



The purpose of a multimedia marketing campaign for preschool in the Queen Creek Unified School District was to increase enrollment. This effort was especially important for the 2019-20 school year after the approval by the Governing Board of a full-day preschool option. District leaders believe that if we can capture new families at the preschool level, they will stay with us for elementary school and then ultimately for the secondary level. The preschool campaign was a combination of traditional and digital marketing techniques and efforts.

The campaign started with an editorial in the local paper as well as an appearance in a parade in December of 2018. Students and staff took part in the parade to promote the program. Banners were created for the event and to hang at school sites across the district. The marketing department then created a promotional video which launched at the end of January 2019, two weeks before online registration opened for the 2019-20 school year. After just one week of online registration, the program was more than 50% full. A flyer was also created to handout at community and district events. In April, a postcard was mailed to families. After the postcard was sent, the preschool department received several phone calls and emails from families interested in registering their children. Lastly, digital ads were created for the campaign. Ads were seen on Facebook, Instagram, and Google and targeted families with children ages 3-5.

At the start of the 2019-20 school year, preschool is 89% full compared to 82% full at the start of the 2018-19 school year. Additionally, due to growing interest in the program, four class sections or 85 preschool seats have been added across the district.

## BANNER

**Queen Creek Unified  
School District**

**Preschool**

**Enroll Today!**

qcusd.org (480)987-5935

<https://www.facebook.com/QCUSDPreschool/videos/753683281657785>

# VIDEO

<https://www.youtube.com/watch?v=0DhExfuXU5A>

Queen Creek Unified School District >



Preschool in the Queen Creek Unified School District

Created: Jan 31, 2019 · Duration: 2:39 · Privacy setting: Public

VIDEO

Lifetime (Jan 31, 2019 – Jul 5, 2019)

## Watch time

Minutes

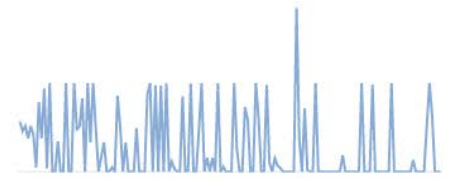
264



## Average view duration

Minutes


1:26



## Views

183



 **Queen Creek Unified School District**  
Published by Marke Depra [?] · January 31 ·

The Queen Creek Unified School District is proud to offer a variety of preschool programs for students ages 3 to 5. QCUSD Preschool programs are affordable and flexible. Each preschool classroom has a low student to teacher ratio and is taught by a certified educator. QCUSD preschool offers your child leadership opportunities as well as real-world, hands-on experiences setting them up for success in their future educational career. Enroll your kiddos today! <http://bit.ly/qcpreschool>



Preschool in Queen Creek Unified School District

## Performance for Your Post

4,219 People Reached

2,220 3-Second Video Views

102 Reactions, Comments & Shares

52 Like	35 On Post	17 On Shares
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19 Love	10 On Post	9 On Shares
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21 Comments	16 On Post	5 On Shares
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10 Shares	10 On Post	0 On Shares
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470 Post Clicks

116 Clicks to Play	54 Link Clicks	300 Other Clicks
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POSTCARD



 Queen Creek Unified School District Preschool 

# NOW ENROLLING

- **Ages 3 - 5**
- **Small class sizes**
- **Safe learning environment**
- **Kindergarten readiness**
- **Social and emotional learning**

**Full-day option**

**Half-day option**

**Before & aftercare**

Questions: 480-987-5958 or [aruhser@qcusd.org](mailto:aruhser@qcusd.org)

**Queen Creek Unified School District is proud to provide a variety of preschool options to engage preschool students, ages 3-5, in social and emotional learning and pre-academics.**

*Preschool will be offered for the 2019-20 school year at four schools:*

Jack Barnes Elementary, 20750 S. 214th St. 85142  
in Queen Creek

Queen Creek Elementary, 23636 S. 20th St. 85142  
in Queen Creek

Gateway Polytechnic Academy, 5149 S. Signal  
Butte Road 85212 in Mesa

Silver Valley Elementary, 9727 E. Toledo Ave.  
85212 in Mesa

Connect with us!  
<https://www.qcusd.org/Preschool>





**Queen Creek Unified School District is proud to offer a variety of full-day and half-day **Preschool** options!**

**Small class sizes**

- Safe learning environment
- Developmentally appropriate
- Kindergarten readiness

**Social & emotional learning**

**Questions: 480-987-5958 or [aruhser@qcusd.org](mailto:aruhser@qcusd.org)**



## DIGITAL ADS

 **Queen Creek Unified School District** Sponsored · 🌐

Full-day preschool for children ages 3-5!  
Extended care available from 6:30 am to 6:00 pm. We have a program designed to suit your child's specific needs. Classes taught by certified early childhood education teachers and trained para-educators in a caring, safe environment. Enroll Now! #QCUSDisGrowing



<https://www.qcUSD.org/Preschool>  
**QCUSD full-day preschool** [LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

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[HTTPS://WWW.QCUSD.ORG/P...](https://www.qcUSD.org/P...)  
**QCUSD full-day preschool**  
The preschool programs at Que... [LEARN MORE](#)

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**QCUSD Full Day PreK | 19-20 Fall Enrollment is Open**

[www.qcUSD.org](http://www.qcUSD.org)

Enroll your student in one of our A-Rated  
excelling/highly performing schools for 19-20!

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**Learn More About QCUSD PreK | Enroll Now for Fall 19-20**

[www.qcUSD.org](http://www.qcUSD.org)

19-20 Fall Registration is now open at our A-Rated  
excelling/highly performing schools.

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