

Telling Our Good-News Stories

CUSD Marketing Plan

Governing Board presentation
September 15, 2016

The Marketing Team

1. Marla Sanchez, CUSD MarComm Specialist:
Plan, Coordinate and Implement CUSD Marketing Plan; Support CUSD Communications
1. Karen McQuade, Marketing Consultant:
Assist with Marketing Plan and Implementation
1. Rebecca Leroux, Videography/Marketing Consultant:
Assist with Marketing Plan and Implementation

Updated District Communication Plan - 2015-16

Enhanced systems for strategic push-out of information to target audiences

- ▶ New school and district websites
- ▶ Key Communicators List
- ▶ E-news/e-Flyers
- ▶ Parent Login (PowerSchool, InfoSnap, etc.)
- ▶ Updated Features on Automated Phone/Email Messaging
- ▶ Message Planning & Management

Created video packages for district, schools, key programs

- ▶ Introduce & Promote strengths, leadership

Marketing Plan – 2016

Strategically Highlight CUSD's Attributes

Beyond the Expected Marketing Plan
Status: Updated 6/29/16

Event: ISD
Communication: Marla & Eve L.

May 2016 - June 2017

Marla, Karen, Rebecca
Red lines indicate upcoming areas of focus
Plus (Wish list and rubric)

Month	Event	Theme/Purpose (Stat. Goal)	Target Audience	Message	Avenue/Channel	Video Length	Plus (Wish list and rubric)
5/18/2016	Writing Faire	Honor effort Celebrate excellence (1,2,4)	Employees, Parents, Students, Friends of Camp Library, Community partners, Retirees	Motivation Honoring hard work and growth is a strong tradition	• Advance: Teacher committee(s), Web news & Calendars, social media, community partners, media, email, posters • Post: social media, Web news	1-min event recap (that can be use for advance comm. next year and recap put on social media clock what you missed or congrats to all!)	Invite published author to speak?
5/19/2016	Employee & Volunteer Recognition	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	2-min event recap (that can be use for advance comm. next year and recap put on social media clock what you missed or congrats to all!)	Involve partners more (donations?)
May 26-27	8th Gr. Exhibitions/Promotion Ceremonies	Achievement Transition (2,5)	Employees, Parents, Students, Community partners, Retirees	From PreK to 8th grade, CUSD prepares students for the future workplace. (Rigorous curric; Motivation; honor hard work, tradition)	• Advance: Teacher committee(s), Web news & Calendars, social media, community partners, media, email - Post: social media, Web news	1-min video with student interview (Kinder & 8th grader)	
July				Ready for you! (safe, competent, inviting, confidence)		1-2 minute video of back to school.	Welcome video me all incoming families 2-3 minutes chatting about ex kids getting off of yard duty/camp supervisor email safe KM- I would like to be a priority students.
August 1-18	Families - Back to School @ 18-19 M.S. orientations & schedules @ 23 Teacher lib (elem)	Building Excellence New beginnings (1,2,3,4,5)	All current families		Advance • Video on websites • Refer to aid in Mailer Packets & Web mess, Promote on all families • Note important dates on Calendars and social media • Posters at schools for orientation, class list day During • Capture video for use next year Post • Use during Open Enrollment and Community meetings		
August 1-25	Employees - Back to School @ each P.D.: @ 1-5 DLT Retreat: 84-5 All Staff Breakfast: 8/18 @ 8am Students return: 8/24-25	Building Excellence New beginnings (1,2,3,4,5)	All employees	Ready for you!	Confirm with Super Advance • Incorporate messages/posters into employee communications, social media Note important dates on web Calendars, social media 8/11: Show school videos to DLT (feedback to 8-48; refresh meet 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 video at Breakfast Show school videos at respective schools	Incorporate offices
9/20/2016	Strategic Planning Session	Accountability Engagement (1,2,3,4,5)	Strat. Planning Committee Stakeholders (employees, parents, students, community/kivic partners)	We value you input Share decision-making	• Advance: Web Calendars, email invites, personal appeals - During: Show selected video(s)?? - Post: Board presentation, social media, Web news, Web feature	Capture public engagement to incorporate into updated District video.	
October (4 or 5 or 10)	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	2-min event recap (that can be use for advance comm. next year and recap put on social media clock what you missed or congrats to all!)	Encourage sponsors
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	SCOE records entire meeting for uploading to district website for those who missed the meeting	

Marketing “Map”

- ▶ Identify Event/Opportunity
- ▶ Identify Strategic Goal & Theme
- ▶ Select Target Audience(s)
- ▶ Develop Message
- ▶ Select Comm. Channel
- ▶ Produce Related videos/collaterals
- ▶ Identify “Plus-1”
- ▶ Owner/Status
- ▶ Eval. Metrics

Back-to-School Campaign Built on Feedback

▶ Message:

We're Ready for you!

- ▶ Competent, well-trained staff
- ▶ Safe, clean schools
- ▶ Engaging hands-on lessons
- ▶ Excited to start the new year

▶ Products:

- Web page/Info links
- Video
- Direct mail
- Signage

▶ Distribution 8/11 - 23

- ▶ **Online: 5 sites**
(social media + CUSD web)
- ▶ **Direct email:**
944 students
1,000+ CUSD employees
- ▶ **Welcome letters:**
8000+ students
- ▶ **Posters/Signs:**
12 schools
8000+ impressions

Back-to-School Campaign Results

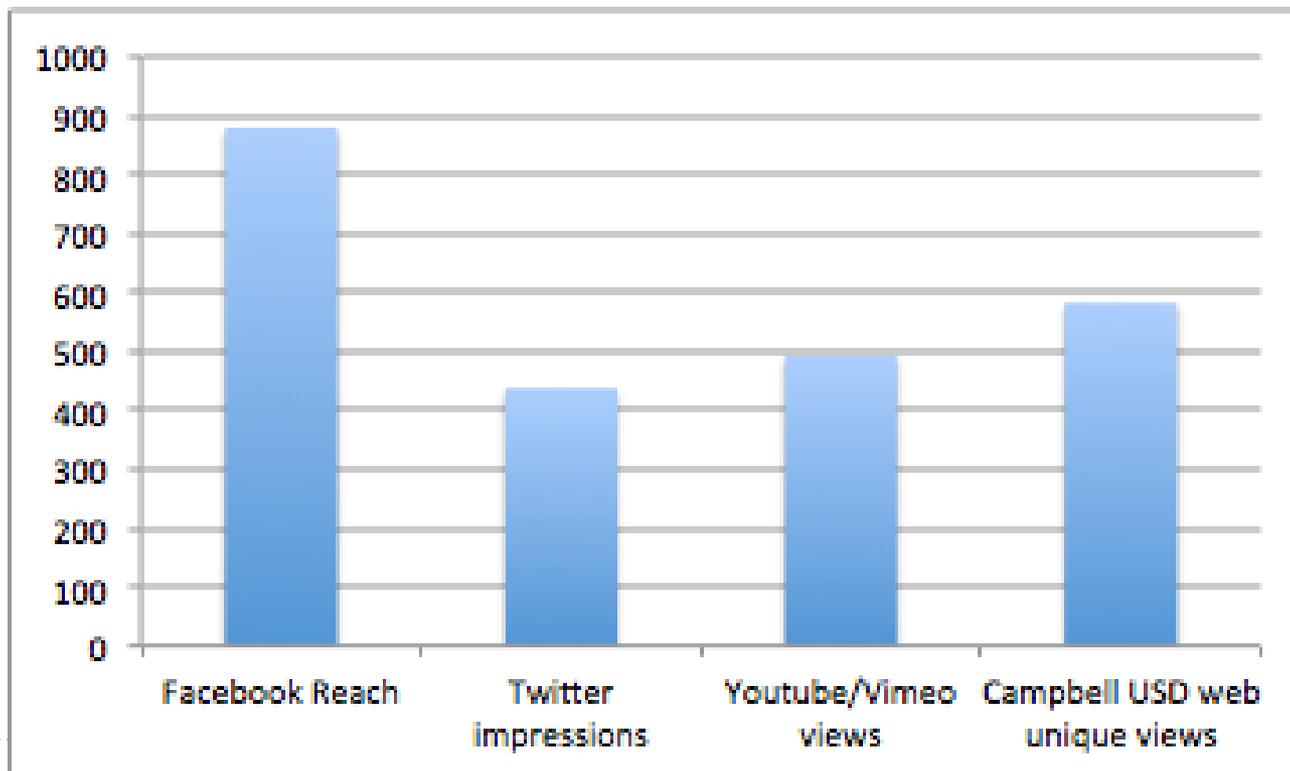
- ▶ CUSD's web interaction

- ▶ E.g.: 390 landed on our news page, spent about 2.5 min. there, and looked at 3.5 pages

- ▶ Video Views

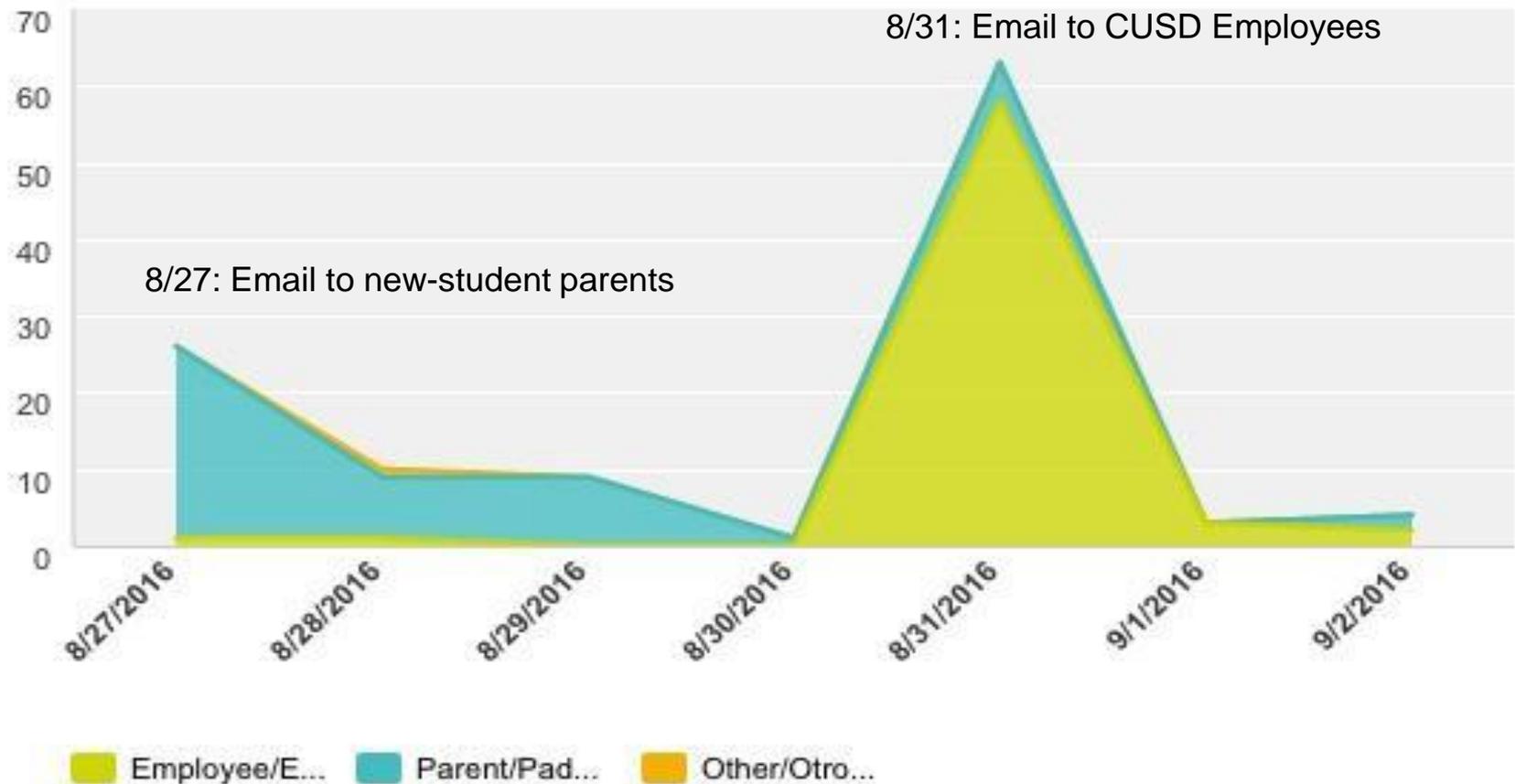
- ▶ Online- 2400+

- ▶ Survey responses: 111



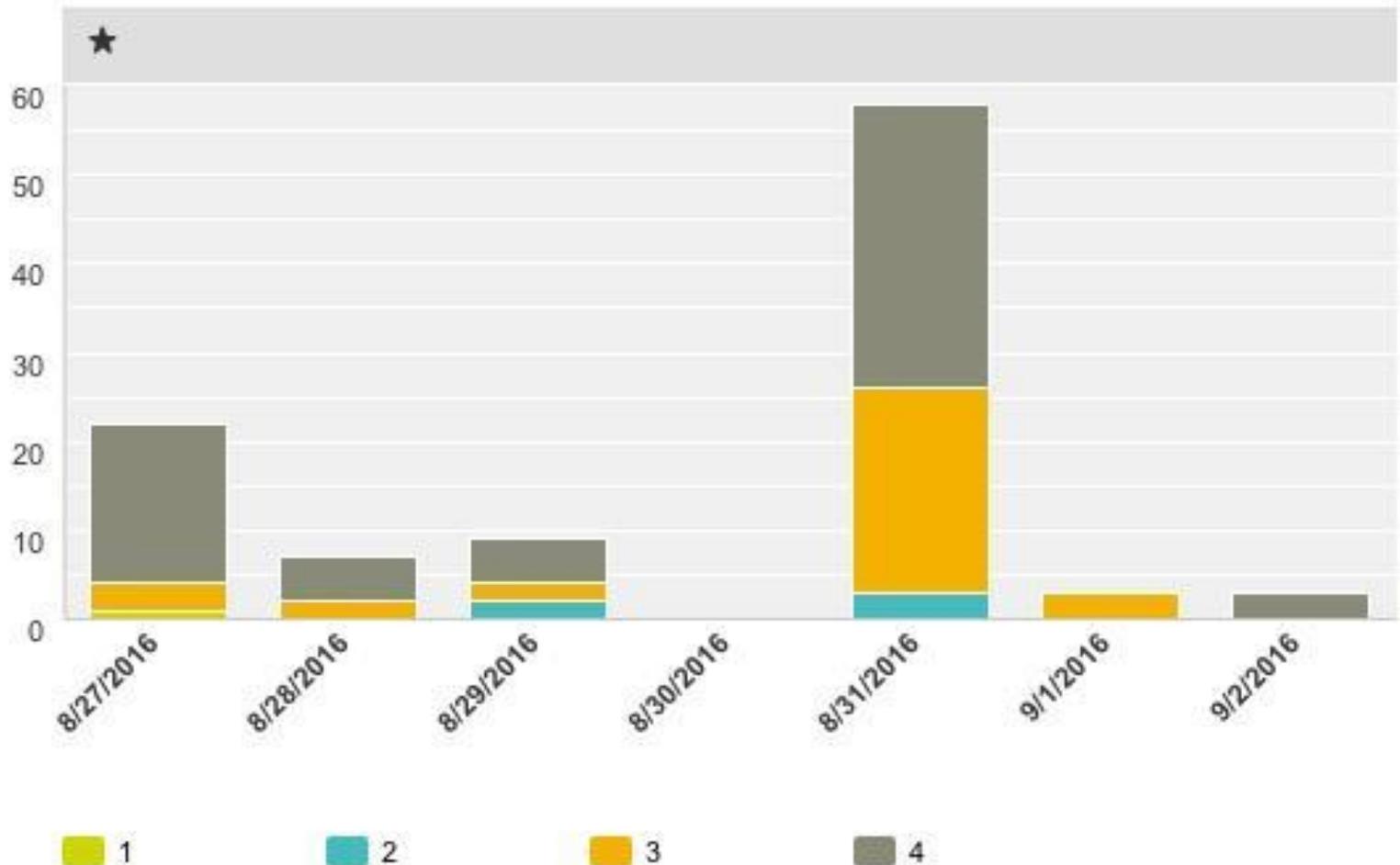
How are you associated with Campbell Union School District? (¿Cómo estás asociado con el Distrito Escolar Unido de Campbell?)

Answered: 111 Skipped: 1 First: 8/27/2016 Zoom: 8/27/2016 to 9/2/2016



Overall rating /Calificación general(1=Poor/Malo; 4=Excellent/Excelente)

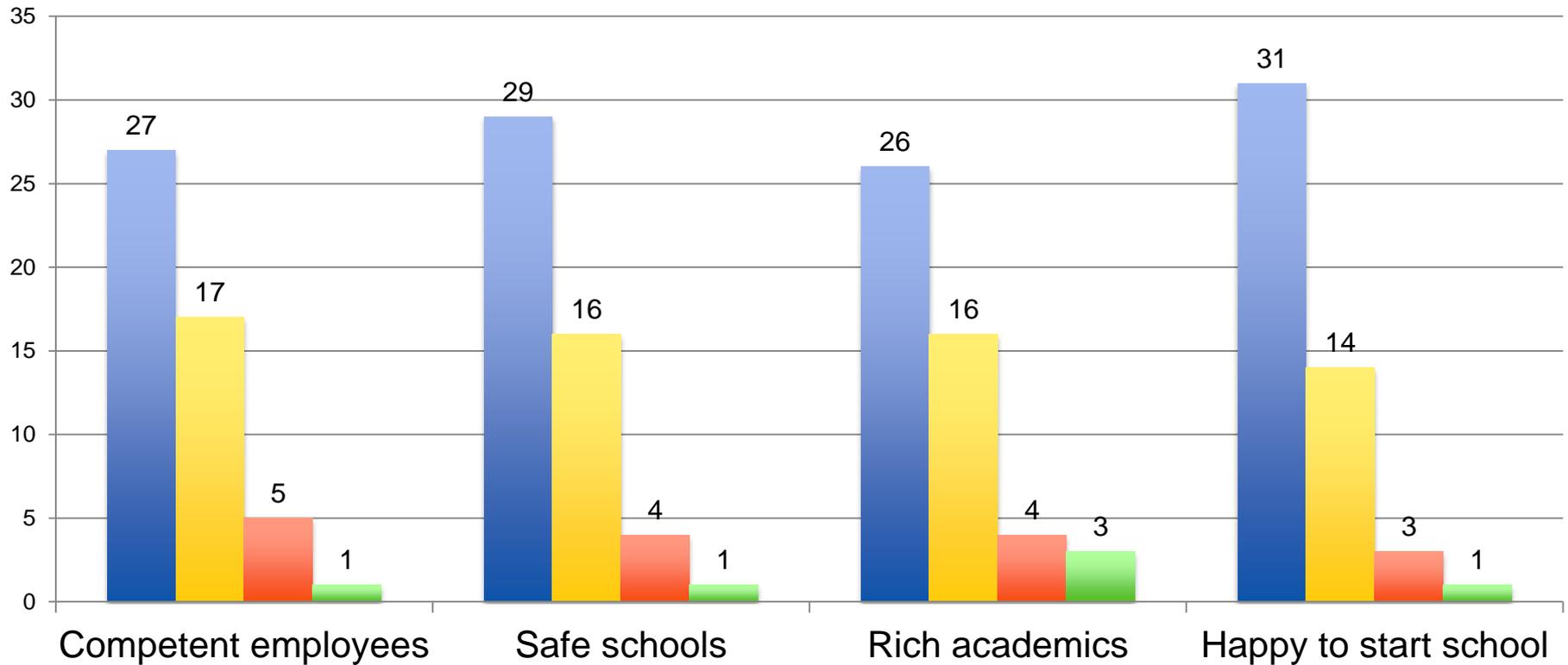
Answered: 102 Skipped: 10 First: 8/27/2016 Zoom: 8/27/2016 to 9/2/2016



Was the Message Received?

Parents: How Well Did the Video Convey These Messages?

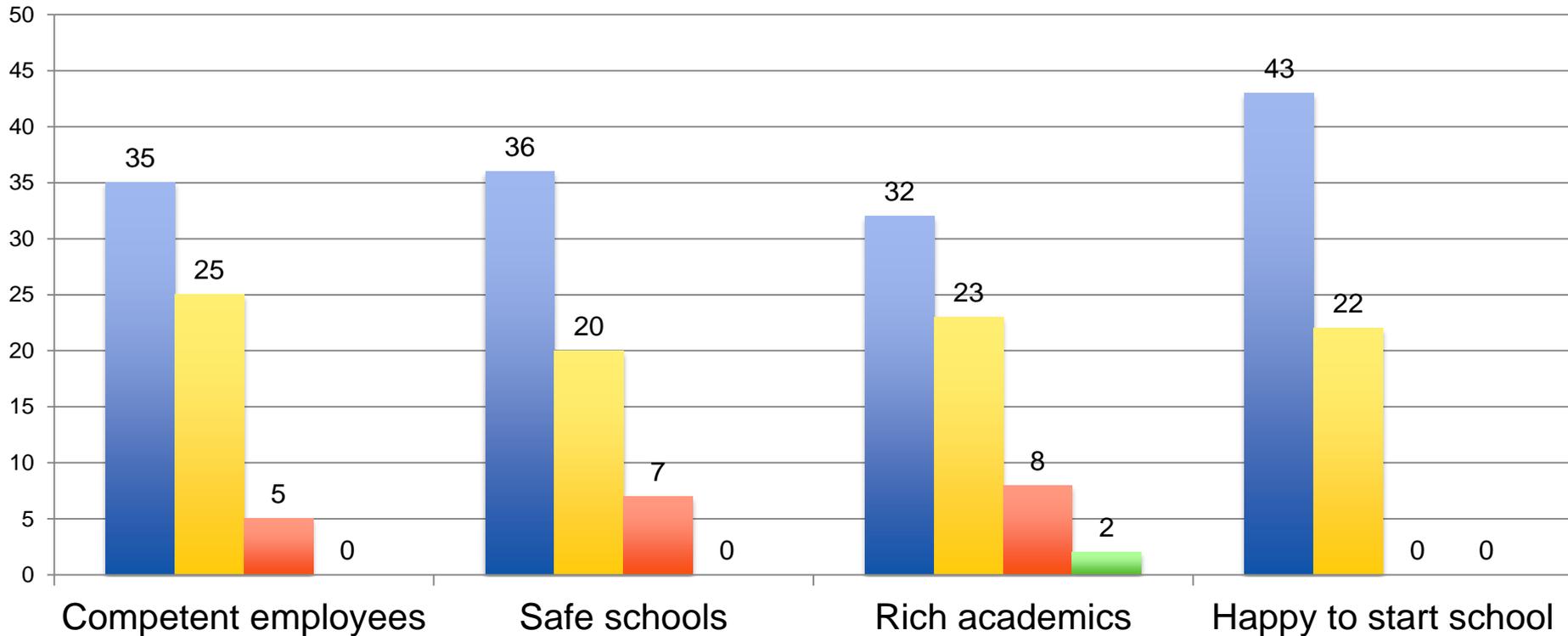
■ excellent ■ above average ■ average ■ poor



Was the Message Received?

Employees: How Well Did the Video Convey These Messages?

■ excellent ■ above average ■ average ■ poor



Coming Next...

Rising Young Authors: Bursting with Brilliance!

- ▶ New theme
- ▶ Nationally acclaimed author
- ▶ Video stories
 - ▶ part of student's award and
 - ▶ useful for marketing video to attract more community/sponsor participation

