



Board Agenda Item #	II.A - Information /Discussion Item
Date:	September 9, 2021
To:	Magnolia Public Schools - Development and Stakeholder Committee
From:	Alfredo Rubalcava, CEO & Superintendent
Staff Lead:	Dr. Brenda D. Lopez, Chief External Officer
RE:	Marketing Update August 2021

Proposed Committee Recommendation:

No action will be taken. The committee will receive an update regarding the marketing efforts to address outreach to our communities primarily for the impact on enrollment.

Introduction

The marketing strategies that have been utilized to engage families and promote enrollment are being analyzed to identify the return on investment with the strategies and addressing any missing gaps.

Background

One of the pain points for Marketing in our organization is the shift in how information is received. Traditionally, word of mouth was the most often relied upon method of outreach and recruitment but with the world abruptly shifting to remote work and social distancing, innovative approaches need to be explored. On July 1, 2021 Magnolia Public Schools focused heavily on digital marketing with the support of Larson communications.

Analysis

To date the digital marketing campaign in the last month has resulted in 64 contacts with families across our organization and 5 enrollments using digital advertisement. There continues to be work ahead when utilizing this opportunity.

- Content creation
- Tiered advertisements focused on schools most in need of enrollments
- Building capacity at our school sites to manage the work

Budget Implications

The budget implications for reaching enrollment targets can impact various line items at each school

How Does This Action Relate/Affect/Benefit All MSAs?

The benefit for all MPS schools is to identify areas of need and align promising practices

Exhibits (Attachments):

- Slide Deck- MPS Marketing Update Aug. 2021
- Digital Marketing- Student Enrollment Lead Management Process



Marketing Update

*Outreach & Communications
Department*

Marketing Activities

- Larson Communications- Digital Marketing
- Social Media
- Websites
- Local canvassing
- Leveraging local business connections
- Community meeting points of contact
- Meet and Greet events
- Open House virtually or in person
- Hosting community events at the school site

Digital Marketing

- [Student Enrollment Lead Management Process](#)
- Tiered system of identifying schools in need of targeted advertisement
- Aligning messaging
- Content and Vision

Digital Marketing

Dynamic ads, using data to target specific geographic areas and audience demographics, are performing the best.

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Tiered Intervention



1

SWOT Analysis of Marketing Strategies
How do we measure return on investment?

2

Design training centered on areas of growth
-Customer Service
-Social Media
-Branding

3

Organize and emphasize a collective effort from each stakeholder already connected to our school

Tiered Intervention



1

Leverage local community partnerships, warm market

2

PACE Engagement Coordinators at every school site, training academy
-Build capacity and confidence

3

Build a supportive culture for enrollment, start with Parent and Student Ambassadors, our school is an asset to the community

THANK YOU