



Magnet

Marketing and Recruitment

TUSD Governing Board

Tuesday, October 14, 2014

- 
- Broad Marketing
Multiple exposures over time
 - Targeting Marketing
Establish relationships
 - All Marketing Is Collaborative

Lessons Learned

- Superintendents Leadership Team
- Communications Department
- Finance
- Purchasing
- School Community Services
- Student Equity
- Fine Arts Department
- Science Department
- Event Collaboration



Collaboration

CHILDREN'S MUSEUM TUCSON

LOVE OF LITERACY

A CHILDREN'S BOOK FESTIVAL



SATURDAY, SEPTEMBER 27TH
FREE EVENT | 10 AM - 2 PM

**Join Children's Museum Tucson for the
4th annual celebration of the love of reading.**

Featuring readings by local dignitaries, storybook characters,
book giveaways and more to ignite the joy of reading!



PRESENTED BY



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Follow us on:



200 S. 6th Ave. in Downtown Tucson | www.ChildrensMuseumTucson.org | 520.792.9985

Collaborative Advertising with Children's Museum Tucson

- Radio (180 spots/ 80% drive time)
- KUAT Public Radio
 - KXCI Family Oriented
 - Mix FM Most Popular with target demographic

- Mailers

- Internet
 - School Web-Sites
 - Internet Banners
 - TUSD
 - Face Book
 - Tweets/Twitter
 - Community Bulletin Boards
 - Newsletter Collaborations

Broad Marketing

- Grow Show
- Magnets and Maynard's
- Love of Literacy
- Parent University
- Celtic Fair
- International Celebration
- FAME
- Magnet Fair
- High School Expo
- El Tour De Tucson
- 4th Ave. Street Fair
- Zoo Lights
- Luminaria Nights
- Parade of Lights
- Beyond 2015
- Sci Tech Festival
- Magnet Gala
- Festival of Books

Targeted Marketing District Directed Events (30)

- **Pre School Visits**
- **Magnet Mondays**
- **Open House**
- **Community Events**
- **Cradle to College**
- **World Refugee Celebration**
- **Juneteenth**
- **Parent Nights**
- **Church Partnerships**
- **Fall Festivals**
- **Sunrise at Old Tucson**
- **MS Walk**
- **Komen Walk for the Cure**
- **Presentations to Organizations**

School Initiated Events

- Level I: Red Zone Schools and Holladay
 - Radio
 - On-Line
 - Mailers
 - Internet
 - Events
 - Full marketing packages
- Level II: Schools in Improvement
 - Mailers
 - Internet
 - Events
 - Marketing packages
- Level III: All Other Magnets
 - Internet
 - Events
 - Partial Marketing Packages



3 Levels of Implementation



Questions or Comments?
