



AMPHITHEATER

P u b l i c S c h o o l s

November 13, 2018

Marketing-Advertising Briefing

Background

In many Arizona public school districts, enrollment has been in a steady decline over the past few years, while charter schools have seen a steady increase.

Arizona Public School Enrollment

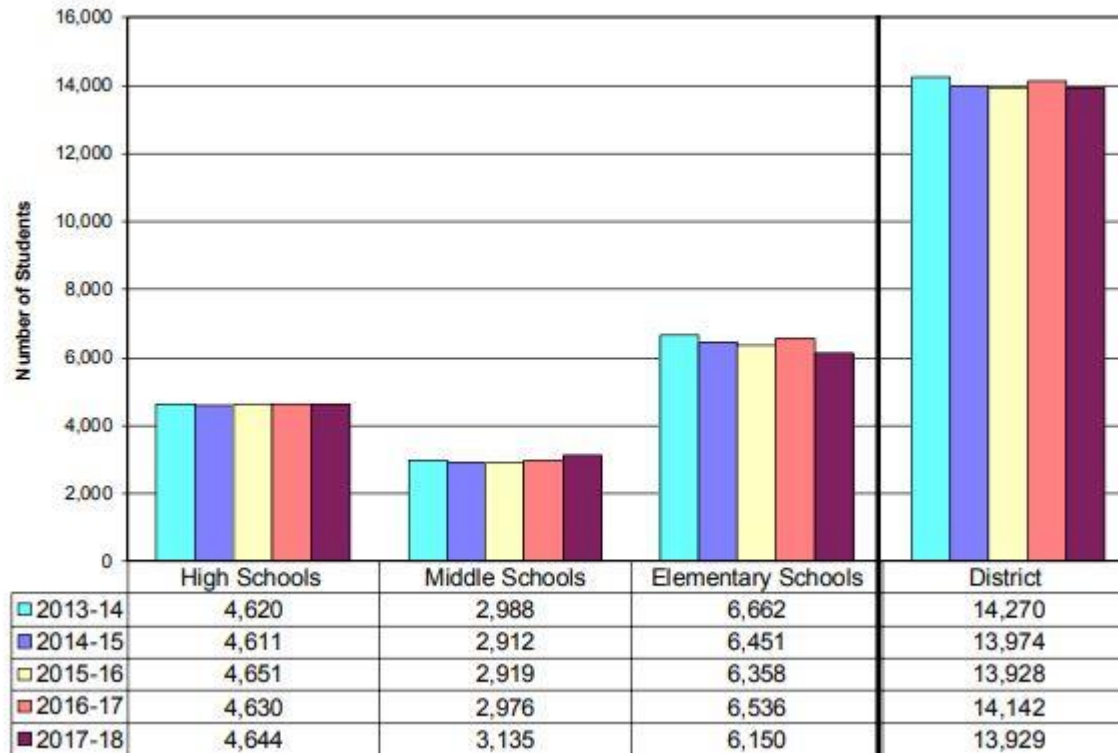
School Year		2012-13	2013-14	2014-15	2015-16	2016-17
Charter	Enrollment	145,273	155,545	163,673	175,535	185,900
	Percent Growth		7.1%	5.2%	7.2%	5.9%
District	Enrollment	950,747	946,323	952,217	948,970	941,686
	Percent Growth		-0.5%	0.6%	-0.3%	-0.8%

Source: Arizona Department of Education, October 1 Enrollment



Amphitheater Public Schools

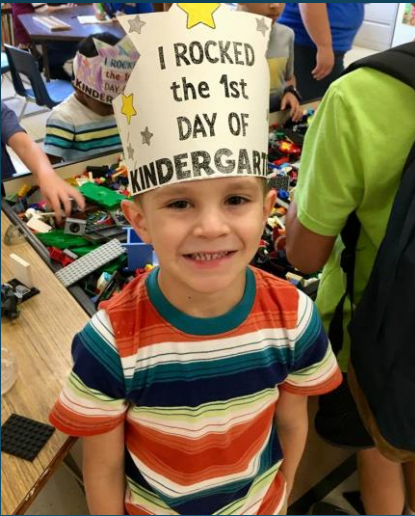
Enrollment on 100th Day & Historical Trend



Telling Our Story

Academic teams are working to continue Amphitheater's tradition of commitment to excellence and educating the whole child.

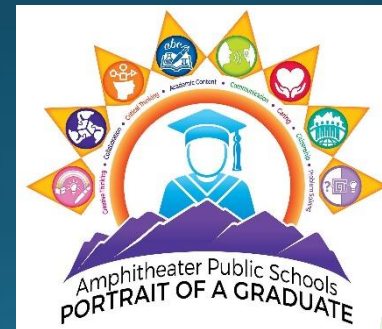
Our marketing-advertising plan aims to make sure everyone knows about the Amphi District and why our schools are the best places for their children to grow and learn.



Multifaceted Strategy

In order to get our message to current and prospective parents, we are taking a multifaceted approach.

- Partnering with an outside company called Target River to provide advertising services across many platforms
- In-house marketing efforts led by the Communications Team

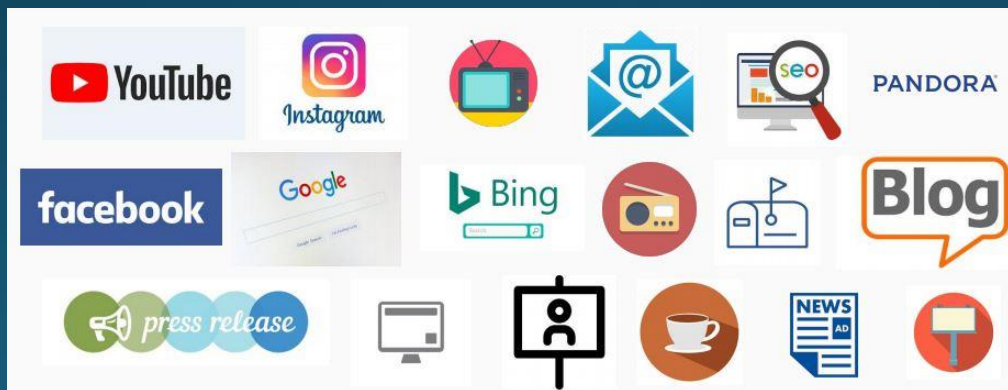


Why Target River?

- We met with four companies that offer advertising services.
- All four offered advertising across multiple platforms. Target River had experience with school districts, and they had a clear vision for how to maximize dollars in an enrollment campaign. By including creative services, they were the best value for the money.

About Target River

- The firm has worked with about a dozen school districts and has other clients.
- They use a variety of platforms to reach potential families where they spend their time.



The Plan

- We sent our district zip codes to Target River.
- They used those to get a feel for our district and came to us with a proposal and a timeline.

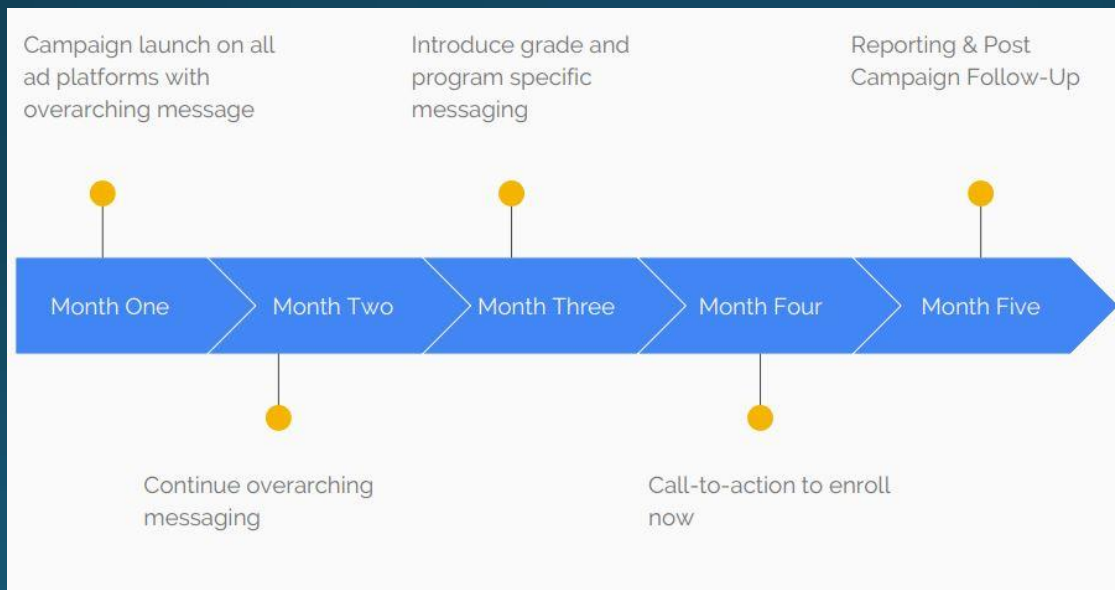
The plan includes using the following methods for marketing and advertising:

- YouTube
- Display Ads (aka banner ads)
- Search Ads via Google and Bing Platforms
- Retargeting Ads
- Facebook
- Instagram
- Emails
- Pandora Ads
- Cable Television
- Blog Posts
- Press Releases (both local and national outlets)
- Search Engine Optimization
- Yard Signs
- One Sheets (distributed to feeder programs)
- Landing Page (for lead generation)
- Production and Ad Design
- Overall Delivery (will be a minimum of #4,250,000 impressions)

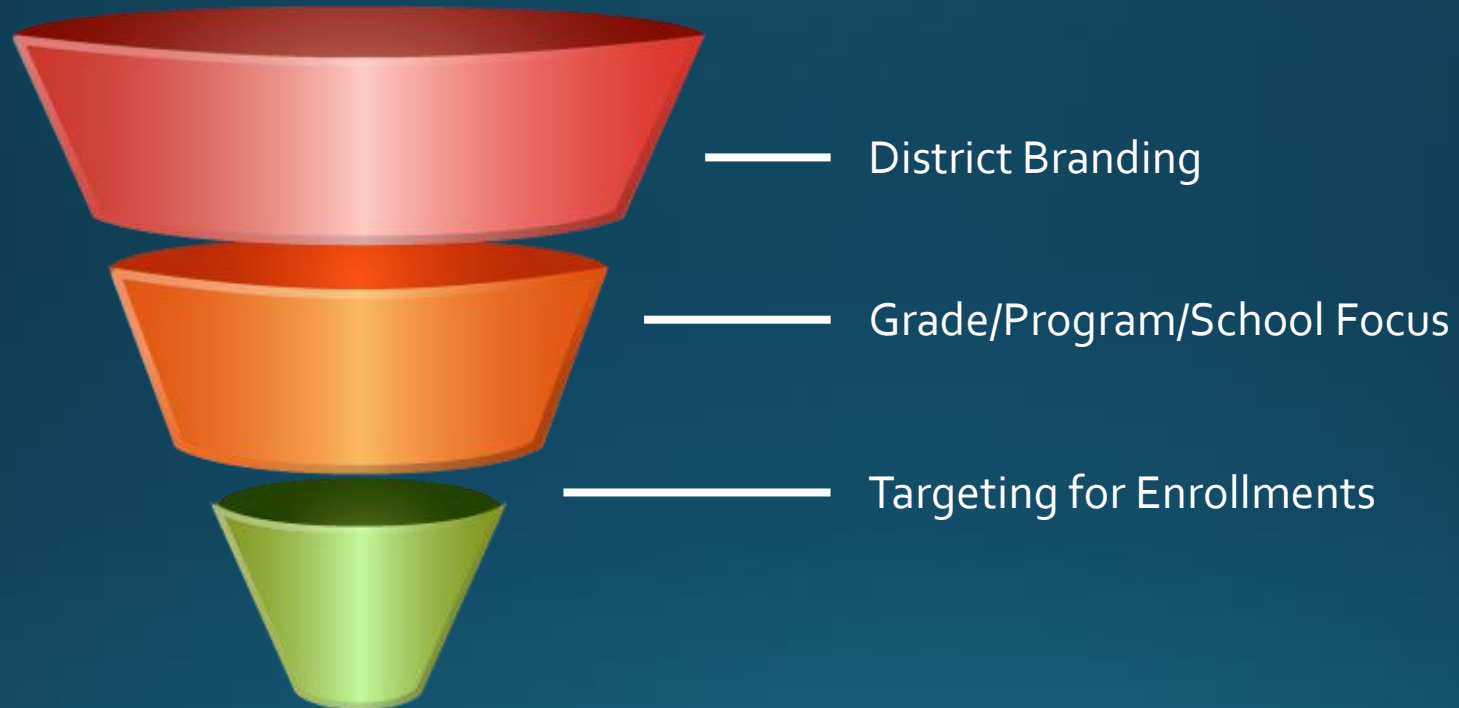


What's Next?

- The next step in the Target River partnership involves us providing information. They will send us forms to fill out to help them craft drafts of ads.
- With our guidance and input, Target River will create ads and a video.
- When we approve the ads, Target River will launch the campaign.



Funnel Approach



Measurement

- Target River will provide reports throughout the campaign and an overall report when it is over. Some of the information will include:

Target River provides the following via our online reporting:

1. # of impressions delivered
2. # of site visitors to campaign microsite
3. Detailed list of inbound leads
4. Reporting of Facebook, Instagram, and YouTube Channel engagement



- We also plan to track leads and what happens with them internally so that we know whether people who contact us end up enrolling. If they don't, we will follow up to find out why they made another choice.



In-House Marketing

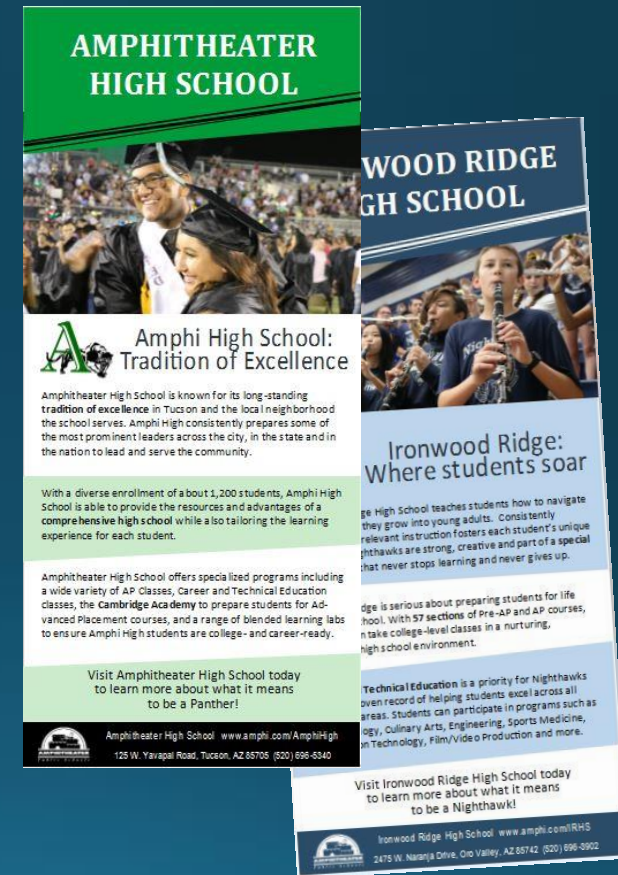
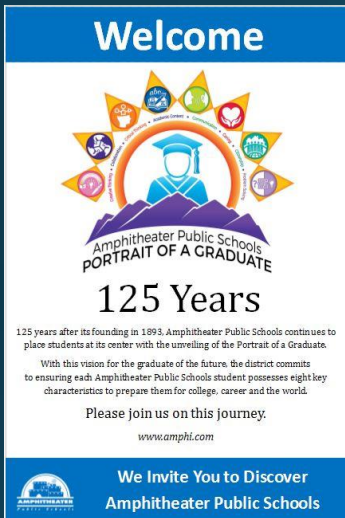
In addition to the campaign through Target River, the Communications Team is working on multiple fronts:

- We are developing a video series that shows how Amphitheater Public Schools employees go the extra mile to help children, families, and coworkers.
- We are creating special website/social media content for fifth-graders (and the adults who love them) to help them choose a middle school and help them with the transition.



In-House Marketing

- We are creating marketing pieces (rack cards) for each school to help them with recruiting and events.
- We continue to market Portrait of a Graduate.
- We are planning a Time Capsule contest and event to celebrate our 125th anniversary.
- We continue to cover and showcase good things happening in our schools via photos and videos on all of our platforms and through local media.



Questions?



AMPHITHEATER

P u b l i c S c h o o l s

