

CUSD MARKETING & COMMUNICATIONS PLAN

Data Driven, Experience Focused

Chandler Unified is Arizona's second largest public school district. As such, a dynamic, fluid, versatile marketing plan is vital to retaining and recruiting new students and staff. Through the revitalization of the district's Strategic Plan from Journey 2025 to Journey to Excellence, it was identified by the Governing Board that a focus on marketing is needed to keep CUSD competitive. This plan will be reviewed and revised regularly and will be used to provide supports for all CUSD schools and departments.



SECTION 1

MARKETING GOALS



**Communicate
in a Crisis**



**Inform
Stakeholders**



**Support
Enrollment
Through
Marketing**



**Engage
Community**



**Promote District
Reputation**



**Protect
Brand Identity**

SECTION 2

TARGET MARKETS



**Potential
Families**



**Current
Families**



**Recruiting &
Retaining
Employees**



**Community
& Business
Members**

**Two distinct priority areas:
Marketing / Communications**

SOCIAL MEDIA

Utilize Facebook, Instagram, X/Twitter, LinkedIn, NextDoor
Organic and paid posting
Generate and track engagement
Work with community partners to tag, mention, and share CUSD content
Guide all schools in social media and web efforts

WEBSITE

In 22-23 we brought all schools on same template
In 23-24 we began the website redesign process
In 2025 the redesigned website went live
Website is our virtual front office
Website is used to tell our story
Utilize search engine optimization (SEO) strategies

EMAIL MARKETING

Create action-oriented email blasts to new contacts on regular basis
Leverage partners and HOAs to share CUSD content and messaging
Utilize advertisers to run email blasts while also tracking open rates and web traffic

TRADITIONAL ADVERTISING

Utilize print and online streaming channels to run advertisements about enrollment, TV and radio ads when applicable
Run advertisements in local newspapers and magazines, while tracking metrics to determine best outlets

MEDIA RELATIONS

Proactively pitch positive stories to the press
10 positives to outweigh one negative
Create articles for newspapers & CUSD newsroom

DIGITAL ADVERTISEMENTS

Use social media to run digital campaigns
Utilize Google ads to target key audiences
Run sponsored articles on digital media platforms

VIDEO & PHOTOGRAPHY

Use photos/video to enhance socials and website
Use photos/video to spread positive sentiment about CUSD and public education through newsletter stories and pitched media stories
Use photos/video to enhance digital advertising
Create videos for specific programs, sites, departments, etc.

COMMUNITY RELATIONS

Attend tabling events in the community
Invite businesses in to connect and partner with CUSD
Connect with HOAs, realtors, leaders in Chandler, Gilbert, Queen Creek
Launch customer service training, secret shopper, and customer service tickets

MARKETING COLLATERAL

Regularly refresh district and school branding
Create place where sites and departments can access refreshed marketing materials

WORD OF MOUTH

Strengthen circle of communication
Build brand ambassadors among students, staff, and families

1 – Communicate in a Crisis

- Build crisis communication templates for all sites
- Improved and continued training on communication protocols
- Create an emergency management team structure for crisis
- Utilize ParentSquare Urgent and Smart Alerts for crisis communication

2 – Inform Stakeholders

- Increase frequency of content creation for CUSD Newsroom (i.e. blogs for departments)
- Increase frequency of pitching positive news to news media
- Regularly push out frequent updates from superintendency or designee

3 – Support Enrollment Through Marketing

- Create material for enrollment events, district events, community events
- Promote enrollment through advertising
- Use available district space such as marquees to promote enrollment and hiring

4 – Engage Community

- Add marketing survey into online registration portal
- Meet regularly with district departments on how to support hiring and recruiting needs
- Promote job openings
- Continue to work regularly with Chandler, Gilbert and Queen Creek Chambers to share positive stories and network with new business and community partners
- Launch and grow a Superintendent Business Advisory and have regular marketing updates/presence at all other relevant advisories
- Attend tabling events in the community
- Strengthen school to home communication by increasing frequency and intentionality

5 – Promote District Reputation

- Use data to determine best advertising channels
- Regularly revamp marketing materials
- Showcase unique programs
- Continue to grow content creation and increase coverage of school and community events featuring CUSD staff and students
- Share employee profile stories
- Recap videos and photos after CUSD events
- Regularly celebrate staff

6 – Protect Brand Identity

- Execute a secret shopper program to ensure CUSD maintains the highest level of customer service
- Website refresh
- Provide brand style guidance to employees