Craig City School District

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Chris Reitan, Superintendent
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Memorandum
Item 9b

FOR: School Board Members
FROM: Chris Reitan
DATE: November 21, 2023
SUBJECT: PACE FY 25 Advertising

CCSD is looking to continue our social media advertising campaign for PACE to further solidify our correspondence/homeschool brand within the state and to support our efforts to expand our services statewide. CCSD has worked with Fine Point during our previous five PACE advertising campaigns. From 2008 to 2018 PACE's enrollment declined by 57%. From 2019 to 2024 PACE's enrollment has increased 92%. Fine Point has proven to be one significant tool for CCSD to grow PACE's enrollment that has focused on providing access to a 12 month search engine optimization campaign, providing You Tube, Facebook, Instagram and Google display advertisements, as well as the development of specifically tailored videos to support PACE's goal of reaching more families statewide who are considering a homeschool/correspondence option for their student(s).

Included with this agenda item is a spreadsheet that shows CCSD's enrollment by program from 2007 to present. The FY 24 enrollment numbers are the enrollment numbers that we submitted to the Department of Education and Early Development on November 7, 2023 following the state count period. Please note these enrollment numbers are not finalized yet by the Department of Education and Early Development. Fine Point submitted an FY 25 advertising proposal for $50,000. This advertising campaign will provide access to the demographic groups we are targeting, provide flexibility to quickly adjust our advertising campaign based on the results we are experiencing with each of the advertising options, and provide a competitive cost for each advertising impression.

Suggested Motion: Move to approve the PACE FY 25 advertising quote from Fine Point for $50,000.