



## North Iredell Marketing Plans

### Guidance/NIHS Teachers

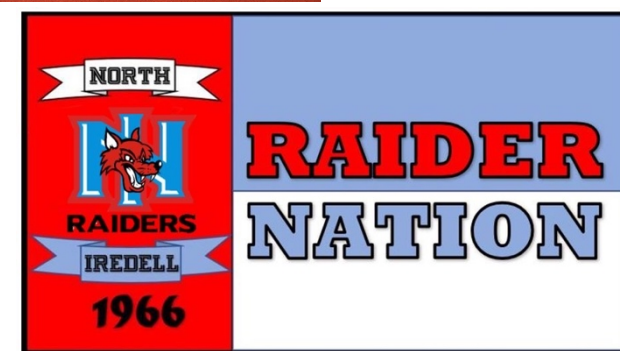
- Presented at "It's Happening Here." We do a table and breakout sessions.
- Send marketing information (AP Academy Applications, Requirements, etc) to all middle schools in and out of our district
- Contact all Middle schools to ask permission to come and speak to them about all things NIHS. This year we were able to go to EIMS, NIMS, ARMS
- Do school tours in the summer and during the school year for parents and students from Statesville Montessori, Statesville Christian and other private and charter schools so that they get a feel for what it is like to be a Raider. (all year round)
- Car rider line to pass out flyers for events at high school and Middle schools
- Take kids to middle schools to have an 8th grade lunch fair right before CF at high school. (possibly fall and spring next year)

### Sports/Clubs

- ICYAA Nights – discounted admission, peewees go out on the fields
- Football Games - Pink Out, Homecoming (Alumni Themes)
- Sports Teams – Peewee Camps (Ex. Future Raiders Football Camp)
- FFA - Wake Up to Ag Day, Harmony partnership
- Fine Arts teachers also teach chorus and band at North Middle. Band students are invited to play with the NIHS band at one of our football games and NIMS chorus students take part in the holiday concert.
- Improv Club provides transportation for NIMS students to join them for after school meetings. NIMS students have also been involved in our school musical.
- Many teams and clubs have active social media accounts to promote their team/club and events
- SGA sponsors a Trunk or Treat, which also features trunks provided by members of Collide Church
- Homecoming themes honor NIHS anniversaries and feature NIHS alumni. Honorees have included the 50<sup>th</sup> anniversary of the first graduating class, the ten-year reunion of the 2008 Volleyball State Championship, and the NIHS FFA.

### School Events

- Freshman Orientation led by NIHS Link Crew prior to the start of school for all incoming freshmen
- Curriculum Fair
- Raider Day – annual community outreach the first Saturday in May



### Marketing Next Steps:

- Work the NIMS car rider line more frequently to promote NIHS events
- Plan events for AP Academy students to market the program within our school more. We also want to keep our AP Academy board up to date with things that are going on in AP classes that may appeal to current students.
- Incorporate promotion of more clubs within our school décor
- Make more middle school visits throughout the year with current NIHS students for lunch fairs
- More clubs will take initiative to join with similar middle school clubs for common projects