MONTGOMERY COUNTY SCHOOLS

MARKETING PLAN

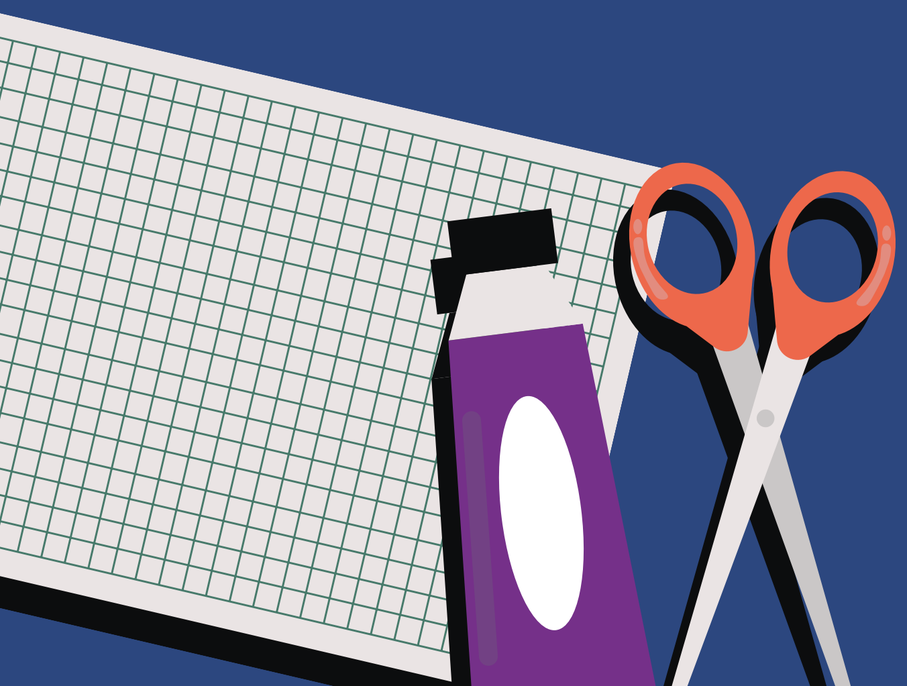
2022 - 2023



OBJECTIVE

Montgomery County Schools will increase enrollment and retain a positive presence in the community and on social media. We will do this through various forms of in-person and virtual marketing.

DISTRICT SUMMARY



Montgomery County Schools is in Troy, NC with various schools in the county. The mission is to Montgomery County Schools will graduate College and Career Ready students by preparing them to succeed in a globally diverse society, providing rigorous educational experiences, and building positive relationships with all members of our community.

"SW"OT

Strengths

- CTE Programs
- Exploratory Classes
- Innovative Programs
- Facilities
- Dedicated staff and faculty
- Research-based strategies and interventions used across all grade levels

Weaknessess

- Student enrollment and retention
- Combat competing schools
- Community Perception
- Social Media Misinformation

SW"OT"

Opportunities

- Consistently update re-vamped website
- What makes MCS different from its competitors?
- Video Content
- Marketing Committee - with Communication Liaison and school input
- Billboards

Weaknessess

- Cost
- Time
- Involvement

MCS INITIATIVES

MCS has the ambitious goal of student enrollment and retention. To help the school system do that, our marketing team will pursue the following initiatives in the 2022 - 2023 school year.



INITIATIVE 1 – WEBSITE

Goal

- Marketing Team will ensure that 100% of district employees are trained to maintain current, user friendly, and attractive webpages
- Marketing Team will perform quarterly website checks to ensure all links work properly and all information is up to date
- Marketing Team will collaborate with school leader to ensure 100% of students know how to navigate website
- Meet with Marketing Committee three times during the school year

Action Steps

- Work with Blackboard
- Train members of Marketing Committee to edit school webpages

Measure Success

- Website views
- clicks
- visits
- insights
- interactions

INITIATIVE 2 – SOCIAL MEDIA

Goal

- Marketing Team will create a minimum of one Facebook post to promote positivity
- The Marketing Team will use Facebook posts to inform the community of all upcoming school related events
- The Marketing Team will assist all schools in maintaining a social media presence
- Marketing Team will incorporate Instagram as a social media plaform

Action Steps

- Marketing Team will visit schools to capture events and news to post
- Marketing Team will share the individual schools posts on district Facebook page
- Marketing team will reactivate and use MCS Instagram

Measure Success

- Evaluate individual school's marketing plans
- Facebook shares, likes, comments, etc.
- Facebook Meta Business Suite
- Social Media Insights
- Instagram reposts, likes, comments, etc.

INITIATIVE 3 – OUTREACH

Goal

- MCS will be present at public events to promote the district and encourage enrollment. MCS hosts events for students and their families.
- Marketing Team will create focus groups consisting of parents and students that departed MCS to attend charter schools within our region.

Action Steps

- Marketing Team to establish relationship with city and county leaders to stay informed of future events
- Marketing Team will work closely with MCC to collaborate and promote events

Measure Success

- Analyze data collected from focus groups
- Establishing partnerships

INITIATIVE 4 – VIDEO CONTENT

Goal

- Marketing Team will create two high quality content videos weekly
- Feature videos on jumbotron during home athletic events
- Feature videos on Facebook and Instagram
- Feature video on schools website

Action Steps

- Marketing Team will communicate with principals to record videos to minimize disruptions
- Marketing Team will record, edit, and post videos on all platforms

Measure Success

- Number of view
- Number of shares
- Number of likes
- Number of interactions

The overarching goal of the initiatives is to keep all stakeholders informed, promote a positive perception, and to increase enrollment for Montgomery County Schools.

Thank you!

Questions?