



*Celebrate the US!*

## TUCSON UNIFIED SCHOOL DISTRICT

MEETING OF: June 11, 2013

TITLE: Report on Development of District Marketing Plan as Requested by Board Member Kristel Foster

ITEM #: 4

Information: X

Study:

Action:

### PURPOSE:

Report will inform the Governing Board about the approach to creating a district marketing plan to engage the public through increased visibility and reach.

### DESCRIPTION AND JUSTIFICATION:

Developing and launching a marketing plan supports the district goals of increasing enrollment and improving customer service. It also support the marketing requirements outlined in the Unitary Status Plan.

Cara Rene will be available to answer questions.

### BOARD POLICY CONSIDERATIONS:

### LEGAL CONSIDERATIONS:

For all Intergovernmental Agreements (IGAs), Initiator of Agenda Item provides the name of the agency responsible for recording the Agreement after approval:

For amendments to current IGAs, Initiator provides original IGA recording number:

\_\_\_\_\_  
Legal Advisor Signature (if applicable)

### BUDGET CONSIDERATIONS:

\_\_\_\_\_ District Budget  
 \_\_\_\_\_ State/Federal Funds  
 \_\_\_\_\_ Other  
Budget Cost      Budget Code

### Budget Certification (for use by Office of Financial Services only):

Date \_\_\_\_\_  
 I certify that funds for this expenditure in the amount of \$ are available and may be:  
 Authorized from current year budget  
 Authorized with School Board approval  
 Code:      Fund:

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INITIATOR(S):

Cara Rene, Director of Communications and Media Relations

May 31, 2013

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Name

Title

Date

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DOCUMENTS ATTACHED/ ON FILE IN BOARD OFFICE:

ATTACHMENTS:

**Click to download**

 [Report on District Marketing Plan](#)

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TUCSON UNIFIED SCHOOL DISTRICT

BOARD AGENDA ITEM  
CONTINUATION SHEET

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