



# Board of Education

## Promotion & Outreach Update

October 11, 2021



# GOALS AND FOCUS AREAS

The following reflect the key components of our three-year strategic plan, organized into 16 focus areas within each goal. Unless otherwise noted, initiatives are for both the elementary and secondary districts.

## Goal 1: Student Success

1. Strengthen Student Voice
2. Support English Learner/Newcomers (Implement EL Master Plan)
3. Implement Dual Immersion Program (Elementary)
4. Ensure A-G Requirements for All (Secondary)

## Goal 2: Staff Success

5. Hire more Teachers of Color and Bilingual Teachers and Staff
6. Provide Equity Training and Professional Development
7. Pilot Revised Grading Practices (Secondary)
8. Pilot Teacher Evaluation Model (Elementary)
9. Refine Professional Learning Communities (Elementary)

## Goal 3: Community Engagement

10. Improve Outreach and Support for Vulnerable Families
11. Deepen Community Partnerships
12. Increase District Promotion and Outreach Efforts

Today's Update

## Goal 4: Systems and Structures

13. Analyze/Revise School Enrollment Boundaries (Elementary)
14. Academic Supports: Establish Multi-Tiered System of Support (MTSS)
15. Mental Health Supports: Establish Multi-Tiered System of Support (MTSS)
16. Implement Digital District Plan

## Goal 3: Community Engagement

San Rafael City Schools values every member of our community and is committed to actively engaging our parents, community organizations and the broader community to ensure the success of every student.

### Focus Area:

Increase School/District Promotion and Outreach

### Elementary & High School District

#### Outcome for 2023-2024:

- Increase enrollment by 10%, primarily in kindergarten
- Maintain enrollment in middle schools from elementary schools and in high schools from middle schools

**SMART GOAL:** By June 30, 2022, the District will have increased enrollment, primarily in kindergarten, by 10%. By June 30, 2022, the District will have maintained enrollment in levels similar or better than the 2018-19 school year for students matriculating from SRCS elementary schools to SRCS middle schools (ESD) and from SRCS middle schools to SRCS high schools (HSD).

#### Metrics:

1. Student enrollment numbers

#### Strategic Actions:

1. Increase community outreach and effectively promote our district and schools to increase community pride and appreciation of our schools for the valuable program offerings; diversity makeup; benefits of public schools, and thereby increase enrollment primarily in Transitional Kindergarten and Kindergarten via outreach to local public and private preschools and other strategies (ESD) and increase enrollment primarily to ensure we capture families from our feeder middle schools (Davidson and Venetia Valley) into our high schools (HSD).
2. Share with all families that our schools are back to full in-person learning

# Overview of Efforts

## High-quality communication to increase the District's visual identify, presence and reach:

- Improved look and feel of communications
  - Weekly Wrap; Friday Focus videos; upkeep of website
- Targeted communication campaigns
  - Dual Language Program
- Breadth of material expanded and simplified
  - Not just COVID!
- Enhanced communication tools
  - Launch of ParentSquare
- Partnership with industry experts...





# Target Solutions

For Transformative Results

[www.targetriver.com](http://www.targetriver.com)



# TargetMarketing

## Key Objectives



Effectively promote San Rafael City Schools to increase community pride and appreciation of our district and schools for the valuable program offerings; diversity makeup; benefits of public schools; and more; and thereby helping us tackle these key initiatives:

- **Student Retention:** Ensure existing families maintain enrollment of their child(ren). Specifically, retain students leading up to and during transition points and address concerns triggering departures.
- **Student Acquisition:** Increase enrollment, primarily in Transitional Kindergarten and Kindergarten. Promote the Dual Language Program.
- **Together 2024 Awareness:** Increase awareness and support of Together 2024 (awareness of strategic plan, including the graduate profile skills).
- **Generate Future Support:** Share the amazing things that regularly occur on your campuses. Promote work already accomplished by previous bond funding. Share needs of the future and how those enhancements will help in achieving the values set forth in Together 2024.





## Customer Journey

Introduction to Client

### Awareness

First, we want to ensure your target audience is aware of your brand

### Interest

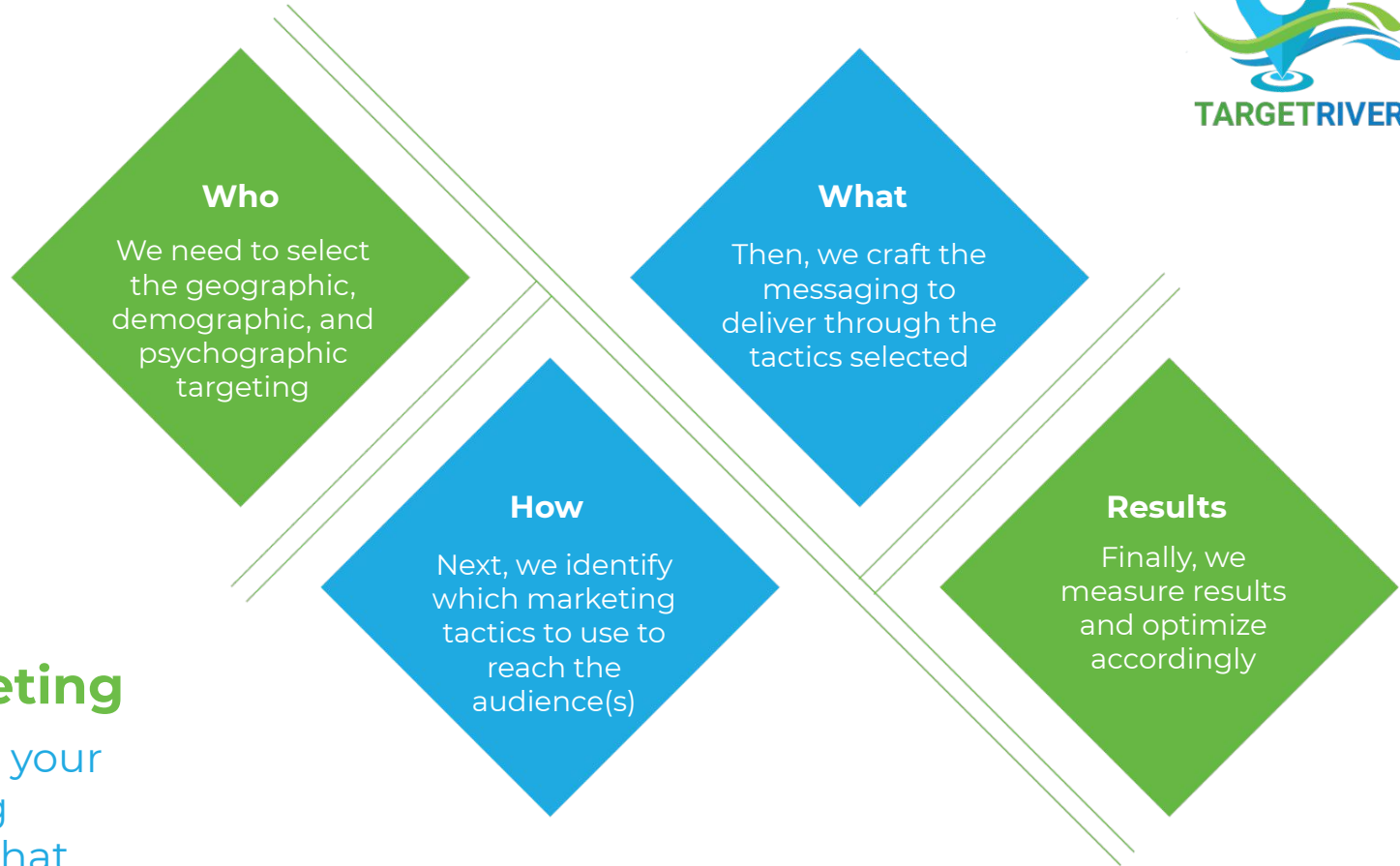
Next, we want to generate interest in your brand

### Desire

Then, we want to create a desire in your audience to engage your brand

### Action

Finally, we want the audience to take action to generate the key performance indicators we are seeking



## TargetMarketing

One source for your  
marketing  
#WhoHowWhat



# Target Solutions

## #Who



Key targeting segmentation we will consider in the TargetMarketing plan include:

- **Geographic Targeting**
  - Radius (down to 1 KM), Zip, City, and/or County
- **Demographic Targeting**
  - Parental status, child age range,
- **Psychographic Targeting**
  - Location-based queries (near me)
  - Interest-based (programs, school type, sports, etc)
  - Lifestyle-based (online, private, charter)
  - Keyword-based (specific search queries)



# Target Solutions

## #How



### # TARGETSOCIAL

We created a solution that maximizes the use of social media and online exposure to engage your customers and grow your organization. With TargetSocial, we post, engage, and monitor for you, so you can focus on what you do best.

### TARGETTV

TargetTV delivers your video commercials to the right audience, regardless of where and how they are watching content. It delivers a high view-thru-rate and generates web traffic from interested parties.

### TARGETSEO

TargetSEO let's you buy with confidence and see detailed reporting that tracks the work performed and the results our work is generating (sessions, duration, bounce rate, keyword position, conversions, and more). We handle both onsite and offsite aspects to improve your rankings in SERPs

# Target Solutions

## #How



### **TARGETAUDIO**

Did you know that 92% of Americans listen to the radio every single week? We utilize the power of traditional and digital radio (streaming) to effectively target people in different geographic areas.

### **TARGETREACH**

If CPMs and impressions are a little techy for you, think of it like this.... Impressions are a set of eyes that see or ears that hear an ad. Once the right target audience is determined, we deploy content to those impressions on websites people visit, apps they use, and social media platforms they engage on.

### **TARGETCONTACT**

This solution makes your phone ring and emails ping with inbound leads. Target River runs digital messaging to those searching for specific programs and/or school types to generate these inbound leads.

# Target Solutions

## #How



### **TARGETGRANT**

Your nonprofit foundation may qualify for up to \$10,000 per month in Google Grant funds. Target River applies and secures the grant, then builds, optimizes, and grows the grant monies received by having strong performing Google Ad campaigns. This allows you to utilize as much of the Google grant money as possible.

### **TARGETVIDEO**

Get the right video produced by our expert team, who has over five hundreds videos under their belt. Then pair TargetVideo up with TargetTV to get your video seen by the right target audiences, when and where they are watching sports, news, and entertainment. (3 English & 3 Spanish)

Target River will deploy messaging to the targeted audiences through these various marketing channels. We guarantee to deliver a minimum of #1,500,000 impressions (sets of eyes seeing or sets of ears hearing messaging)

The all-inclusive cost is: **\$49,870**

*TargetGrant fee of \$1,000 set-up is waived*

# Target Solutions

## #What



Our visual designers and content writers will craft the right digital, print, and visual messages to deliver to your target audience(s) through the marketing tactics being utilized. This includes all content creation, imagery, design, audio, and other creative work needed for the tactics selected (In excess of 30+ advertisement pieces)

# Target Solutions

## Timing



### **A projected timeline for this work is as follows:**

October	Drafting of Content for Tactics
November	Site Visit for Videography & Photography Design work of messaging Final Edits and Approval of Messaging
December	Launch outbound messaging
January	Tune messaging to themes that are generating greatest traction
Feb - Apr	Promote “champion” messages
Ongoing	Reporting to District Staff of Performance Tracking of inbound inquiries (phone calls / emails)



# TargetMarketing

#WhoHowWhat



## WHO

TargetMarketing is our agnostic approach in evaluating the most appropriate marketing tactics to use (organic and paid) to increase awareness, engagement, and action. To accomplish this, we first identify who an organization should be reaching (avatar, persona, target audience).

## HOW

From there, we move to evaluating all available tactics to reach the audience(s). We are well versed in all forms of marketing, so you don't have to wonder if your recommendations are driven by limitations or biases based on capabilities or experiences. We've been there, done that!

## WHAT

Once we know who we need to reach and how we want to reach them, we can then dive into what is often the most exciting part for people - the messaging, or as some would say, "Ads"!

# Target River

#WhoHowWhat



Target River has a solid trophy case to vouch for our work, but what drives us the most is the continued business we do with so many clients and the countless referrals. Recent awards we have received:

- **Marketing Agency of the Year**
- **Best Target Marketing Company**
- **Best Education Marketing Company**



## Why Target River?

We are the choice of dozens of school systems and have successfully executed over 100 contracts.

### Some of our District Partners:

Elk Grove Unified  
Chula Vista Elementary  
Lakeside Union  
Park City Schools  
Warner Springs  
Sweetwater Union  
Novato Unified

Garden Grove Unified  
Ogden School District  
Alpine Union  
Amphitheater Public Schools  
Cajon Valley Union  
Payette Schools  
Orange Unified

**Thanks for your time - we look forward to partnering with you!**



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