

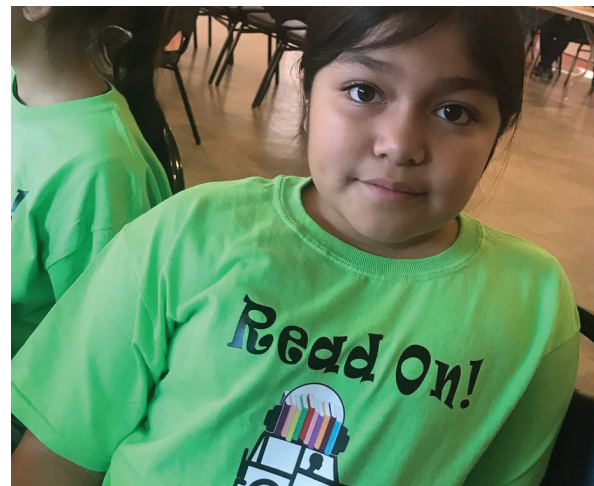


Marketing Plan Prepared for  
**Montgomery County Schools**

June 4, 2018

# BACKGROUND

Montgomery County Schools (MCS) has seen enrollment decline steadily over the past decade as charter schools have attracted students and taken 'market share' in a space that historically had no competition. MCS seeks to develop a marketing plan to gain positive public opinion to stem its enrollment decline. MCS has many positive stories and outcomes to share, along with the excitement of a brand new, combined High School scheduled to open in 2020.



# OBJECTIVE

- Decelerate the enrollment decline
- Build back enrollment over 5 years



# COMPETITORS



Uwharrie Charter School



Gray Stone Day School



# CURRENT MARKET PERCEPTIONS

## REASONS FOR CHOOSING A CHARTER SCHOOL OVER MCS:

- They don't have to wear uniforms.
- They get to eat Chick-Fil-A or pizza every day.
- They only have to go a half day on Fridays.
- Students want to go to school with their friends.
- There is less focus on standardized testing.
- Students get to participate in more field trips/activities.
- They don't have to "take everybody" (but MCS does).

# CURRENT MARKET PERCEPTIONS

## REASONS FOR STAYING AT MCS:

- All MCS teachers are licensed, whereas only 50% of charter school teachers must be licensed (both MCS competitors are higher than the minimum).
- There is very little diversity in charter schools, and they appear to some to cause segregation.
- Students complain that charter schools can be more stressful academically.
- There are more athletic opportunities at MCS.
- The drive time to-and-from charter schools takes much more time each day (difficult on parents).
- New high school.
- Students can earn a 2-year associates degree while they also earn a high school diploma.

# MARKET POSITION

*Montgomery County Schools: Where every student has the opportunity to succeed in the classroom and beyond.*

# OVERARCHING STRATEGY

*Build positive public sentiment and pride in MCS by telling the MCS story using proactive measures rather than defensive or negative responses.*



# TACTICS

- CONTENT DEVELOPMENT
- MESSAGE DISTRIBUTION
- BUDGET

# CONTENT DEVELOPMENT

- Student Success
- Teacher commitment/accolades
- New high school progress
- Performance data
- Other “good news”

Stories + Visuals



# MESSAGE DISTRIBUTION - SOCIAL MEDIA

- o Improve Facebook engagement rate
- o Repurpose FB to Instagram
- o Advertise on FB & Instagram





# SOCIAL ADVERTISING

- Target geographically & demographically
  - Montgomery County
  - Ages 25-50, with children ages 3-18
- This is a “boosted” post – appears in user’s feed like other posts but ensure it is seen
- Create a unique hashtag
  - #MCSPride, #MCSProud



# EXPECTED SOCIAL RESULTS



- Target audience: 3,500-4,000 users
- Expected daily reach: 500-800
- Expected daily clicks: 20-30\*

\*Create landing pages users can click on for the “full story”

# MESSAGE DISTRIBUTION - E-NEWSLETTER

## MONTHLY NEWSLETTER

- Compile all content from the month into one e-newsletter
- Send to MCS database






**TIPA Spotlight: Hairston Middle School's McElroy Hughes**

If you've attended any GPA events in the last few years, you've likely seen McElroy Hughes (left) lend a helping hand.

As Hairston Middle School's Title I Parent Ambassador (TIPA), he's acted as a bridge between the school and parents, as well as working to help disadvantaged students overcome their own unique set of challenges.

Learn more about McElroy in this month's GPA Parent Leader Spotlight!

[» Meet McElroy Hughes «](#)






**10 Spring Break Activities For Your Family**

We hope you and your family have been enjoying a relaxing, fun-filled Spring Break! If you're looking for a few more ideas to round out the last few days of break, *Sylvan Learning* has put together 10 great suggestions, including:

- Local museums (like the Greensboro Children's Museum!)
- YMCA lessons and events
- Family movie night

And don't forget: you can keep those learning muscles going strong with any of the free parent resources available through your [Guilford Parent Academy account!](#)

[» Get More Ideas Here «](#)



**Upcoming Event: Project F.I.T. (Families Interacting Together)**

GPA and the Hayes-Taylor YMCA have teamed up to bring you another round of Project F.I.T. (Families Interacting Together)!


Families of children attending Title I Schools are invited take part in fun activities including:

- Line dancing and land aerobics
- Nutrition education and healthy snacks
- Meal prep and food safety
- And more!

Each participant attending 2 out of 3 sessions will also receive a "Healthy Family Kit."

Saturday, May 19th  
Hayes-Taylor YMCA (Greensboro)  
1:00PM - 3:00PM

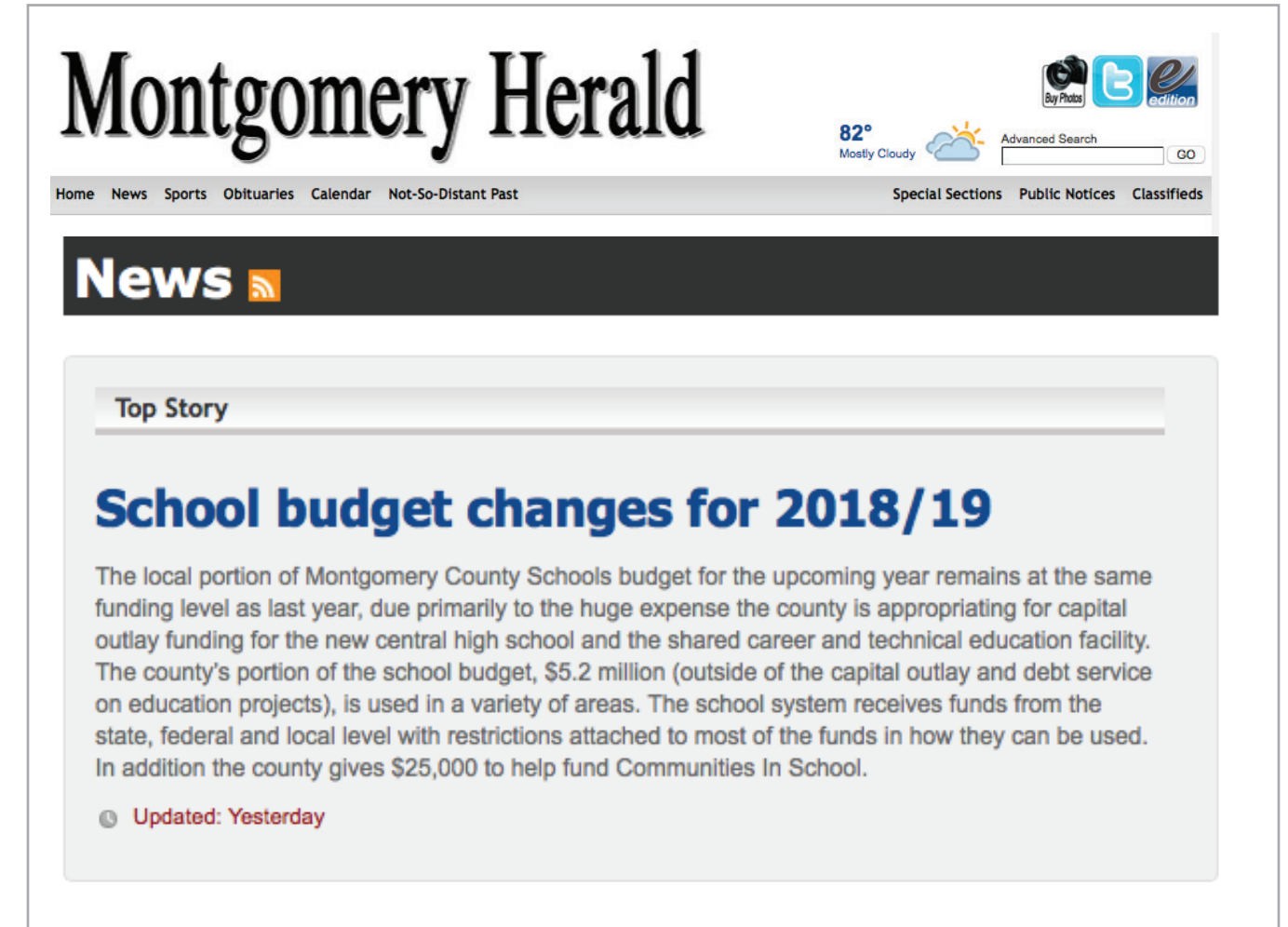
[» Save Your Spot Here «](#)





# MESSAGE DISTRIBUTION - TRADITIONAL MEDIA

- NEWSPAPER PARTNERSHIP
  - Ads should be at least ¼ page and include color
  - Create a regular column for the new high school
  - Leverage athletics and other school events
  - Communicate data such as school report cards, growth rates, etc.



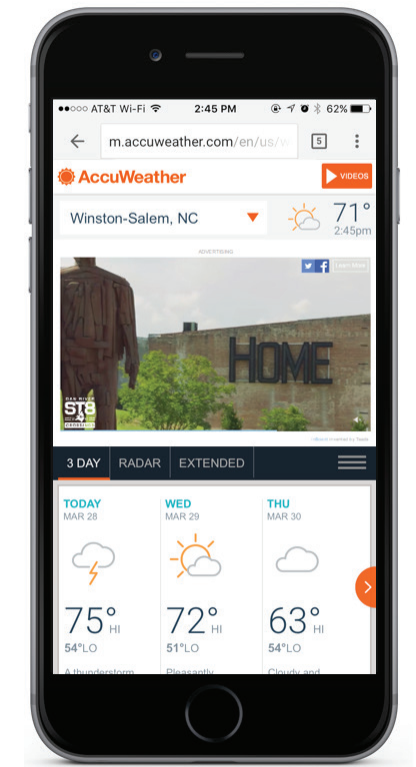
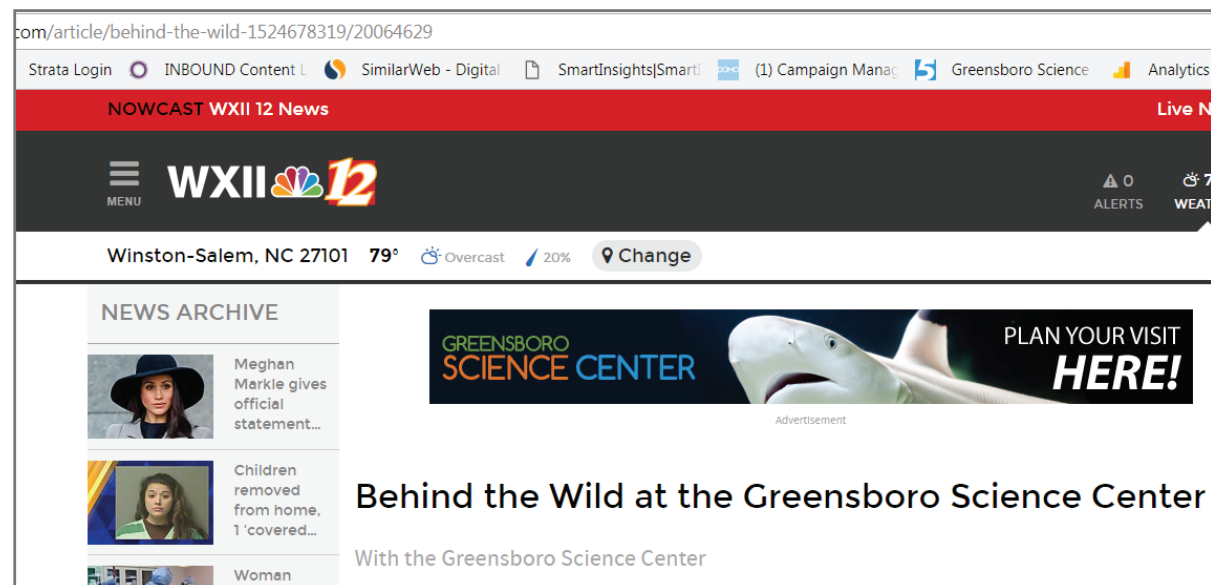
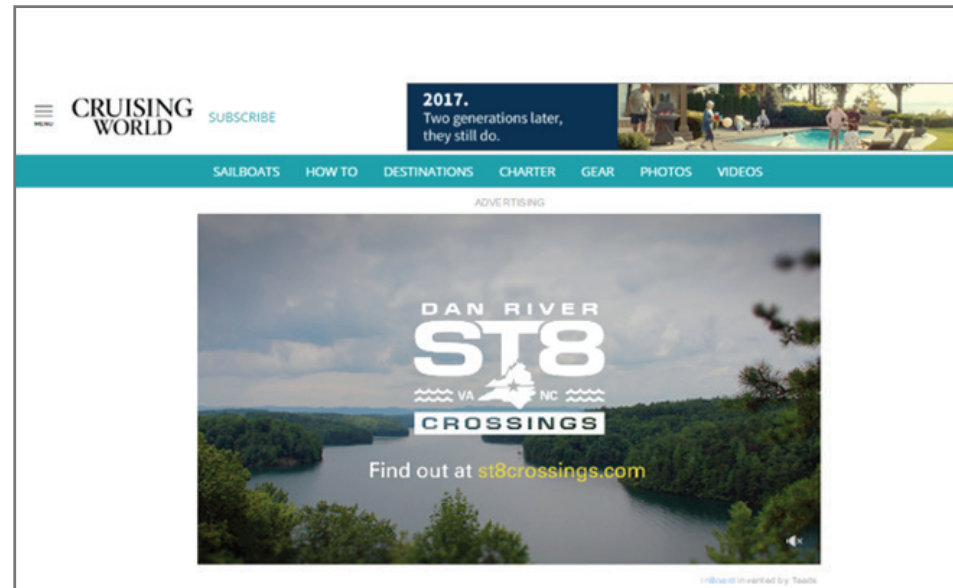
# MESSAGE DISTRIBUTION - TRADITIONAL MEDIA

- OUT-OF-HOME (OUTDOOR)
  - Will quickly increase awareness
  - Minimum of 3-4 locations in the County
  - Maintain for 9 months, changing out creative every 3 months



# MESSAGE DISTRIBUTION - DIGITAL MEDIA

- Digital ads
  - Banner ads
  - Video



# RECOMMENDED BUDGET

1. Content Development	\$5,500
2. Social media	
a. Ad management/creation	\$850 x 9 months
b. Facebook/Instagram ad budget	\$300-\$500 x 9 months
3. E-newsletter template design	\$2,100
4. Advertising	
a. Newspaper (estimate only)	\$500 x 9 months
b. Out-of-Home (space only)	\$1,950-\$2,400 x 9 months
c. Out-of-Home (design & printing)	\$6,150
d. Digital ads (“space” only)	\$6,000
Total recommended budget allocation:	\$52,150- \$58,000



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**BOUVIER KELLY**  
marketing | digital | public relations