PART I
THE MESSAGE

“The School that Tells the Best True Story Wins”

“Marketing” is informing certain publics about the magnet school program with the purpose of motivating them to participate.

The first step in marketing a magnet school is to determine the message you are trying to communicate. In other words, what do you want audiences to know about your magnet school that demonstrates its uniqueness or how it is different from other schools in the Omaha area?

In order to decide upon the message to be communicated, you will need to determine the promises you are making to families and students who attend the magnet school. We believe that all magnet schools must promise unique and attractive programs for students in order to compensate families for the sacrifices in time and distance from home and neighborhood that they make. The word promises is used here because it is wrong to encourage people to attend a magnet school by describing programs or activities that are not delivered after the student enrolls. Whatever programs or activities a school describes in its recruitment campaigns must be considered promises to be carried out at all costs. The promises a magnet school makes to the community are a commitment from the school and the school district that parents and students can count on.

Magnet school promises should be written in succinct, clear language that non-educators can easily understand. Promises should be thought of as “talking points” that can be used by staff, parents, and students to tell others about the magnet school. The promises should describe:

- unique and attractive aspects of the curriculum related to the theme area(s), i.e. extended and advanced course offerings, increased levels of proficiency (extra value standards)
- special instructional delivery structures and their benefits to students, i.e. block scheduling, interdisciplinary curriculum, performance grouping
- special program features, i.e. electronic assessment portfolios, opportunities to access technology, opportunities to participate in unique events/activities

What are the magnet school promises, or messages, that need to be communicated about your magnet school that indicate its uniqueness and attractiveness?
COMMUNICATING THE MESSAGE
Staff, Parents, and Students at the Magnet School
“Everyone is the Marketing Department”
2010-2011

Members of the school staff must understand completely what the promises are and their responsibility in fulfilling them. What your staff members say about the magnet school to students, parents, other district employees, Board of Education representatives, and community members is considered “gospel.” Research has shown that roughly 80 percent of community attitude toward a school is created by what staff says about the school. The school staff, then, becomes a part of the communication system with the community.

Remember, too, that students as well as parents, past and present, may be your most powerful communication sources.

Every effort must be made to ensure that the message delivered by school staff, students, and parents is factual, supportive, and positive.

Describe your school’s strategy for equipping and involving staff members, students and parents in positive, assertive marketing of the magnet program. Your strategy for each group should address the following:

- How will you ensure that all staff, students, and parents understand the message or magnet school promises that they should communicate?
- How will you organize and use each group to deliver the message?
- How will you change staff attitudes that are not always supportive?

Staff

Students

Parents
PART II
THE AUDIENCES
2010-2011

There are several priority audiences to be considered when marketing your magnet school. The messages delivered to each audience may differ from the others depending on the interests of the group.

- **Parents** will want to know about safety and acceptance issues as well as expectations for academic achievement.
- **Students** are more likely to be interested in the way learning will be done, where the novelty and excitement may be, and what is "cool" at the magnet school.
- **Community** leaders need to know the effect of the magnet school in terms of achievement and benefit to the community.

**Target Audiences**
Parents and Students

Of course, two of the most important audiences are the parents and students you are trying to recruit and retain in the magnet program. When considering the families you need to recruit, it is essential to consider where these families reside and in what settings they are most likely to be found. In other words, where in the community can you find these parents and students represented outside the school?

Based upon the application data provided, what are the elementary attendance areas where recruiting efforts for your school should be focused?

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<th>Elementary Attendance Area</th>
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Indicate the messages that will be communicated to the parents and students in the targeted areas.

**AUDIENCE:**

**MESSAGES:**

**AUDIENCE:**

**MESSAGES:**
Indicate settings in the community where families from the identified areas can be found and influenced by marketing efforts initiated by your school. *The question is how can we take the marketing plan to the neighborhood? It won’t be very effective unless we do.*
The magnet school’s success depends in large part on what various community audiences know and respect about the school. These audiences include various groups with a variety of relationships with the school. Community leaders who respect the magnet and its work with students can be an excellent source of help in recruitment. Magnet schools may work together to establish community support.

List other audiences you want to work with to develop broad community knowledge and respect for the magnet program.

Indicate the messages that will be communicated to community leaders and groups.

**AUDIENCE:**

**MESSAGES:**
Recruitment strategies should go beyond the traditional, yet necessary, techniques already used by the district and your school to market the magnet school program. Traditional techniques include such practices as mailings to all eligible students, feeder school visitations, and open houses.

Consult the list of sample strategies provided in your Magnet School Marketing notebook for examples of “non-traditional” activities. Be sure to use current and past magnet school students and parents to advocate for your program.

What “non-traditional” strategies will you use to communicate the magnet school message to targeted parents?

What “non-traditional” strategies will you use to communicate the magnet school message to targeted students?

What “non-traditional” strategies will you use to communicate the magnet school message to influential community groups?
# PART IV
## MARKETING TIMELINE
### 2010-2011

Build a timeline showing marketing activities for the school year. Indicate the event, when it will happen, and for which audience it is intended.

<table>
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<tr>
<th>Month</th>
<th>Date</th>
<th>Marketing Event</th>
<th>Intended Audience</th>
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