

ASPRAtions entry: Multimedia marketing campaign
Ready, Set, Learn: 2019-20 Kindergarten Enrollment Campaign
Mesa Public Schools

With a robust digital campaign including targeted Facebook advertising, a web page refresh and school website promotions, Mesa Public Schools boosted community interest in early kindergarten enrollment for the 2019-20 school year.

To compete with a growing number of charter school offerings as well as open enrollment from nearby districts, Mesa Public Schools uses a variety of tools to promote schools and district programming. Approximately 13% of children in district boundaries attend non-district schools. To attract the Class of 2032, communications & engagement team members chose to pursue a combination of eye-catching Facebook advertisements, an easy-to-navigate web page, and front page visuals and links on every elementary school website, along with the district main site, with the theme: Ready, Set, Learn!

To coincide with the Jan. 29 start of early kindergarten enrollment, we launched a redesigned kindergarten landing page (mpsaz.org/kindergarten) with photos of district preschoolers. Team members created Pinterest-worthy signs and took the images, with a focus on diversity. Armed with five great images and a modest \$300 ad budget, we created five Facebook ads that ran from Jan. 25-Feb. 8, 2018, targeting women ages 23 to 45 who live in Mesa, Arizona, plus 10 miles. Ads were also shown to women through Instagram, due to Facebook's acquisition of the app. The same images were used to create graphics for the district's and each elementary school's home page, linking to the kindergarten page - 56 total uploads. As a followup after the campaign, a kindergarten article originally written for an issue of the district magazine, Achieve, was repurposed as a digital article promoting kindergarten registration, and shared with newsfeed subscribers (which include employees, community members, media and Board members) Feb. 13, along with posting to the district website.

The two-week Facebook ad campaign earned a reach of 2,215, with 111 link clicks, 33,585 impressions and a total expenditure of \$252.09.

2/13/19 kindergarten article: <http://www.mpsaz.org/news/articles/85729/ready-set-learn>

Graphics used for Facebook ads, and district and elementary school homepages



**READY
SET
LEARN!**



**READY
SET
LEARN!**



READY SET LEARN!



READY SET LEARN!



READY SET LEARN!




Samples of paid Facebook/Instagram ads:



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Kindergarten enrollment is now open. Options include free Montessori, dual language immersion, International Baccalaureate, Franklin traditional schools and award-winning neighborhood schools. Find the right choice for every child at mpsaz.org/kindergarten.



READY SET LEARN!



MPSAZ.ORG

Enroll now for Fall 2019

Kindergarten is the first and an i...

LEARN MORE



Mesa Public Schools
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READY SET LEARN!



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Enroll now for Fall 2019

Kindergarten is the first and an important year of schoolin...

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Instagram

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Kindergarten enrollment is now open. Options include free Montessori, dual language immersion, International Baccalaureate, Franklin traditional schools and award-winning neighborhood schools. Find the right choice for every ... more

Social media posts

Mesa Public Schools January 28 · 🌐

Kindergarten enrollment is now open for the 2019-20 school year. Welcome, Class of 2032! Learn more and enroll online at mpsaz.org/kindergarten.

READY SET LEARN!

mesa PUBLIC SCHOOLS

3,583 People Reached 301 Engagements Boost Post

👍👎 15 1 Comment 21 Shares

Like Comment Share

Performance for Your Post

3,583 People Reached		
129 Reactions, Comments & Shares		
74 Like	14 On Post	60 On Shares
11 Love	0 On Post	11 On Shares
1 Wow	1 On Post	0 On Shares
4 Sad	0 On Post	4 On Shares
19 Comments	1 On Post	18 On Shares
21 Shares	21 On Post	0 On Shares
172 Post Clicks		
15 Photo Views	18 Link Clicks	
NEGATIVE FEEDBACK		
2 Hide Post		
0 Report as Spam		

READY, SET, LEARN!

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mpsaz • Follow

mpsaz Kindergarten enrollment is now open for the 2019-20 school year. Welcome, Class of 2032! Learn more and enroll online at <http://mpsaz.org/kindergarten>.

23w

bev.kerr 🙌

23w Reply

26 likes JANUARY 28

Add a comment... Post

Kindergarten web page: <http://www.mpsaz.org/kindergarten>



Welcome, Class of 2032!

Kindergarten is the first and an important year of schooling for children. It is a time of personal adjustment and a stepping out beyond the family to the wider world. Give your child the best start to their education at Mesa Public Schools.

Educational options include free Montessori, dual language immersion, International Baccalaureate, Franklin traditional schools and more. With award-winning neighborhood schools located throughout the district, there's always an excellent choice around the corner.

Mesa Public Schools offers full-day kindergarten at every elementary school. Half-day kindergartners are also welcome at each of our schools.

By Governing Board policy and state law, children [enrolling](#) in kindergarten must turn 5 before September 1.



My child turns 5 before Sept. 1, 2019

Congratulations! Your child is eligible to enter kindergarten in fall 2019.

Register beginning Jan. 28 at mpsaz.org/enroll. Find your in-boundary school on our school locator. If you would like to attend a school outside your boundary, please apply for open enrollment* at your desired school as soon as possible. Please note, transportation options will not be available if you select an out-of-boundary school.

*Open enrollment acceptance is contingent on availability.

Register your child

Enroll in Mesa Public Schools Kindergarten

Open enrollment information

Parents

What Every Student Should Know and Be Able to Do

My child turns 5 after Sept. 1, 2019

Parents have several young learner options for children who will turn 5 between September 1 and December 31.

- **Option 1:** You may choose to have your child participate in other [prekindergarten](#) options for 3 1/2 to 5 year olds through Community Education.
- **Option 2:** Children who turn 5 between September 1 and December 31 may be assessed in order to qualify for acceptance into the district's regular kindergarten program. Please keep in mind that children who are accepted into regular kindergarten are entering kindergarten a year earlier and will be expected to move to first grade the next year. For more information, parents should go to their neighborhood school or access the Kindergarten Early Admission Packet ([English](#)) ([Spanish](#)) on this site. **Early entrance to kindergarten will not be granted once school has begun.**
- **Option 3:** You may also choose to wait another year to enroll your child in Mesa Public Schools.

View all pre-K options

PTA Parent Guide

Elementary home page with graphic and link

MacArthur Elementary
HOME OF THE MUSTANGS

1435 East McLellan Road
Mesa, Arizona 85203-3840
Phone (480) 472-7800

Home Calendar Office News Parents PTO Staff More

MPS Search

Mark Norris Principal	Office 480-472-7800	Attendance 480-472-7800		
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**READY
SET
LEARN!**

Enroll now for kindergarten
Kindergarten enrollment is now open for 2019-20



[Parent Survey link](#)