

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

Month	Event: ISO Communication: Marla & Eve L.	Theme/Purpose (Short Goal)	Target Audience	Message	Avenue/Channel	Video Length	Plus (Wish list and no less)
May 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, email, posters Post: social media, Web news	1-min event recap (that can be used for advance comm. next year and recap put on social media clock what you missed or congrats to all!)	Invite published author to speak?
May 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, email, posters Post: social media, Web news	2-min event recap (that can be used for advance comm. next year and recap put on social media clock what you missed or congrats to all!)	Involve partners more (donations?)
May 2016	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 civic, Motivation; honor hard work, tradition)	Advance: Teacher committee(s), Web news & Calendars, social media, email - Post: social media, Web news	1-min video with student interviews (Kinder & 8th grader)	
July							
August 1-18	Families - Back to School @ 8:18-19 M.S. orientations & schedules @ 2:3 Teacher info (elem)	Building Excitement New beginnings (1,2,3,4,5)	All current families	Ready for you! (safe, competent, inviting, confidence)	Advance • Video on websites • Refer to bid in Mailer Packets & Web news, Promotional 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 Confirm with Super	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 mail safe KM - I would like to be a priority students.
August 1-25	Employees - Back to School @ each P.D.: 8:15 DLT Retreat: 8:45-5 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!	Advance • 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 8:45, refresh 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 your input Share decision-making	Advance: Web Calendars, email invites, personal appeals - During: Show selected video(s)?? - Post: Board presentation, media, 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, email, posters Post: social media, Web news	2-min event recap (that can be used for advance comm. next year and recap put on social media clock what you missed or congrats to all!)	Encourage sponsors SCOE records entire meeting for uploading to district website for those who missed the meeting
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		

Marla, Karen, Rebecca
Red lines indicate upcoming areas of focus

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

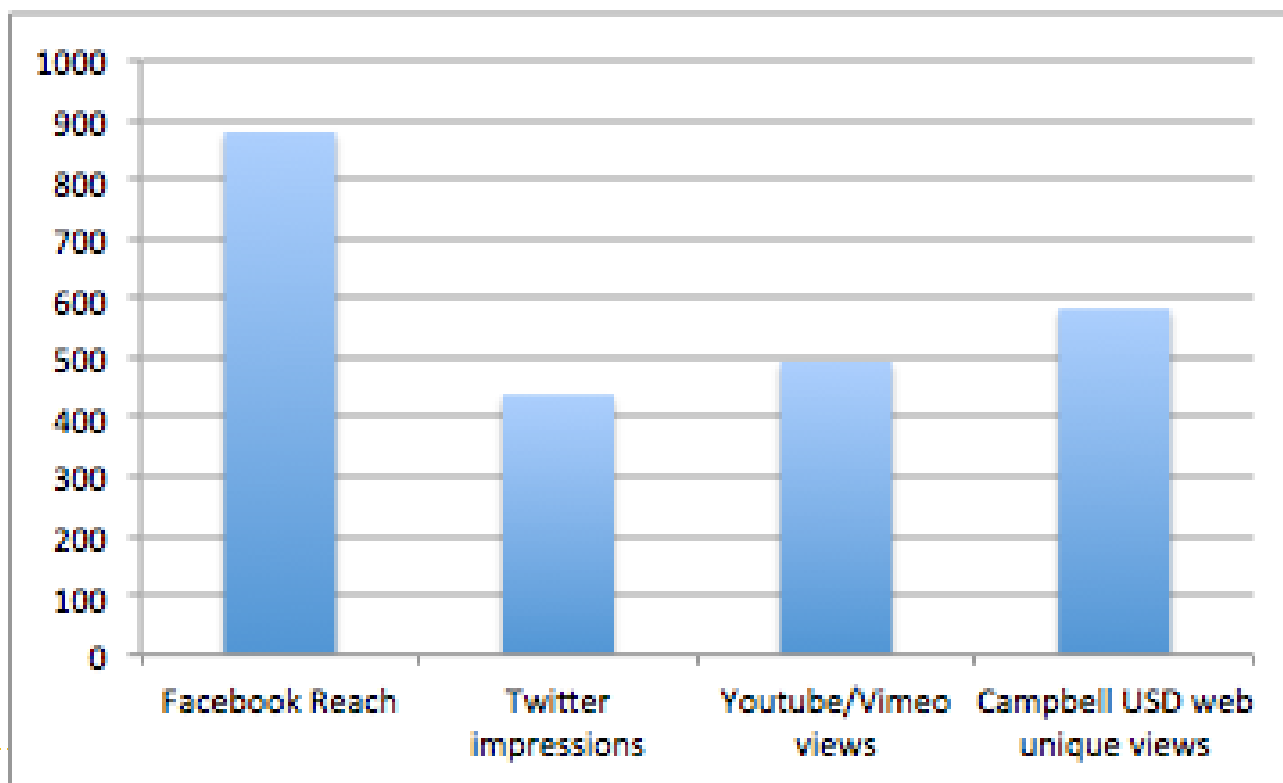
▶ CUSD's web interaction

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

▶ Video Views

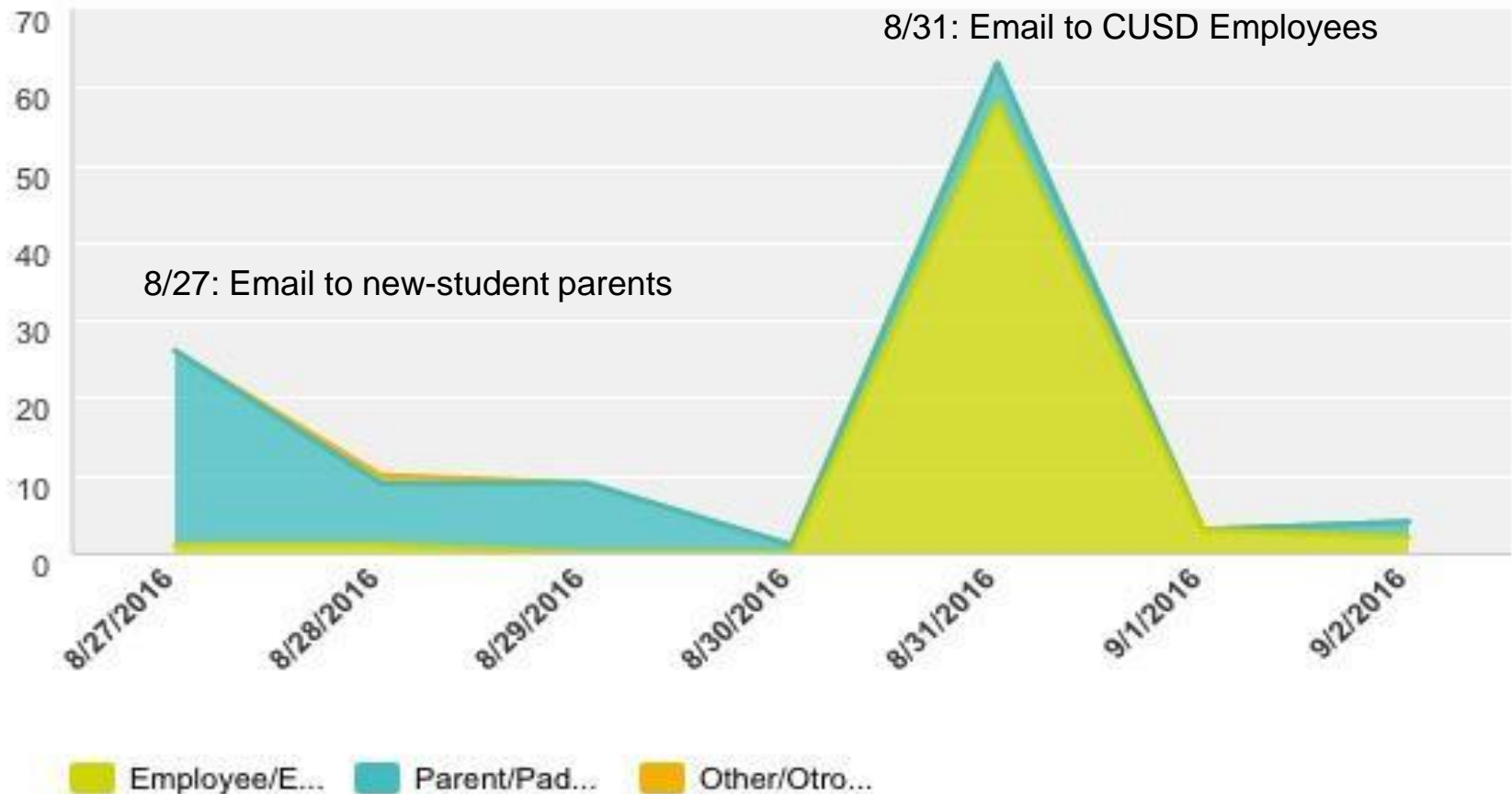
- ▶ Online- 2400+

▶ Survey responses: 111



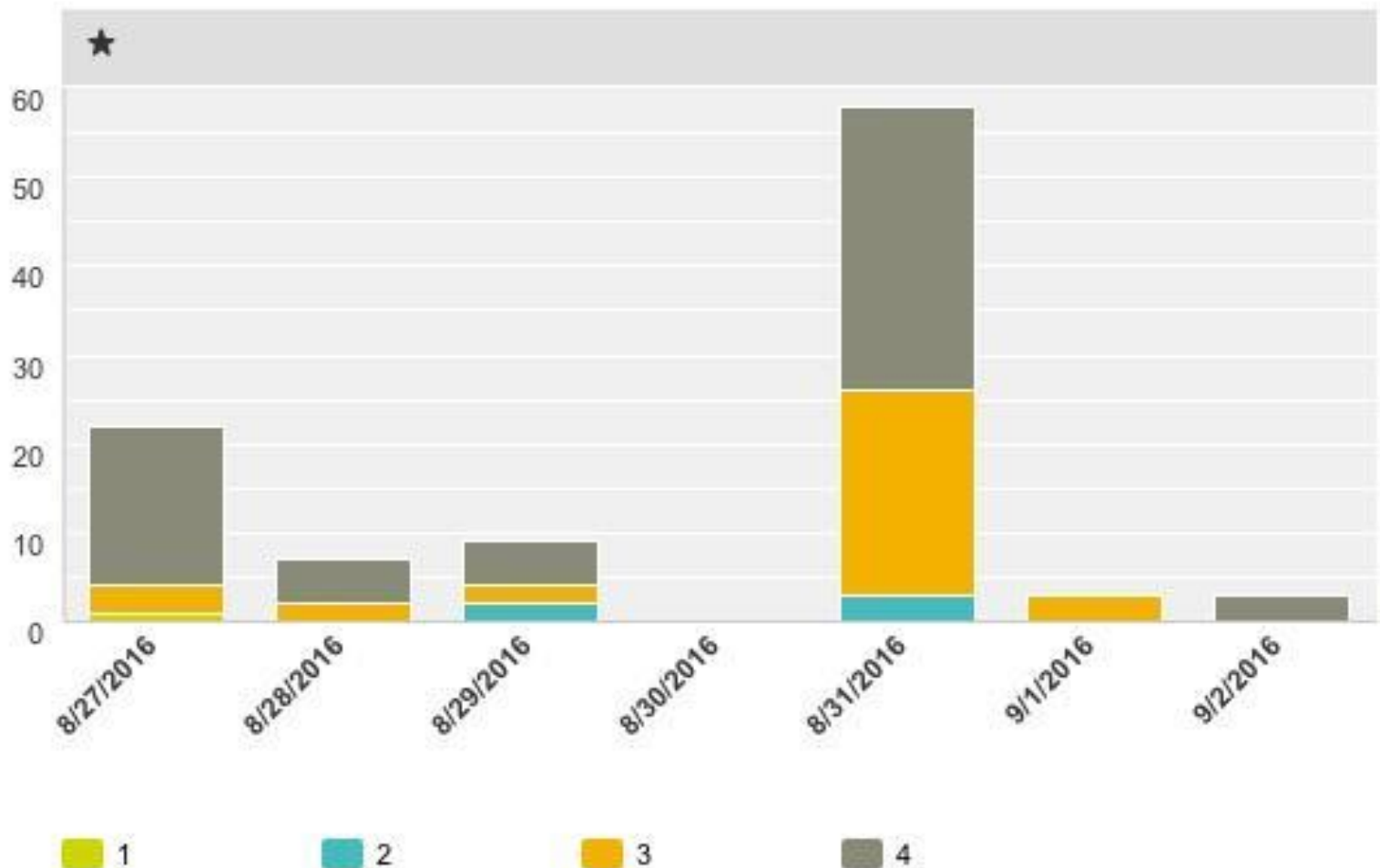
How are you associated with Campbell Union School District? (¿Cómo estás asociado con el Distrito Escolar Unido de Campbell?)

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)

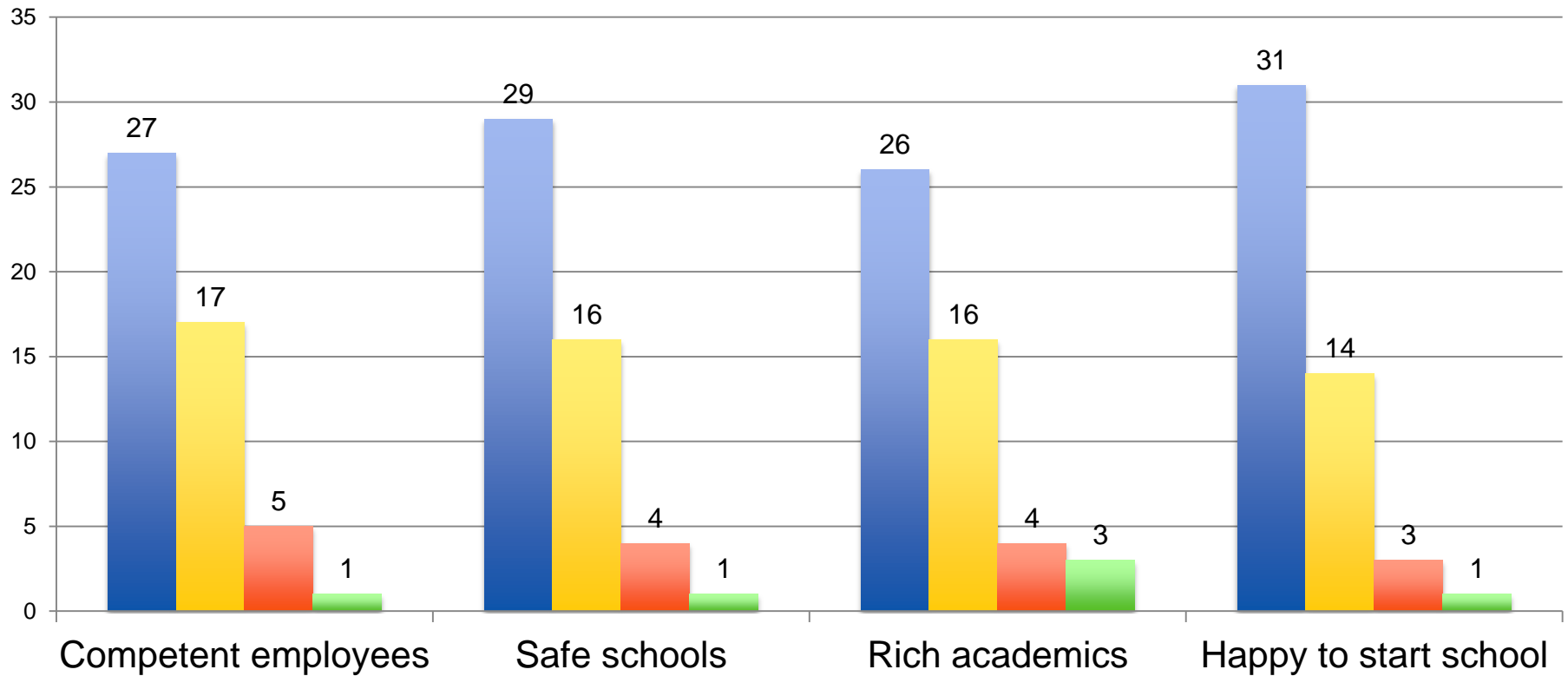
Answered: 102 Skipped: 10 First: 8/27/2016 Zoom: 8/27/2016 to 9/2/2016



Was the Message Received?

Parents: How Well Did the Video Convey These Messages?

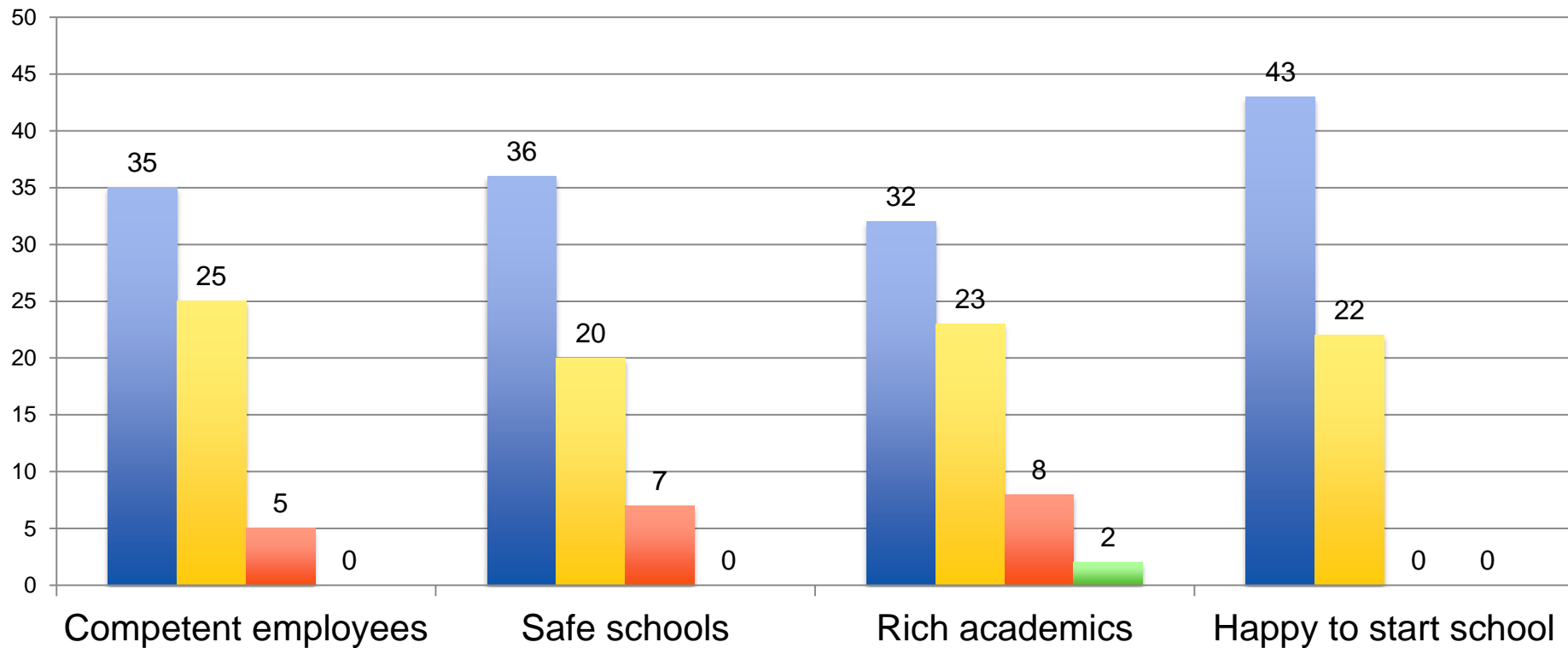
■ excellent ■ above average ■ average ■ poor



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



WEDNESDAY, OCT. 5, 2016 | 7pm