

HUSD Marketing Plan



Higley Unified School District's Marketing Plan was designed to align with the District's Five Year Strategic Plan that was implemented in the 2022-2023 school year. This plan will set the foundation for the District's marketing efforts moving forward for the next five years.

SEC 01

CORE MARKETING GOALS

1. WITH A FOCUS ON ENROLLMENT AND EMPLOYMENT, THE PUBLIC RELATIONS TEAM WILL INCREASE AWARENESS OF UNIQUE OPPORTUNITIES WITHIN HIGLEY UNIFIED SCHOOL DISTRICT.
2. RE-ENGAGE AND EXPAND PARTNERSHIPS WITH LOCAL BUSINESSES AND COMMUNITY MEMBERS WITHIN GILBERT AND THE EAST VALLEY.
3. ALIGN BRANDING DISTRICTWIDE TO ENSURE ALL SCHOOLS' MARKETING REFLECTS HIGLEY UNIFIED SCHOOL DISTRICT.
4. STREAMLINE THE PROCESS OF DISTRICTWIDE COMMUNICATION BY PROVIDING GUIDELINES AND TEMPLATES FOR CRISIS SITUATIONS.

SEC 02

TARGET MARKETS

POTENTIAL FAMILIES



COMMUNITY & BUSINESS MEMBERS



CURRENT FAMILIES



APPLICANTS & EMPLOYEES



SEC 03

MARKETING TOOLS

THE FOLLOWING COMMUNICATION TOOLS WILL BE UTILIZED IN HUSD'S MARKETING PLAN.

Social Media

Video/Photography

Website

Media Relations

Email Marketing

Brochures, Flyers & Other Marketing Collateral

Digital Advertising

In the long-term, Higley Unified School District will utilize the analytics captured in the school year 2022-2023 to re-evaluate its marketing tactics to ensure we are capturing our entire Higley community, as well as the surrounding areas, while also utilizing a low-cost marketing plan.

Our goal is to move towards consistent branding and messaging that allows us to maximize results while also building awareness on who Higley is and what unique opportunities we provide students and employees.

SOCIAL MEDIA

- » Utilize Facebook, Twitter, Instagram and LinkedIn
- » Paid and organic posting
- » Generate & track engagement, likes and mentions
- » Create monthly recap reports
- » Work with community & business partners to broadcast HUSD messaging
- » Ensure all schools have social media platforms

WEBSITE

- » Redesign HUSD'S website and all school websites
- » Ensure consistent messaging on all school websites
- » Create a more user-friendly interface, with close detail to accessibility
- » Track website metrics monthly, with recap reports on most visited areas, unique visitors, etc.

EMAIL MARKETING

- » Create action-oriented, consistent messaging
- » Leverage partners and HOAs to broadcast messages to the community on upcoming events and important reminders
- » Utilize advertisers to run email blasts to families in the East Valley, while also tracking open rates and web traffic

DIGITAL ADVERTISING

- » Utilize social media to run digital campaigns
- » Utilize Google Analytics and Google Ads to target East Valley families and applicants

TRADITIONAL ADVERTISING

- » Utilize print and radio advertising, if applicable for event promotion and enrollment
- » Find opportunities for partnered cross promotion
- » Run advertisements in local newspapers and magazines, while tracking metrics to determine best outlets

VIDEO & PHOTOGRAPHY

- » Use photos and videos to enhance social media
- » Use photos and videos to enhance website, with more visuals and more videos on website homescreen
- » Use photos to enhance digital advertising
- » Create videos for each campus, and specific departments

MEDIA RELATIONS

- » Articles and mentions in partner newsletters
- » Promote upcoming events and accomplishments with partners, news outlets and in stories
- » Create articles for school websites and social media
- » Find opportunities to share community-interest stories

MARKETING COLLATERAL

- » Refresh District and school branding including brochures, PowerPoints, business cards, banners, etc.
- » Create a platform for employees to access refreshed marketing materials

ENROLLMENT

1. WITH A FOCUS ON ENROLLMENT AND EMPLOYMENT, THE PUBLIC RELATIONS TEAM WILL INCREASE AWARENESS OF UNIQUE OPPORTUNITIES WITHIN HUSD.**Tactics:**

- » Create collateral that can be shared at kindergarten round-up, other HUSD events, at preschools/daycares, and with external partners (HOAs included).
- » Promotion of enrollment through advertisements: social, traditional, non-traditional, email blasts, and digital.
- » Remake all schools' enrollment videos and revamp marketing materials.
- » Showcase unique programs - starting a "why I love Higley" series.
- » Relaunch a digital Higley magazine.
- » Share more student success stories on website and with media.

EMPLOYMENT

Tactics:

- » Create collateral that can be shared digitally and at job fairs.
- » Promotion of job fair through advertisements: social, traditional, non-traditional and digital.
- » Remake applicant video.
- » Revamp the Human Resources webpage, ensuring benefits are clearly outlined and accessible.
- » Disseminate information to employees about professional and leadership development opportunities, remind employees about health and wellness programs, educate employees about greater vision.
- » Campaign: "Why Work at Higley" that showcases the great opportunities and reasons why our employees choose Higley.
- » Employee stories/profiles on website that share their favorite aspects of working for Higley.

2. RE-ENGAGE AND EXPAND PARTNERSHIPS WITH LOCAL BUSINESSES AND COMMUNITY**Tactics:**

- » Creation of business and community partner sponsorship brochures.
- » Quarterly emails to business and community partners about upcoming events.
- » Recap video and photos after all major HUSD events.
- » Relaunch of Business Partner Breakfast.
- » Continue to work with both Gilbert and Queen Creek Chamber to share positive stories and network with new business and community partners.

3. ALIGN BRANDING DISTRICTWIDE TO ENSURE ALL SCHOOLS' MARKETING REFLECTS HIGLEY UNIFIED SCHOOL DISTRICT AND ITS UPDATED MISSION, VISION AND CORE VALUES.**Tactics:**

- » Website refresh that is more user-friendly and accessible.
- » Provide brand and style guidelines for employees to follow.
- » Creation of employee website that provides access to marketing materials.
- » Revamp of business cards, powerpoints, pop up banners, brochures, bus signage, fence banners, letterheads and other marketing materials.

4. STREAMLINE THE PROCESS OF DISTRICTWIDE COMMUNICATION BY PROVIDING GUIDELINES AND TEMPLATES FOR CRISIS SITUATIONS.**Tactics:**

- » Creation of crisis communication templates in case a situation arises.
- » Communication rubric - when to contact who and how to contact.
- » Improved training on communication protocols.