



ENROLLMENT MARKETING CAMPAIGN PLAN OAKLAND MILITARY INSTITUTE

Overview

The recent release of student test scores and steep declines in enrollment have undermined confidence in our public education system. The current situation represents the clearest picture of the pandemic's devastating toll on public schools throughout the state. As the region's premier college preparatory and leadership school, Oakland Military Institute's (OMI) situation is no different.

Despite traditional means and relying primarily on the Oakland Enrolls web portal, enrollment challenges will continue for OMI. Failure to implement new tactics, and ultimately, have OMI take ownership of its own enrollment marketing, could lead to operational instability and financial deficiencies in the near future.

So, What's Next?

Working with OMI school officials, CharterSmart has developed the *We Are OMI* campaign to provide strategic guidance and communications to enhance enrollment marketing:

- Create a positive, insightful narrative of the school and the cadets it serves;
- Refresh brand for collateral materials, outdoor signage, digital media, OMI website, and Oakland Enrolls web portal;
- Develop family and community stakeholder engagement activities.

Objective

Simply put, expose Oakland families to OMI's unique academic leadership experience and offer prospective cadets a vision of a college and career future.

Timeline

Open Enrollment Period: November 14 – February 3

October

- Produce Campaign Plan
- Create Photo/B-Roll Video Library
- Update Messaging Content

November

- Produce Enrollment Flyer
- Produce Brochure + Parents' Guide
- Update OMI Website (New Content + Photos)
- Update Oakland Enrolls Web Portal (New Content + Photos)
- Produce New Oakland Enrolls Video

December

- Produce Outdoor Banners (4 ft x 8 ft)
- Produce Social Media Ads for Facebook and Instagram
- Determine/Plan Family Outreach Program Activities
- Determine/Plan Community Stakeholder Outreach Program Activities

January

- Place Social Media Ads on Facebook/Instagram
- Host Open House/Parent Information Night
- Home Recruitment Visits
- Cadet Mentorship w/ Feeder Schools

February

- Follow-Up w/ Prospective Families
- Produce Parent Survey
- Produce Assessment Report

Campaign Expenses

- 2-Day Photography + Video Session: \$900
- Production of Enrollment Video: \$1,100
- Campus Outdoor Signage (10 – 4 ft x 8 ft banners): \$500
- Social Media Ads (Facebook/Instagram): \$250-\$500
- Production of Printed Collateral Materials (brochures, flyers, etc.): \$1,000