Prototype Billboards
MUSICIANS - ARTISTS

IMAGES SHOWN
WILL BE REPLACED





Prototype Billboards
SCIENTISTS - TEACHERS

IMAGES SHOWN
WILL BE REPLACED





GOAL

To promote Beeville ISD as a destination district with dynamic leadership, instruction, and education.

CAN IT BE DONE?

YES!



**If something is not working,
we will stop and re-think.**

**If we see something
that works well for others,
we will evaluate it.**



HOW CAN THE BOARD OF TRUSTEES ASSIST?

1-2-3 and the Rule of 7 for the Team of 8



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