



Higley Unified School District Kindergarten Multimedia Marketing Campaign 2019

Problem statement: Kindergarten registration is an essential piece of planning for the following school year. By enrolling children early in Higley, the district can better plan staffing and improve enrollment.

Research: The Higley Unified School District Public Relations Team first gathered current and past kindergarten enrollment data, as well as information about the previous year's Kindergarten Round-Up (KRU) attendance. There has been a decline in kindergarten enrollment, from 1008 students registered for the 2016/17 school year to 989 students in the 2017/18 school year to 946 in the 2018/19 school year. A poll of current Higley preschool families discovered that despite keeping the same month (February) for KRU the previous five years, there was not consistent knowledge of the event's date (only 53 percent could identify February). The poll further showed that 47 percent of families would look for KRU information on the district website and 23 percent would look for KRU information in a flyer sent home.

Planning: The PR team used regular weekly meetings to create a multimedia campaign. The team decided to focus on the date of Kindergarten Round-up, as well as general information about the various kindergarten programs available. Staff were assigned responsibilities for various pieces: website information, a "week in the life" video, flyer design and e-mail distribution, social media and digital marketing. Communication began in December 2018, a month earlier than the previous year. The team determined a significant portion of the marketing budget for FY19 would focus on Kindergarten.

Implementation: The team created the campaign "Grow with Us" to mirror the District's new branding campaign, "Grow. Learn. Lead," which launched in 2018. The team created a Kindergarten Round-up webpage, a flyer, website announcements, e-mail announcements, social media marketing (including a Facebook event page), and digital marketing campaigns to target families with young children in the area during the two months leading to KRU. Higley preschool families received flyers. Flyers were delivered to area preschools, also, and sent to all local homes through the USPS (inserted in a monthly community newspaper). The district purchased ads in HOA magazines. All print media had its own unique URL to measure ROI. All digital media had its own unique URL, which can be found at www.husd.org/kinder.

Evaluation: The team looked at many factors to evaluate the campaign: the number of families that enrolled for kindergarten prior to KRU in 2018 and 2019, the clicks on the district's kindergarten page in 2018 and 2019, attendance at Kindergarten Round-up in 2019 and 2018, and a follow-up survey with preschool families. One area that needs improvement next year is seeking communication input from principals.

- The district saw a 53 percent increase in the number of families that enrolled prior to KRU for 2019, compared to 2018.
- A pre-event survey found only 53 percent of preschool families knew KRU was in February. A survey the week prior to KRU found that 96 percent knew it was in February.
- The district saw a 292 percent increase in January traffic to the Kindergarten information website in 2019 compared to 2018.
- The district saw a 52 percent increase in the January/February traffic to the Kindergarten information website in 2019 compared to 2018.
- KRU attendance 2018 was estimated. In 2019, families signed-in. Based on informal figures, there was a 22 percent KRU attendance drop at the five schools that reported base numbers in 2018. The night of KRU was the biggest winter storm of the season. However, enrollment at those schools was up 165 percent before KRU, indicating a number of families came in prior to KRU.
- There was a 25 percent increase in districtwide kinder registrations in March 2019 compared to March 2018.
- There is an 8.8 percent increase in districtwide kinder registrations on July 11, 2019, compared to July 11, 2018.

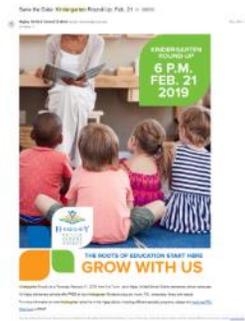
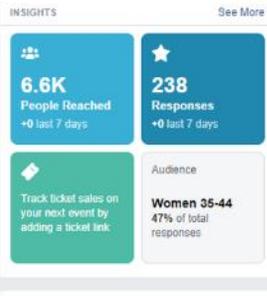
Campaign examples

“Week in a life” Video: www.husd.org/kinder

Internal communications & marketing



FEB 21 Kindergarten Round-Up
Public - Hosted by Higley Unified School District



WEBSITE, EMAIL
& PUSH

School & District
www.husd.org/kinder

SIGNAGE

Banner, Yard
Signs
& Flyers

SOCIAL MEDIA

Facebook Event & Boosts



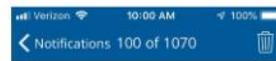
Join us for Kindergarten Roundup
Thursday, February 21, 2019, at 6:00 p.m. at all elementary schools.

Please be sure to bring the following documents when registering your child, along with your completed registration packet:

- Child's Birth Certificate
- Child's immunization
- Recent Proof of Residency (contract on your house, rental or lease agreement, electric bill, etc.)
- Driver's License

Registration packets can be found at the event or online [here](#).

Who qualifies for kindergarten?



Kindergarten Round-Up Tonight
Feb 21, 2019 | 2:00 PM

Higley Unified School District

Kindergarten Round-Up is tonight from 6 to 7 p.m., at all Higley Unified School District elementary school campuses.

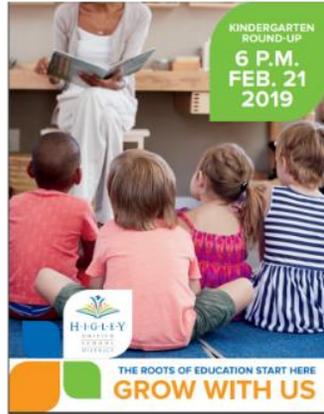
Hear from our school leaders and learn more about kindergarten in Higley. Visit our [kindergarten page](#) for more details.

External Marketing



SOCIAL MEDIA & DIGITAL

GCU, COX, Tribune Media
Facebook & Instagram Ads, APP &
Website Ads, E-mail



FLYERS

Delivered to local
preschools



PRINT MEDIA

Community Impact, Power
Ranch, The Loop & Morrison
Ranch

Magazine advertisements