



# SOUTH SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

## Agenda Item Summary

Meeting Date: January 22, 2020

Purpose: ☒ Presentation/Report ☐ Recognition ☐ Discussion/ Possible Action

☐ Closed/Executive Session ☐ Work Session ☐ Discussion Only ☐ Consent

From: Jennifer Collier, Public Information Officer

Item Title: Oral Report on Marketing Campaign for February Enrollment and West Campus

Description: This report will reflect strategies in place for the West Campus and District Enrollment campaign.

Historical Data: Board members and community members are updated during regular called meetings on marketing campaign strategies.

Recommendation:

District Goal/Strategy:

Select a Goal or Strategy

Strategy 1 We will engage all school community members through transparency and effective communication to promote a positive perception and create a strong brand.

Funding Budget Code and Amount:

APPROVED BY:

SIGNATURE

DATE

Chief Officer:

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CFO Funding Approval:

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Superintendent:

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## **Creative Brief**

### **South San ISD Enrollment Campaign 2020**

#### **Project Description**

South San ISD is currently looking at a campaign to drive up enrollment at all campuses for the 2020-2021 school year, with an enhanced focus on West Campus High School.

#### **Goals**

- Engage the community about all the programs South San ISD has to offer its students
- Drive-up enrollment at all campuses in time for the start of the school year in August
- Connect the community to information and resources to answer questions and energize the community

#### **Audience/Target**

- Parents, students, and families in the South San ISD community and surrounding area

#### **Timeline**

Late January through May  
June - Late August

#### **Digital Campaign**



- FB and Twitter campaign to reach parents that would utilize student testimonials
- Videos promoting programs and partnerships
- Update program websites
- Social media push on enrollment information and dates
- Superintendent's Podcast

### **On the Ground**

- Block walking campaign
- Business brochure dropoff
- Apartment & Developer Info brochure
- Mass flyer mailout - South San zip codes and surrounding areas
- Billboard
- Street Banners
- Southside Reporter ad