

MARKETING TUSD

TELLING OUR STORY & BUILDING OUR BRAND



WHY MARKET TUSD?

- Improve public perceptions about the district through advertising our successes and our quality programs
- Distinguish TUSD from competitors – marketing our unique assets
- Increase and diversify student enrollment through targeted messages
- Build trust and loyalty by developing the TUSD brand and delivering on that brand promise
- Reestablish TUSD's role as leader in the marketplace. We are Tucson's school district – history is on our side and generations of Tucsonans feel good about TUSD





COHESIVE PLAN FOR A UNIFIED BRAND

District outreach • Desegregation requirements • Magnet Grant requirements

Marketing plan funded through Desegregation, Magnet Grant and M&O budgets.
Leveraging limited resources for the most impact and reach.

TUCSON UNIFIED

Build brand identity and extend reach of positive messages and selling points

- Extensive and unique learning opportunities for students
- ALE, fine arts, sports, and full-day kindergarten
- Academic excellence and improving academic achievement
- Curriculum standards/expectations
- Trustworthy stewardship of resources
- We are Tucson's school district



DESEGREGATION

Promote ethnic and racial diversity across schools in the district .

MARKETING STRATEGIES

- **Marketing fairs for parents in different areas of the district**
- **Mailings to households across geographical zones**
- **Build relationships with community groups to provide families with information**
- **Conduct outreach in English, Spanish and other languages as appropriate**



MAGNET GRANT SCHOOLS

Use grant funding to attract non-minority students to TUSD magnet programs at Robison, Ochoa, and Safford and additional schools as future grants are awarded.

TARGET AUDIENCE

- Caucasian audience ages 25-54
- Single and double income families
- Children ages 4-13 in the household



THE MARKETING PLAN

- **Comprehensive 1-year plan, including:**
- **Marketing/branding campaign**
- **Creation of a new district logo**
- **Creation of creative collateral (brochures, posters, etc.)**
- **Coordination of media buys (online/social media, direct mail, outdoor, print, radio, TV)**
- **Community engagement opportunities through interactive platforms such as community events, marketing fairs, and online surveying.**
- **Market research to determine appropriate messaging**
- **Media tracking to determine effectiveness**

EXPECTED OUTCOMES

Develop favorable perceptions of the district by parents, the business community, and general public, leading to an increase in families enrolling their children in a TUSD school.

Applications in open enrollment and magnet programs will be increased, and in the aggregate will improve ethnic and racial diversity in the district.

QUESTIONS?

TUSD has proudly served Tucson families since 1867!

