

**Beyond the Expected Marketing Plan**

**May 2016 – June 2017**

**Eric, Marla, Karen, Rebecca**

Status Updated 9/1/16

Month	Event	Theme/Purpose (Strat. Goal)	Target Audience	Message	Avenue/Channel	Video length	Plus! (Wish list and notes)	Owner/Status	EVAL. CRITERIA
July	-----	-----	-----	-----	-----	-----	-----		
August 1-18	Families - Back to School 8/18-19 M.S. orientations & schedules 8/23 Teacher lists (elem)	Building Excitement New beginnings (1,2,3,4,5)	All current families	Ready for you! [safe, competent, inviting, confidence]	<b>Advance</b> ·8/1: Web page info with Video ·7/18: Refer to vid in Mailer Packets & Web news, Phone/email families ·Note important dates on Calendars, social media ·8/3: Posters at schools for orientation, class list day <b>During</b> · Capture video for use next year? <b>Post</b> · Use during Open Enrollment and Community meetings	1-2 minute video of back to school.	Welcome video message to all incoming families 2-3 minutes chatting about excitement, kids getting off of buses, yard duty/campus supervisor making kids feel safe KM- I would like this video to be a priority to incoming students.	Sanchez, McQuade, Leroux  DONE	Web analytics Site-based data on attendance  In-person feedback (through parent committees, staff)
August 1-25	Employees – Back to School iTeach P.D.: 8/1-5 DLT Retreat: 8/4-5 All Staff Breakfast: 8/18 @8 am Students return: 8/24-25	Building Excitement New beginnings (1,2,3,4,5)	All employees	Ready for you!	<b>Advance</b> 8/3: Incorporate message/posters into employee correspondence, social media Note important dates on web Calendars, social media 8/11: Show school videos to DLT (feedback to B43; reshoot new admins) 8/18: Show school videos at schools 8/22: post school video on website. Refer to it on social media & Web news	Show Ready District video at Breakfast Show school videos at respective schools	Incorporate Reps from all 6 cities	Sanchez, McQuade, Leroux  DONE	feedback forms  Web analytics
9/20/2016	Strategic Planning Session	Accountability Engagement (1,2,3,4,5)	Strat. Planning Committee Stakeholders (employees, parents, students, community/civic partners)	We value your input Share decision-making	<b>Advance:</b> Web Calendars, email invites, personal appeals · <b>During:</b> Show selected video(s) ?? · <b>Post:</b> Board presentation, media, social media, Web news. Web feature	Capture public engagement to incorporate into updated District video. 1-2 interviews on community involvement		IN PROG. Event: Supt., Danz, Tushak COMM: Sanchez, McQuade, Leroux	
October 5	Rising Young Authors	Celebrate Excellence Honor effort (1,2,4,5)	Employees, Parents, Students, Community partners, Retirees	Motivation Honor hard work Tradition	· Advance: Teacher committee(s), Web news & Calendars, social media, community partners, media, email, posters · Post: social media, Web news	1-min clip for each winner for advance promotions. 3-min marketing video to increase community participation and sponsorship.	Invite published author ?	Event: Sanchez, Tushak, Danz COMM: Sanchez, McQuade, Leroux	

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October 13	State of the District	Accountability Engagement (1,2,3,4,5)	Employees, Parents, Students, Community partners, Retirees	CUSD prepares students for the future workplace, manages resources well, values community participation	• Advance: Web news & Calendars, social media, neighbors, media, email, posters • Post: Social media, email to participants	SCCOE records entire meeting for uploading to district website for those who missed the meeting	(3 board seats are up for election AND we may be trying for a bond)	Event: Tushak, Danz COMM: Sanchez, McQuade, Leroux	
December	-----	-----	-----	-----	-----	-----	-----		
January	Open Enrollment Tours	Build Excitement, Engagement (2,3,4)	Parents Preschool, Incoming K/TK Incoming Mid. School	Safe schools Rigorous curric. Caring climate	• Advance: Web news & Calendars, social media, neighbors, media, email, posters • During: School video Post: Social media, email to participants	3-min. videos of each school (Complete by Aug, 1, 2016)		Activities: Wedel, SUPT, HR COMM: Sanchez, Wedel, McQuade, Leroux	
January	LCAP community meetings	Engagement, Develop schools of choice (2,3,4)	Stakeholders (employees, parents, students, community/civic partners)	Participate! We value your input!	• Advance: Web news & Calendars, social media, neighbors, media, email, posters • During: Video interviews, b-roll • Post: Social media, email to partic, web feature	• Capture public engagement to incorp into updated District video. • Capture: District mtgs, site mtgs, board presentation, board approval • Can use for updating school videos		Event: Tushak, Danz COMM: Sanchez, McQuade, Leroux	
February	College & Career Day	Pathways to success Plan for the future (1,2)	All parents in district Students C&C Exec Committee	CUSD provides great paths to success, prepares students for workplace	• Advance: Web news & Calendars, social media, neighbors, media, email, posters • Post: Board pres, social media, Web news	2-3 min event recap (that can be use for advance comm. next year)	“Job Fair” atmosphere? Guest speaker from high tech? University?	Event: ??? COMM: Sanchez, McQuade, Leroux	
February	Recruitment/Employee Support	Great place to work (5, 1)	Concept in development					Event: ??? COMM: Sanchez, McQuade, Leroux	

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March	Strategic Planning Session	Accountability Engagement (1,2,3,4,5)	Strat. Planning Com. Stakeholders (employees, parents, students, community/civic partners)	We value your input Share decision-making	· Advance: Web Cal, email invites, personal appeals · During: Show District vid · Post: Board pres, media, social media, Web news. Web feature	Capture public engagement to incorporate into updated District video.		Event: ??? Event: Tushak, Danz COMM: Sanchez, McQuade, Leroux	
Misc. Dates throughout the Year	Parent Engagement & Parent University	Accountability & Engagement (1,2,3,4,5)	Parents Students Employees	CUSD prepares students for the future workplace, values parent/community participation	· Advance: Web news & Calendars, email how-to vid, web feature · Post: State results/report mailed to families, web feature, media	2-min how to help video (home – resources, routines for rest and healthy habits; School–teacher advice; show practice problems) Also, incorporate elements into District video.	Video Parent University; Other?	Event: ??? COMM: Sanchez, McQuade, Leroux	