

**Ask  
Me!**

**Marketing Plan  
& Advertising  
Campaign**

***TUSD***

# Marketing objectives

- Increase awareness of open enrollment period and encourage action
- Increase awareness of the learning opportunities offered by TUSD
- Strengthen public understanding about the district to improve perceptions
- Create and communicate a consistent brand



# Connecting with our community

- **TUSD has several priority audiences to reach with marketing messages:**
  - **Adults 25-49:** Parents, parents, parents
  - **African American and Mexican American families:** A priority as outlined in the USP
  - **TUSD friends and supporters:** Advocates and disseminators of information
  - **Business and corporations:** Build confidence with those recruiting families to our community that TUSD has quality schools & programs
  - **Community leaders:** Set the local agenda and influence support of resources for educational purposes
  - **TUSD students:** Parents are guided by the preferences of their children
  - **TUSD employees:** Our network of professionals directly connect with parents, students and the community

# Marketing Plan

- Plan developed by Gordley Group in conjunction with TUSD marketing committee: Sam Brown, Vicky Callison, Noreen Wiedenfeld, and Cara Rene
- One year plan includes Fall and Spring media and outreach campaigns and visibility through June 2014
- Key components of the marketing message
  - Authenticity: Provide a community-based connection with the public
  - Quality of TUSD offerings: Emphasize quality education, delivering college and career readiness
  - Diversity and value of offerings: Choices within the district, transportation, and free full-day kindergarten
  - Call to action: Contact TUSD for open enrollment
  - Campaign format is easy to expand and update

