

Gilbert F. Rodriguez, Vice President

Submitted Questions

DPA #5

1. What specific information will be shared and what focused marketing efforts will be used for West Campus High School in the 78242 District 6 and 7 areas? We are sending out a district enrollment flyer the last week of January to 78211, 78242, and 78244. A West Campus flyer will be mailed out that same week to all residential addresses in the 78242 zip code. We are promoting the addition of 10th grade students and JV athletics as well the positives of smaller class sizes. The campuses in the 78242 will pass out information about their campus along with information on West Campus. Some of the staff will also be wearing West Campus t-shirts as they block walk.
2. What are the specific dates for the referenced timeline of January through May and June through late August that marketing efforts will take place? Blockwalking - January 27-February 7; Proposed dates of May18-29; August - TBA. Mass flyer mailout - January 27 and Proposed date of June 17. August - TBA. Billboards to run February and March. We will roll out videos and testimonials as they are completed.
3. How is digital traffic being directed to/from the district Facebook and Twitter social media accounts? Are metrics being captured and reviewed for effectiveness? Will the district Instagram account be utilized as well? (how does anyone know to visit these social media outlets to obtain

information?) We have periodically promoted following our social media accounts. Our website has links to all of our social media. Our newsletter, all of our flyers and brochures reference our social media accounts. Our upcoming enrollment ad with Southside Reporter will also list our social media accounts. We look at digital traffic and insights weekly to see what's working and what's not and then tailor our posts accordingly. We do utilize the Instagram account but have more traction with Twitter and FB.

4. Will the district Bb District application and automated phone messaging system be utilized to communicate any information? Will "email blasts" be utilized to communicate information? If so on what dates will this take place? We are working on a rollout of the district app. Right now, the target date is to have it ready by the week after Spring Break. The week before enrollment opens we will send out email and phone blasts about district enrollment as well as a separate message promoting West Campus.

5. Based on the marketing update presented to the Board of Trustees on July 24, 2019 almost half (50%) of traffic to the district website originated from mobile devices. Is there a plan to maximize on this information? (more mobile notifications?) The research We plan to send out push notifications once the app is up and running. Currently, we are sending text messaging, emails, and voice notifications through Parentlink.

6. On what dates will the videos promoting programs and partnerships be available for public view? What West Campus High School specific information will it contain? We are currently working on enrollment and program videos. We plan on rolling them out the first week of February. Middle School Choice Academy videos are already out. Partnership videos are targeted for the last week of February. We are promoting the addition

of 10th grade students to West Campus and JV athletics as well the positives of smaller class sizes.

7. What are the dates and times when the block walking campaign will occur? January 27- Feb. 7, proposed dates of May18-29; August - TBA.

8. What areas in 78242 will be blocked walked? What information will be shared to and obtained from residents that also includes the new housing developments? We will be handing out a district wide brochure along with a West Campus flyer. Principals are currently setting up their routes.

9. Who will participate in the block walking campaign of 78242? District staff? Community volunteers? The staff from West Campus, Shepard, Five Palms, Armstrong and Madla will block walk for West Campus in the 78242 area. We are leaving it up to the discretion of the principals to invite parent groups and community members.

10. Will the block walking campaign consist of registering potential students for programs onsite? The block walking will start before enrollment opens up so at this time we will not have registering onsite. In the meantime, we have been meeting with students in transition grades signing them up for programs.

11. On what date will the business, apartment, and developer brochures be ready and delivered? We are currently putting a team together and will distribute the brochures during the block walking campaign scheduled for January 27th - February 7th.

12. On what date will the mass flyer mail out occur? On what date will the Southside Reporter ad run? What West Campus High School specific information will they contain? The mass flyer mail out will happen the week of February 3. The ad in the Southside Reporter will run in the February 5th issue. The add will list all of our programs and will have a section dedicated to West Campus promoting the addition of 10th grade students and JV athletics as well the positives of smaller class sizes.

13. On what date will the street banners and billboards be ready and deployed? Will they contain West Campus High School specific information? Streets banners will go up February 17 through March 16 at Military and Five Palms, SW Military and Kyle, and Nogalitos and Theo

One billboard will go up February 3rd at Loop 410 and Old Pearsall Rd. A second billboard will go up February 17 at SW Military and Old Pearsall Rd.

14. Who will be managing all of the marketing efforts and block walking campaign? The Communication Dept. will manage the marketing efforts and will work with principals on the block walking campaign.