

REPORT NAME: ENROLLMENT MARKETING CAMPAIGN

REPORT OF: Communications Department

FOR: Action

STRATEGIC GOAL ALIGNMENT: Cultivate optimum learning experiences in a positive environment of engaged learning for all students through increased enrollment.

STRATEGIC OBJECTIVE ALIGNMENT: Strengthen and sustain the climate and culture of our district to focus on the unique academic and non-academic needs of each student in a way that is culturally sensitive and embraces the unique identity of each student through increasing the student population with students from diverse areas and backgrounds.

FISCAL FUND IMPACT: General Fund

IMPACT AMOUNT: \$66,720.48

EXECUTIVE SUMMARY/BACKGROUND: Like most school districts in Michigan, declining enrollment has been an issue in Southfield Public Schools for many years. In an effort to address this issue, the district has identified key target audiences to market enrollment opportunities to. Through our research, there are approximately 1,700 student that reside in Southfield and Lathrup Village that attend schools outside of the district. This campaign is designed to target families in specific zip codes that would be most likely to enroll in Southfield Public Schools. There are also students in neighboring districts as well as charter schools that may be looking for a different academic environment for their students. This campaign can expand the district's reach and footprint in the metro area.

COST BENEFIT ANALYSIS: If at least 6 new students are enrolled, the district will have recouped this investment.

RECOMMENDATION: It's recommended that this report is approved by the Board.

IMPACT IF NOT APPROVED: The direct mail marketing campaign will not proceed and the opportunity to attract thousands of students to SPS will be missed.

NEXT STEPS IF APPROVED: The direct mail campaign will go out this weekend with mailers arriving in mailboxes at the beginning of next week.