I Heart Coppell ISD Strategic Marketing Campaign

In Coppell ISD, we have four core values — collective engagement, great teaching, authentic relationships and redefining success. These core values serve as the filters through which every district decision is made, including the work of the Communications and Community Engagement Department.

The department’s comprehensive Strategic Communications Plan guides the work to build trust, authentic relationships and collective engagement with internal and external stakeholders. The Strategic Communications Plan is a dynamic document that changes and adjusts based on research and evaluation so that the plans and implementation can reflect the needs of the district.

As a part of the Strategic Communications Plan, CISD launched the I Heart CISD Strategic Marketing Campaign in late March 2021 using the RPIE model (Research, Planning, Implementation, and Evaluation) to build brand loyalty, engagement and increase enrollment.

Using data to inform decisions regarding communications is an essential part of the Coppell ISD protocol. While monitoring data and feedback, the CISD administration noticed a slight drop in enrollment as well as a decline in positive perceptions of the district due in part to the COVID-19 Pandemic and other factors, including an increase in charter schools and parents delaying sending their children to public schools or choosing to homeschool their children. The Communications Team conducted Exit and Stay Interviews with current and former parents to gather input and feedback about the perceptions of the District. In addition, survey data from parents, students and staff was used to determine campaign strategies and goals.

The goal of the campaign was to encourage new families to enroll and for current families to stay in Coppell ISD, by showcasing why our community “hearts” our district.

**Goal:** To lead the charge for the district’s engagement efforts with the entire CISD community, as we work together to achieve our collective mission.

**Strategy:** Attract and inform parents about the opportunities in Coppell ISD increasing the number of parents choosing to send their child to CISD.

**Target Audience:** Current and prospective parents of children ages 3-18 that live in Coppell ISD boundaries. In addition, we targeted current and potential parents with children ages 3-18 that live in our Open Enrollment zones.
Data and Evaluation:
Additionally, the Communications team uses an online tool for a real-time data dashboard which helps to inform decisions. The Communications team reviews the data dashboard, editorial calendar and the strategic plan each week. The team adjusts content, messaging and the tactics used in response to the data, feedback and input. Data informs the strategies and tactics that are used to achieve the goal of building trust with all stakeholders, internal and external, through consistent organizational image, reputation management and transparent communications.

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>Response</th>
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<tbody>
<tr>
<td>How helpful has the communication from your child's school been this year?</td>
<td>72%</td>
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<tr>
<td>How comfortable do you feel communicating with your child's school?</td>
<td>78%</td>
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<tr>
<td>How much do you feel the school values your opinions?</td>
<td>63%</td>
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<td>How satisfied are you with the frequency of communication from your child's teacher(s)?</td>
<td>73%</td>
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<tr>
<td>When you need to, how difficult or easy is it to get in contact with your child's teacher(s)?</td>
<td>83%</td>
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As a part of the I Heart CISD digital marketing campaign targeting potential kindergarten families, which included social media ads, retargeting ads, online ads on Google, and YouTube ads, we tracked the digital marketing analytics. We created several goals in google analytics. We monitored how long they stayed on pages and which specific pages they visited. When a visitor landed on a pre-k or kinder enrollment application page, then they were marked as a goal completion. The YouTube videos garnered lower numbers of those going to our website but one-third of the visitors went to the enrollment page. This data showed us that while geofencing and retargeting did have more success in getting people to visit our webpage, parents did not complete our goal and make it to our enrollment application page. Overall, our YouTube ads were more successful with more families enrolling from the ads. We also made adjustments along the way to the website to increase user friendliness and ease of access.

The screenshot examples below specifically indicate a visitor on the user on the enrollment application page. From May 1 - June 9, 21 specific users visited the website from the YouTube video and went to the enrollment application page. For us, that equals about $200,000 in revenue for a cost of less than $1,000. It was a success.
### I Heart CISD Tactics:

**Use [www.iheartcisd.com](http://www.iheartcisd.com)** as a hub for information about the opportunities in CISD including a call to action to enroll.

**Frequency:** The campaign hub is an ongoing channel for information.

**Results:** This webpage had 3,573 pageviews since March 1, 2021. This is a great number of views for these targeted ads to this page.

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**Attract families to CISD using Facebook ads, Google ads, Instagram ads, online advertising, etc.**


**Frequency:** The ads ran for four weeks in April and May along with our enrollment time period.

**Results:** CISD used Facebook, Google and YouTube ads to market I Heart CISD, kinder enrollment and pre-k enrollment. We had 1,489 new users go to our Facebook page. The YouTube ads were very successful with 30% of everyone that went to the page ending up on the enrollment page for kinder or pre-k. Additionally, from May 1 - June 9, 398 of the 470 users that visited our website from the google ad went to the pre-k enrollment application page.

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**Survey and Stay Interviews** — survey families, students and staff that both stay and leave CISD to determine the reasons why they left and why they stayed.

**Frequency:** The District spoke to parents in March, April and May to gather data as parents made enrollment decisions.

**Results:** 73 parents, former parents, staff and students responded to I Heart CISD and stay interviews. 9 of these were families that left CISD. Our goal for 2022 is 100 with at least 20 that left CISD. We also interviewed parents that left CISD for charter schools.

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**Billboard Ads for Choose CISD**

**Frequency:** We had 4 different digital billboards up for 8 weeks from April 5 through May 30.

**Results:** Billboard on I 35 with 2 million views in 8 weeks. We had 4 different ads rotating on the billboard. We will look for a location on 635, 121 and George Bush for 2022. The campaign also ran on the Cypress Waters neighborhood billboard for 1 month in April.

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**Have campus secretaries and receptionists keep track of names and contact info of anyone that calls or emails and send them a welcome letter from CISD.**

**Frequency:** Each campus tracked registrations and the welcome letters and emails were sent weekly.

**Results:** We sent a welcome email to 433 kindergarten students that registered in the Spring and Summer. We also sent an email to the 244 Pre-k students that were going into Kindergarten. The target number that the district is anticipating is 848 kindergarten students. The district has emailed a personalized welcome letter to these new students and their families. Additionally, Dr. Hunt has mailed them a postcard welcoming them to the CISD family. For the 2021-2022 school year, CISD had 778 kindergarteners and 228 pre-k students enrolled.

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**Send handwritten notes to prospective families — use an email template to send enrollment information and track emails and calls. Welcome postcard from Superintendent and Principal — Welcome packet with information; [Use Kinder and Pre-K Readiness guides to share with families in multiple languages](#).**

**Frequency:** Each campus tracked registrations and the Welcome letters and emails were sent weekly.

**Results:** Dr. Hunt sent a Welcome Postcard to 433 kindergarten students and 244 Pre-K students that were going into Kindergarten. The information shared included the Kinder and Pre-K guide in English and Spanish.
Yard signs on campuses to provide information. We will put a large sign at the admin and victory place.

**Frequency:** The banner and yard signs were up in April, May and throughout the summer during enrollment.

**Results:** Every campus has an I Heart CISD yard sign. We also placed Kinder enrollment signs at campuses and district facilities. Additionally, we have I Heart CISD yard signs that we are sharing with families that provide us testimonials or are a part of iLead 2.

**Send Press Releases** to local media outlets and Bubble Life.

**Frequency:** The Communications Team sent updates as needed throughout the campaign to media outlets.

**Results:** We shared information with our local media outlets. While we accomplished this goal, it is hard to measure success. We would like to see stories in the news media on I Heart CISD. We have had several positive news stories related to our core values but we would like to focus on I Heart CISD.

**Send Enrollment registration blurb** to the City of Coppell and the City of Irving to include in their e-newsletters. Send the same blurs to PTO for newsletters.

**Frequency:** The Communications Team worked with the cities we serve to include information in water bills and newsletters at least once during the campaign.

**Results:** I Heart CISD and Kinder enrollment information was placed in Coppell water bills and in the Irving city news. It was also in PTO newsletters.

**Use social media** to share to groups (PTO, Coppell, TX Facebook page) and Telegram social media channel and word of mouth. Use the Nextdoor Neighbor app to communicate about open enrollment to families.

**Frequency:** The District shared information through key communicators and influencers regularly providing updates with new information and testimonials.

**Results:** CISD advertised on social media including Telegram and Nextdoor. While we did advertise on these platforms, it is hard to determine success.

**Reach out to Neighborhood Associations (Coppell Greens and Riverchase) and Apartment Complex send a notification to families.**

**Frequency:** The District reached out at least once during the campaign to each Neighborhood Association.

**Results:** CISD reached out to several HOAs and apartment complexes as well as daycares in the area. We will continue to develop these relationships. Several daycares offer their own pre-k and kinder programs and therefore, it is not in their benefit to promote our programs.

**Distribute information through real estate agents and title companies to new families.**

**Frequency:** The District held events for real estate professionals during the campaign.

**Results:** Coppell ISD has held three events with real estate agents and shared about the I Heart CISD campaign and the expanded open enrollment program.

**Develop the protocol to journey map the kindergarten enrollment process.**

**Frequency:** The District worked in January and February to streamline the enrollment process.

**Results:** We worked with campuses and district staff to streamline the enrollment process.

**Host Pre-K and Kinder Facebook Live** with current Kinder and/or Pre-K teachers and principals to answer questions.

**Frequency:** The District held one Facebook Live event on March 24, 2021.
**Results:** We held the Facebook Live on March 24, 2021, with 1,200 views of the video on Facebook. This is one of our highest viewed live videos on Facebook.

**Host iLead program encouraging families to become I Heart CISD influencers.**
**Frequency:** The District held a 6-week session each semester.
**Results:** 15 parents, 1 student and 1 community member signed up for iLead 2. We completed a book study of “Influencer” and “50 Myths and Lies that Threaten America’s Public Schools.”

**Develop a [Welcome Magazine](#) for families new to Coppell ISD.**
**Frequency:** The District mails out Welcome magazines each month to new homeowners.
**Results:** CISD has developed and mailed a Welcome Magazine to the 200 families that moved into CISD in August and September. We will continue to mail magazines to new families each month.

**Use the [Our Story Magazine](#) to reach new families and tell I Heart CISD stories.**
**Frequency:** The District publishes the magazine twice a year in the Fall and Spring semesters.
**Results:** Our Story Magazine included I Heart CISD stories and was mailed to new families in CISD. The latest edition of the Our Story magazine has had 471 pageviews.

**Use the I Heart [CISD YouTube](#) commercial video to tell the I Heart CISD story.**
**Frequency:** The video was created and published in April 2021 and was used during April and May in the campaign.
**Results:** The I Heart CISD video has been viewed 13,685 times since it was created in April 2021.

**Updated [CISD YouTube](#) commercial for 2022-2023:** [https://youtu.be/dM_avWVcjiE](https://youtu.be/dM_avWVcjiE)
**Results:** A new ad was developed for the 2022-2023 school year targeting recruiting high-quality staff and has been viewed more than 41,000 times since Feb. 9, 2022.

**Develop a way to reach Families that Recently Moved to CISD from Other Countries.**
**Frequency:** The District held one event for new families to CISD in the Summer of 2021.
**Results:** Coppell ISD partnered with C2 Education in Coppell to offer a webinar on transitioning into CISD and education in America for families that live in the district boundaries and that have recently moved to the United States. This partnership allowed CISD to reach families that might not have already been enrolled in CISD but are clients of C2 Education to hear about the opportunities that CISD offers. The Bilingual/ESL department under the direction of Dr. Patricia Dawson shared detailed information with the more than 70 families on zoom. Through amazing translation technology, families were able to hear the information in their native language. This partnership is a true testament to collective engagement and authentic relationships which will garner increased enrollment and support for CISD.

**Expand and market open enrollment to the families that qualify using postcards, social media ads, real estate agents, etc.**
**Frequency:** The District launched the new Open Enrollment plans in the Summer starting June 9, 2021.
**Results:** CISD adjusted the open enrollment to include K-12 grades and marketed the new open enrollment program to the families in the City of Coppell that do not live in CISD boundaries. We mailed open enrollment postcards to every household that lives in the qualifying area. This resulted in 50 additional new open enrollment students.