

1920



Board Update: Marketing & Strategic Planning

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Feb. 11, 2021

Overview

- » Enrollment marketing
- » Pathways marketing
- » Strategic Plan Update

Enrollment Marketing - Spring 2021

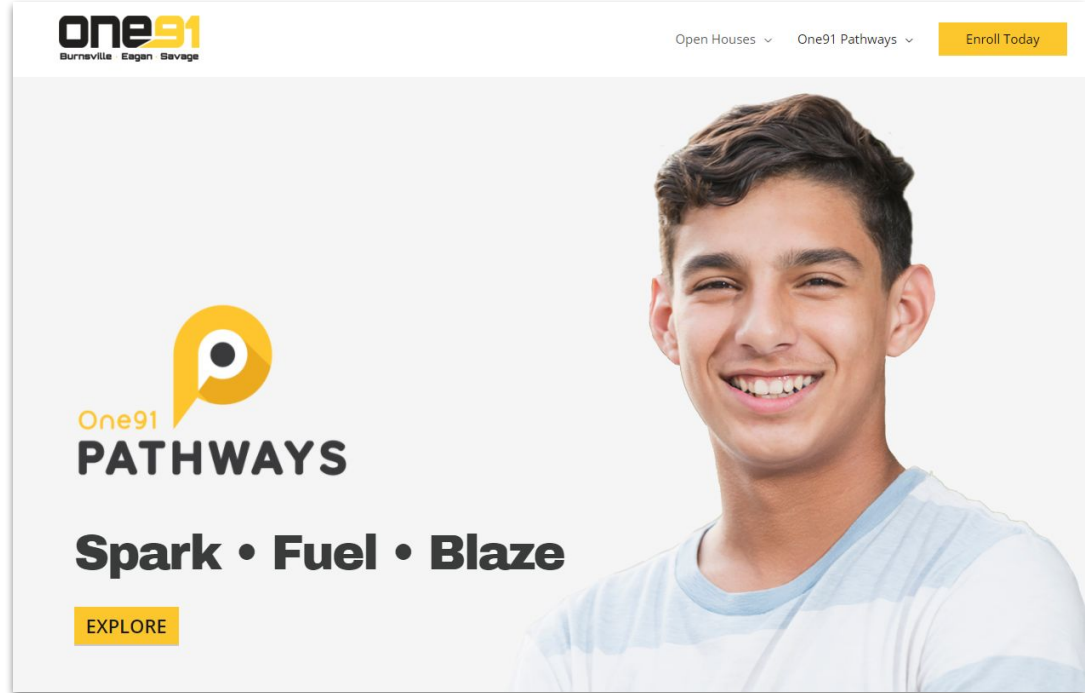
Goals: Retain current students; attract or re-attract new

- Create & launch a new enrollment website & updating some website content
- Promote & hold Virtual "Open House" events
- Target students lost to open enrollment, homeschooling or who have delayed their enrollment due to the pandemic
- Target transition grades - PreK, K, 6 & 9
- Write & publish positive articles about One91

Enrollment Marketing - Spring 2021

Enrollment Site

enroll.isd191.org



Enrollment Marketing - Spring 2021

Virtual Open Houses

- Middle School - Nicollet on Feb. 2, ERMS on Feb. 4
- High School - Feb. 11
- PreK - Feb. 23
- Virtual Academy - March TBD
- Kindergarten - April TBD
- Elementary Experience - April TBD

Enrollment Marketing - Spring 2021

» You're invited
District One91 virtual open houses



» Kindergarten

» You're invited
District One91 virtual open houses



» Nicollet Middle School

Enrollment Marketing - Spring 2021

Positive stories

- WEB Middle School Leadership
- Universal+ Grant
- Middle School Schedule
- AVID at Middle School
- PreK-3 Alignment
- [Middle School Experience Guide](#)

Pathways Marketing - Spring 2021

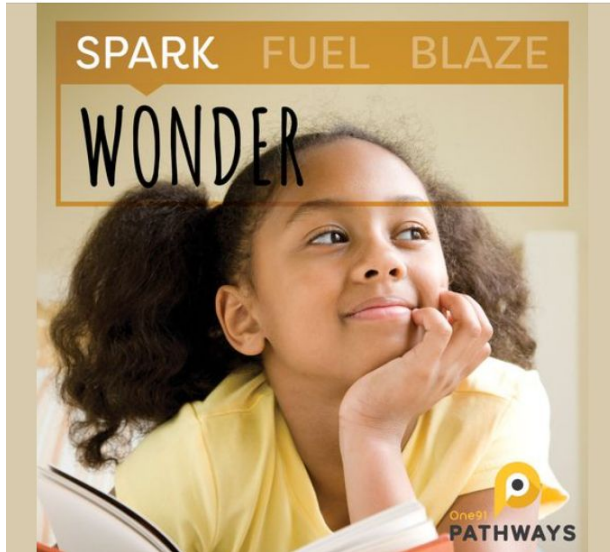
Components

- Re-introduce families to Pathways PreK-12 concept
 - Mailer, newsletter content & social media posts
- Start a Pathways awareness campaign (Fan the Flame),
 - Primary social media, targeted by email address when possible

Pathways Marketing - Spring 2021

one91 ISD 191 Burnsville-Eagan-Savage School District
Published by Julie Rodriguez · January 27 at 3:00 PM ·

What sparks wonder? For elementary learners in District 191, Pathways programming is designed to excite students and give them a glimpse into their future. We light a spark for learning in each child as we begin to unpack the world of possibilities. Learn more about Elementary Pathways in District 191: <https://enroll.isd191.org/elementary-pathways/>



one91 ISD 191 Burnsville-Eagan-Savage School District
Published by Julie Rodriguez · January 30 at 12:00 PM ·

With over 200 active community partnerships, the Pre-K - 12 Pathways program in District 191 is built to equip learners for a bright future of meaningful work. Our community partners donate significant resources to help us build training sites — like a full commercial kitchen or fully-functional, multi-stall automotive clinic, and much more. Read more about our Pathways programming: <https://www.isd191.org/isd191/news/202101/one91-pathways-prek-8-implementation-continues>



Internal Communications

Goal: Engage, inform & activate staff

- Support/Develop staff in role as representatives for the district
- Staff as presenters at open houses
- Students supporting presentations at open houses
- District wide campaign announcement (Fan the Flame), providing resources so staff can participate/amplify
- Social media profile badges
- Content/story idea submission opportunities
- Highlights in staff newsletter

Future Steps

- Partners Kit: Engage, celebrate & activate Pathways partners
 - Thank you letter from superintendent
 - Pathways one-pager outlining the impacts of the program
 - Pathways decal for the front door or window
- Summer new family campaign
 - Social media advertising campaign
 - Direct emails
 - Simple “how to enroll” info for apartment complexes, etc.
- Physical representations in schools (signs, banners, etc.)

Strategic Plan Update

Purpose, status, next steps

- Review and refresh strategic roadmap
- Small group, online engagements in Fall 2020
- Receive report on fall engagements - early Feb.
- Draft revision to be reviewed by district leadership - Feb.
- Gather public input on draft revision - March/April
- Create final revision based on input; present to Board - April/May

Thank You