

# TUCSON UNIFIED

SCHOOL DISTRICT

Being Visible With



# TUCSON UNIFIED

## SCHOOL DISTRICT

Why are we spending money  
on advertising?

*“...the District shall review and revise its strategies for the marketing to and recruitment of students to District schools to provide information to African American and Latino families and community members throughout the District about the educational options available in the District.”*

*(USP §II(I)(1))*

# Why is Marketing Necessary?

## Competition

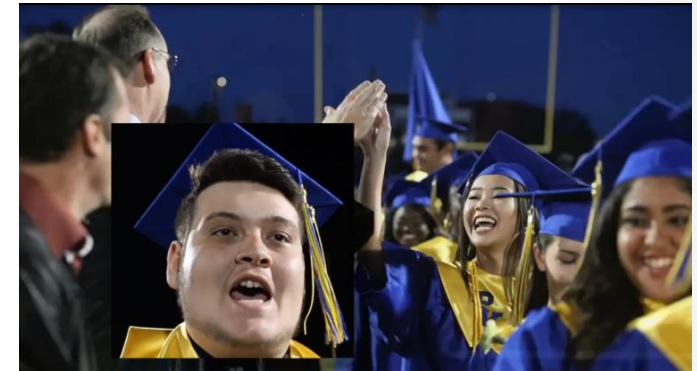
Students have more options than ever before,  
and other schools are marketing heavily.



# Television and Digital Marketing

## Television Marketing Strengths

- Reach your audience on an emotional level
- Reach the masses



## Digital Marketing Strengths

- Precision
- We can target our audience more precisely than any other medium
- More data = efficient results, the future of marketing



# **Tucson Unified is Standing Out**



# Palo Verde Titans: One-Month Campaign



<u>June Campaign</u>	<u>Impressions Sold</u>	<u>Impressions Served</u>	<u>Clicks</u>
KVOA Run of Site Banners	500,000	525,387	440
KVOA Pre-Roll	15,000	15,752	1795
KVOA Wallpaper	Exclusive on dates sold	30,134	316
Targeted Mobile	1,000,000	1,029,903	3321
Targeted Display	850,000	874,907	1024
SEM		31,226	1036
You Tube	100,000	109,747	161
<b>TOTAL</b>	<b>2,465,000</b>	<b>2,617,056</b>	<b>8,093</b>



Campaign	Results	Reach	Dates
FB Page Likes	806	44,851	6/1-6/29

# **Results for Palo Verde**

## **Enrollment Increase**

- Added 144 students for the 15-16 School Year
- Projected to add an additional 138 students for 16-17 School Year

--Source: TUSD Planning Services

# Kinder Round-up

January and February 2016

Coordinated effort: KVOA and Telemundo commercials, digital ads, mailers and Facebook advertising



# Results for Kinder Roundup

## Increase in awareness of Kinder enrollment

- Total of 1,600 calls and visits to School Community Services during the campaign
- Email volume
  - December 2015: **542**
  - January 2016: **1309**
  - February 2016: **738**
- School Community Services received calls and emails from parents who were not aware that they could already begin researching and applying for kindergarten enrollment for 16-17.

# Next Steps

We will continue to address the needs of the District case-by-case and school-by-school

- Diversity
- Enrollment
- Brand Awareness
- Excellent Programs
- Advanced Learning Experiences
- Transportation Options

# Next Steps

- Magnet and Communications have been advertising since June 2015
- Individual Magnet Schools are adding funds