

TUSD MAGNET DEPARTMENT 

Marketing and Recruitment Plan
2014-2015



CONTENTS

1. Introduction3

2. Executive Summary.....3

3. Organization Vision, Mission & Values4

4. Marketing Vision & Mission5

5. Situation Analysis.....5

6. Organization & Marketing Objectives.....12

7. Strategy12

8. Tactics12

9. Activity Plan13

10. Appendix.....18



1. INTRODUCTION

The Magnet Department marketing effort is two-fold: [USP III.I.1]

1. To provide Magnet Department organized and executed events and materials which benefit the recruitment of an integrated student population for all TUSD magnet programs.
2. To provide marketing, recruitment and theme related materials that benefit the recruitment of an integrated student population for each magnet school individually and as a pipeline.

2. EXECUTIVE SUMMARY

CURRENT POSITION

This is the second year that marketing and recruitment assistance is being provided to all of the magnet programs. For the three MSAP Grant schools (Ochoa, Robison, and Safford) this assistance started with the 2010-2011 school year.

KEY ISSUES

The key issues facing our magnet programs which contribute to the need for a comprehensive marketing plan are:

- The existence of a court mandated Unitary Status Plan that requires marketing of magnet programs
- The lack of ethnic diversity in a majority of our magnet schools
- The presence of below district average test scores in many of our magnet schools
- The intense competition being presented by charter schools, private schools, and other adjacent school districts
- The declining school age population within the District boundaries
- In many instances we are marketing programs that are not fully implemented

GENERAL SWOT ANALYSIS

Strengths

- Strong magnet branding
- Comprehensive Magnet Plan
- Comprehensive standards
- District Support has increased
- New compensation plan for out of hours events
- Dedicated Project Specialist
-

**Weaknesses**

- Weak website presence
- Lack of electronic expertise at many schools
- New training schedule limits department contact with coordinators and principals
- Turn around time on purchase orders has limited our ability to book participation in some events

Opportunities

- To increase the number of magnet students in our magnet programs
- To increase the integration of our magnet programs
- Upgrade digital footprint of department and schools
- Provide more professional development to help teachers

Threats

- Declining District student population
- Court ordered integration requirements

3. ORGANIZATION VISION, MISSION, & VALUES

MISSION

To provide leadership for high quality innovative instructional programs that promote academic excellence in an integrated school environment.

VISION

To provide the leadership and direction to assist the TUSD magnet programs in meeting or exceeding the magnet schools of America National Standards.

VALUES

| Magnet Department | Schools |
|-----------------------|--------------------------|
| Positive Attitudes | Integrated Student Body |
| Professional Demeanor | Quality Programs |
| Quality Products | Progressive Methodology |
| Active Support | Dedicated Teaching Staff |



4. MARKETING VISION & MISSION

MISSION

Together with the District Communications Department to provide quality marketing and recruitment opportunities and products that will promote the recruitment of an integrated student body at TUSD’s magnet programs.

VISION

To support the recruitment efforts of each TUSD magnet school by supplying the marketing materials, web development support, and well organized events that will lead to their success.

ASSUMPTIONS

Processes and systems will remain in place for the remainder of the fiscal year.

The number of magnet programs will not change for the remainder of this fiscal year.

Staffing will, at a minimum, be maintained at the level indicated within this document.

5. SITUATION ANALYSIS

LESSONS FROM LAST YEAR

The attached chart shows the events provided by the District and the Magnet Department for the 2013-2014 school year. The events covered a wide range and were spread out over the majority of the school year. The most notable conclusion from last year is that we did not have a good methodology in place to determine the actual impact of a given event on the district’s or individual school’s recruitment success. It can also be seen that participation of the various schools was inconsistent. Much of this inconsistency was due to the inconsistency or lack of compensation for out of contract work by the coordinators.

Feed back received from the Site Level Magnet Coordinators indicated they did not believe that information events held at the Mall or the Schools with each school manning a table were particularly successful. However, we have no real measurements to support or contradict this opinion.

| EVENTS | Schools Participating | Location | Results |
|----------------------|-----------------------|------------------------|---------------------------------------|
| Parent University | Magnet Department | Pima Community College | Lots of parents, lots of interest |
| 4th Ave. Street Fair | Magnet Department | 4 th Avenue | Lots of alumni contact, some families |



| | | | |
|--------------------------------------|--|--|--|
| Sci-Tech Festival | Tully, Drachman, Booth Fickett, Mansfeld, PaloVerde, Pueblo, Tucson High | Tucson Children's Museum | Large crowd, handed out a lot of brochures |
| Multicultural Symposium | Magnet Department | Rincon High School | Good community interaction, one family became very involved afterwards |
| Book Fair | Magnet Department, | University of Arizona | Large crowds, handed out lots of information |
| Celebrate Schools | All Magnet Schools and Magnet Department | Tucson Mall & Park Place Mall | Very low turnout except for parents of performing students |
| Celtic Festival | Magnet Department, Pueblo, Cholla, Tucson High, Utterback, Tully, Mansfeld, Bonillas, Robison, Safford | Rillito Park | Good visibility, talked with people but handed out few brochures |
| Middle/High School Info Event | Magnet Department, Middle, K-8 and High Schools | 3 events, Mansfeld, Palo Verde, Pueblo | Low turnout but those who came registered |
| Tucson Parade of Lights | Magnet Department | Downtown | Lots of Community Interaction |
| Beyond 2014 | Magnet Department, Cragin, Holladay | Tucson Children's Museum | Great Turnout, high interest |
| Magnet Kinder Info Event | Magnet Department, Elementary and K-8 Schools, Early Learning Centers | Booth Fickett | Extremely low turnout, virtually no interest |

EXTERNAL ENVIROMENTAL ANALYSIS

| Factor | What's Happening | Impact | Options Moving Forward |
|---------------|---|---|---|
| Social | Shift in city demographics | Self segregation | Relocate magnet programs to adjust for the shift in demographics |
| | Increased # of students receiving free or reduced lunch | More funding is available for before/after school programs however, the shift in demographic may discourage applications. | Re-evaluate existing programs and educate parents on those programs deemed appropriate. |



| | | | |
|---------------|--|--|---|
| Technological | Parents are more and more electronically connected | Parents expect more timely information to be available to them online. | Assist each school in determining the immediate and long term needs of their electronic presence |
| | Traditional (TV, Radio, Magazine, Newspaper) advertising venues are being replaced with electronic ones | Money spent on traditional methods may be ineffective | Explore new avenues of advertising particularly online |
| Economic | Increased housing development in the city | Shifting demographics and self segregation | Re-evaluate existing programs and educate parents on those programs deemed appropriate. |
| Environment | Downtown revitalization | Shifting demographics | Re-evaluate existing programs and educate parents on those programs deemed appropriate. Re-evaluate location of marketing efforts |
| Political | Governing Board President outgoing along with a second member | Dynamics of board decisions may change | Provide new board members with all the materials they need to make decisions that affect magnet programs |
| Legal | The district is currently operating under a court ordered Unitary Status Plan | All decisions are subjected to an unusually extensive public approval process | Be as precise and thorough as possible with all work. |
| Ethical | The Magnet Department is committed to providing a quality education to all students while meeting its mandated goal of creating integrated Magnet Schools. | Decisions are made using criteria that would not usually be our first priority | Make decisions that are in the students' best interest |



MARKET OVERVIEW

We are in a very competitive market of publically and privately funded schools. We have a declining school age population and we are under court order to integrate our magnet programs or face court intervention.

CURRENT TARGET AUDIENCE

Upwardly mobile non-Latino White families are needed to provide the correct ethnic distribution in the majority of TUSD’s magnet programs. African American and Latino students need to be targeted for predominately White schools. [USP II.E.3]

CURRENT MARKETS

- University of Arizona faculty and staff
- Families with students currently enrolled in charter schools
- Optics, Defense, and other Technology Industry families residing or relocating to Tucson

CUSTOMER TOUCH POINTS

| Touch Point | Department | Current Status |
|------------------------|-------------------------------------|--|
| District Website | District Communications Department | -Currently being totally reworked |
| Magnet Website | District Communications Department | - Need to add downloadable brochures - Easy to find information - Good call to action |
| Magnet School Websites | Magnet Schools | - Review design and content for consistent theme and branding - Need to add downloadable brochures - Easy to find information - Good call to action |
| District Facebook | District Communications Department | - Need to be more proactive in letting the media and public know what our schools are doing well. |
| Press Releases | District Communications Department | - Need to be more proactive in letting the media and public know what our schools are doing well. |
| Advertising Media | Magnet & Communications Departments | -Radio will be pursued -Public Service Announcements & Shows |



| | | |
|----------------------------------|---|---|
| Event Participation | Magnet & Communications Departments, School Representatives | -Purposeful, Aligned |
| School Community Services | School Community Services | -Be sure that SCS has all the information need about magnet programs available at all times |
| School Site Office | Each School, usually the Office Manager or Community Rep | -provide customer service training for these critical positions |



COMPETITION

| Who are they? | Location | Potential competitive advantage on us |
|---|---|---|
| Catalina Foothills School District | 2101 E. River Road. Tucson, AZ 85718 | This is an A rated District by the state and a 10 out of 10 by the leading independent rating system. |
| Tanque Verde Unified School District | 2300 N. Tanque Verde Loop Tucson, AZ 85749 | This is an A rated District by the state and a 10 out of 10 by the leading independent rating system. |
| Vale School District | 13801 E. Benson Highway Vail, AZ 85641 | This is an A rated District by the state and a 9 out of 10 by the leading independent rating system. |
| Academy del Sol | 4525 E. Broadway Blvd Tucson, AZ 85719 | School locations take advantage of new housing areas which are distant from current magnet schools |
| BASIS | 3825 E 2nd St, Tucson, AZ 85716 | More accelerated College Prep program in a more tightly controlled public school environment |
| Desert Christian School | 7525 E. Speedway, Tucson, AZ 85710 | Faith-based school attracts our target families |
| Salpointe Catholic HS | 1545 East Copper Street Tucson, AZ 85719 | All Catholic elementary schools feed students here that would otherwise fit our recruitment target |
| Satori | 3727 N 1st Ave Tucson, AZ 85719 | Excellent pre-school attracts parents who then leave their children at the school |
| Sonoran Science Academy | 2325 West Sunset Rd, Tucson, AZ, 85741 | Award winning science based school is very attractive to our target families |
| St. Gregory's | 3231 N. Craycroft Road Tucson, AZ 85712 | More accelerated College Prep program in a more tightly controlled public school environment |
| St. Michaels & All Angels | 602 N. Wilmot Road, Tucson, AZ 85711 | Attracts a very targeted faith based audience that draws families from our target demographic |
| Tucson Country Day | 9239 E. Wrightstown Road, Tucson AZ 85715 | Excellent pre-school attracts parents who then leave their children at the school |



INTERNAL RELATIONSHIPS

| Department | Marketing Emphasis | Relationship/Link |
|--|---|--|
| Communications | District Level Marketing and Media Department | One person assigned to support Magnet Department. Collaborate on event setups, media department provides audio visual support for magnet events; they coordinate district marketing and media events. Print Shop provides print services. |
| School Community Services | Student Assignment | They support magnet events by sending people to assist with enrollment on location. They are also responsible for the student lottery which is used to fill the magnet programs. |
| Technical Services | Print Shop and Technical Support | Technical support provides resolution of computer and web problems. The district web development team provides support for the magnet website on the District Server and we provide support for the magnet school sites on the Edweb server. |
| African American Student Services | Student Outreach and Intervention | We provide them with brochures to assist students in choosing a school or program. They provide us space at their events to recruit students for magnet programs. |
| Mexican American Student Services | Student Outreach and Intervention | We provide them with brochures to assist students in choosing a school or program |
| Asian Pacific Student Services | Student Outreach and Intervention | We provide them with brochures to assist students in choosing a school or program |
| Native American Student Services | Student Outreach and Intervention | We provide them with brochures to assist students in choosing a school or program |
| A.L.E. | Student Services | The IB magnet programs are part of the District's A.L.E resources |
| 21st Century | Student Services | These grants are used by many of our magnet schools to provide after school intervention programs |
| Ttile I | Family Outreach | These grants are used by many of our magnet schools to fund family engagement and intervention activities. |
| Language Acquisition | Translation | They provide translation of magnet materials |
| Science Resource Center | STEM | They provide special training and resources for our STEM schools including coordinating the SCI Tech Festival held at the Children's Museum. |



6. ORGANIZATION & MARKETING OBJECTIVES

SMART GOALS

| | Goal | Strategy |
|------------------|---|---|
| Department Goals | Increase number of events available for magnet recruitment in 2014-15 by 10% over 2013-14. | Continuously explore opportunities available in the local community to promote our programs. |
| | Traffic to the Magnet Department web page will increase by 10% over the previous year. | Improvements are scheduled for the District site and the Magnet pages on the District site. The traffic data reported by the district's analytics will be used in this measurement. |
| | 50% of magnet schools show an integrated incoming class per configuration. | This will be measured by # of applications and projections shown in Mojave for each school. |
| Site Goals | Provide a full branding package to every school that is evaluated as Falls Far Below. | Develop an aggressive schedule of photography and design that will move items out to the schools as quickly as possible. |
| | Complete a photo shoot of every magnet school to be used for all future design work. | Coordinators will be required to schedule a date and time during the first 6 weeks of school for photos to be taken of Media OK students in a wide variety of settings. Programs will not receive branding items until they have completed this activity. |
| | Two mailer campaigns will be undertaken which will be structured to measure the success of the mailing directly | TBD |

7. STRATEGY

This year our primary strategy will be to provide a mix of opportunities that are well dispersed across the city and track the results of each opportunity through use of coding, directed phone numbers, separate web landing pages, etc.



8. ACTIVITY PLAN

PRINT

This chart details the advertising and branding printed materials that will be supplied by the Magnet Department this year. The programs are shown in a ranked order. It should be noted that although the budget is in place to pay for the printing of all of these items, there are not enough staff hours available to create all of them

| School | Pull Up Banner | Full Color Broch. | Post Card | Horiz. Banner | Magnets | Note Cards | Mission Posters | Card Broch. | Theme Posters |
|--------------|----------------|-------------------|-----------|---------------|---------|------------|-----------------|-------------|---------------|
| Central | \$350 | \$2,000 | \$2400 | \$100 | \$300 | \$100 | | \$500 | |
| Total | \$350 | \$2000 | \$2400 | \$100 | \$300 | \$100 | | \$500 | |
| Hours | 32 | 160 | 24 | 0 | 0 | 0 | 0 | 0 | 0 |
| Utterback | have | \$150 | | \$100 | \$75 | \$35 | \$75 | \$50 | \$300 |
| Ochoa | have | \$150 | have | have | have | \$35 | \$75 | \$50 | \$300 |
| Pueblo | have | \$150 | | \$100 | have | \$35 | \$75 | \$50 | NA |
| Robison | have | \$150 | have | \$100 | have | \$35 | \$75 | \$50 | have |
| Total | \$0 | \$600 | | \$300 | \$75 | \$140 | \$300 | \$200 | \$600 |
| Hours | 0 | 320 | 0 | 24 | 12 | 72 | 96 | 12 | 80 |
| Holladay | \$350 | \$150 | | \$100 | have | \$35 | \$75 | \$50 | |
| Bonillas | | \$150 | | \$100 | have | \$35 | | \$50 | \$300 |
| Mansfeld | \$350 | \$150 | | \$100 | have | \$35 | \$75 | \$50 | \$300 |
| Safford | have | \$150 | have | \$100 | have | have | have | \$50 | \$300 |
| Cholla | \$350 | \$150 | | | have | \$35 | \$75 | \$50 | NA |
| Tully | \$350 | \$150 | | have | have | \$35 | have | \$50 | have |
| Carrillo | have | \$150 | | | have | \$35 | | \$50 | have |
| Davis | have | \$150 | | \$100 | have | \$35 | | \$50 | |
| Roskruge | have | \$150 | | | have | \$35 | | \$50 | \$300 |
| Tucson High | \$350 | \$150 | | \$100 | \$75 | \$35 | | \$50 | NA |
| Total | \$1750 | \$1500 | \$0 | \$600 | \$0 | \$315 | \$225 | \$500 | \$1200 |
| Hours | 160 | 800 | 0 | 48 | 12 | 216 | 72 | 30 | 160 |



| | | | | | | | | | |
|----------------------|---------|--------|--------|--------|-------|-------|-------|--------|--------|
| Booth Fickett | \$350 | \$150 | | | \$75 | \$35 | | \$50 | |
| Borton | | \$150 | | | \$75 | \$35 | | \$50 | |
| Cragin | \$350 | \$150 | | | have | \$35 | | \$50 | |
| Drachman | | \$150 | | | \$75 | \$35 | | \$50 | |
| Palo Verde | \$350 | \$150 | | | have | \$35 | | \$50 | NA |
| Total | \$1,050 | \$750 | \$0 | \$0 | \$225 | \$175 | \$0 | \$250 | \$0 |
| Hours | 96 | 400 | 0 | 0 | 36 | 120 | 0 | 15 | 0 |
| Dodge | | \$150 | | | have | \$35 | | \$50 | |
| Totals | \$0 | \$150 | \$0 | \$0 | \$0 | \$35 | \$0 | \$50 | \$0 |
| Hours | 0 | 80 | 0 | 0 | 0 | 24 | 0 | 3 | 0 |
| Grand Totals | \$3150 | \$5000 | \$1600 | \$1000 | \$675 | \$730 | \$525 | \$1500 | \$1800 |

TRADITIONAL MEDIA

There will be some experimental print advertising undertaken in publications that are visible to the target audience.

Radio will continue to be used, particularly NPR which has shown positive results in previous years.

The majority of the emphasis this year will be on events and placing the magnet programs, students, parents and supporters in publicly viewed events to increase brand recognition.

EVENTS

This chart details the events that the Magnet Department is planning to organize and/or collaborate with the District organizers on this year. Many of these are tentative as the dates and accessibility are not yet known. Other events may be added as they become available.

| EVENTS | Dates | Schools Participating | Location |
|-----------------------------|--------------|---|--------------------------|
| JB F Grow Show | July 26 | Magnet Department | Tucson Convention Center |
| Magnets at Maynard's | October 27 | All Magnet | Downtown Tucson |
| Love of Literacy | September 27 | Magnet Department All Magnet Schools | Children's Museum |
| Parent University | October 25 | Magnet Department | Pima Community College |



| | | | |
|----------------------------------|---|---|-----------------------------------|
| Celtic Fair | October 31, November 1, 2 | Magnet Department, Carrillo, Utterback, Pueblo | Rillito Park |
| International Celebration | October 26 | All Schools | Holy Resurrection Orthodox Church |
| FAME | November 2 | All Schools | Sethi Family/Children Museum |
| Magnet Fair | November 14 | Magnet Department, All Magnet Schools | Children's Museum |
| El Tour | November 22 | Magnet Department, Pueblo, Palo Verde, Tucson High, Davis, ? | Downtown |
| 4th Ave. Street Fair | December 12, 13, 14 March 20, 21, 22 | Magnet Department | 4 th Avenue |
| Zoo Lights | December 6 | Magnet Department | Reid Park Zoo |
| Luminaria Nights | December 13 th | Magnet Department | Botanical Gardens |
| Tucson Parade of Lights | December 20th | Magnet Department, STEM programs, other magnet programs | Armory Park |
| Beyond 2015 | January 10 | Magnet Department, Cragin, Holladay | Tucson Children's Museum |
| JBF Grow Show | January 24 | Magnet Department | Tucson Convention Center |
| Sci-Tech Festival | February 15 | Tully, Drachman, Booth Fickett, Mansfeld, PaloVerde, Pueblo, Tucson High | Tucson Children's Museum |
| Magnet Alumni Gala | February 21 | Magnet Department, All Schools | |
| MS Walkathon | March 7 | All Schools | |
| Book Festival | March 14, 15 | Magnet Department, | University of Arizona |
| Susan G Komen Walk | March 22 | All Schools | |
| Multicultural Symposium | April | Magnet Department | |
| Magnet Student Awards | April 17 | Magnet Department All Magnet Schools | |
| Cradle to College | May | | |
| World Refugee Celebration | June | All Schools | |
| Juneteenth | June | All Schools | |

WEB MARKETING

The use of Banner advertising will be explored as a new marketing medium.



Social Media will be explored as a means of disseminating information along with the District’s new Parent Link System.

EMAIL MARKETING

| Emails | Timing | Frequency |
|-------------------------------|---|-----------|
| Magnet Parent Newsletter | First Monday of September and February | Semester |
| Magnet Application Invitation | October thru March on the last Monday of each month | Monthly |

9. RESOURCES

| Title | Department | Responsibilities |
|-----------------------------|----------------------|-----------------------------------|
| Magnet Director | Magnet | Planning, Direction |
| Communications Director | Communications | Planning, Direction |
| Magnet Marketing Specialist | Communications | Planning, Coordination, Execution |
| TUSD Print Shop | Communications | Execution |
| District Web Developers | Communications | Support |
| Magnet Senior Coordinators | Magnet | Support, Execution |
| Site Magnet Coordinators | Schools | Support, Execution |
| Translations | Language Acquisition | Support |
| Photography and Videography | Communications | Support |

PRINT BUDGET

| Item | Budget |
|---------------------|--------------------|
| Pull Up Banner | \$4000 |
| Full Color Brochure | \$5000 |
| Post Cards | \$2400 |
| Horizontal Banner | \$1000 |
| Theme Posters | \$1800 |
| Magnets | \$675 |
| Note Cards | \$1500 |
| Mission Posters | \$525 |
| Card Brochures | \$1500 |
| | |
| Grand Total | \$18,400.00 |

**MEDIA BUDGET**

| Item | Budget |
|--------------------|-----------------|
| Print | 15% |
| Radio | 30% |
| Events | 50% |
| Miscellaneous | 5% |
| | |
| Grand Total | \$70,000 |

OVERHEAD BUDGET

| Item | Price |
|--------------------|-------------------|
| Equipment | 2050 |
| Software | 450 |
| Supplies | 500 |
| Training | 2000 |
| | |
| Grand Total | \$5,000.00 |



10. APPENDIX

- A: Project Plan
- B: Magnet Fair Proposal
- C: Magnet Alumni Gala Proposal
- D: Magnet Student Awards Proposal
- E: Event Planning Sheets