A Glimpse of Marketing Services

SERVING WITH FLEXIBILITY

1,004
TOTAL MARKETING PROJECTS
(37% from SY 19–20)

5,039
TOTAL COLLATERAL PIECES
(50% from SY 19–20)

MEETING PEOPLE WHERE THEY ARE

16 campaigns at a cost of $522,323
(including social media, billboards, digital banners, radio, TV, Pandora, NextDoor, YouTube, and more)

16 mailers

69,043,103 PEOPLE REACHED
(5x from SY 19–20)

FIRST-TIME OR ENHANCED STRATEGIES

75% increase in billboard placements (over previous years)

IN THE COMMUNITY

9 recruitment webinars engaging 1,473 families

OUT-OF-DISTRICT APPLICANTS

79% of available seats in choice schools/programs (with 14% of those seats being out-of-district applicants)

IN-DISTRICT APPLICANTS

75% increase in billboard placements (over previous years)
IN THE NEWS

YEAR-ROUND ADS IN COMMUNITY OUTLETS:
- African American weeklies, Spanish online outlets and others
- Continued influencer ads with Univision (Radio personality and Dallas ISD parent Danny Luna)
- Ad placements to reach new potential families in outlets such as:
  - The Advocate
  - DFW Child
  - Southwest Now
  - DMN Guide to Private Schools
  - Guide to Charter Schools

MARKETING WORKSHOPS FOR PRINCIPALS
- 265 total ads (print, digital and social media)

OTHER INITIATIVES

FIRST-EVER CAMPAIGN FOCUSING ON NEIGHBORHOOD SCHOOLS:
- Ads on: billboards, TV, social media, digital
- Grassroots outreach in schools and communities

MARKETING COMMUNICATIONS TOOLKIT
- Launched a digital resources toolkit for schools and departments

MARKETING TEAM

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