BEST SCHOOLS IN TEXAS
We’ve Been Here All Along

Synopsis

In 2019, LISD found itself losing enrollment to charter and private schools. It was imperative that local efforts be made to slow down the exodus of students. We added a marketing department for proactive communications and developed an in-depth plan.

Researching, we discovered facts in favor of public education. We had to educate the public. LISD adopted DQC, a marketing method emphasizing Diversity, Quality, and Consistency. Lead by a committee of five experienced individuals, we also decided the team will work within three major phases using “The Five 5 I’s.” Identify the problem, investigate the problem, innovate by generating a variety of solutions, isolate solutions, and implement solutions. The three phases of work would be Ideation, Implementation, and Tracking.

LISD identified many potential revenue-raising opportunities to fund this ongoing push. Phase 1 projected annual revenue came out to $1,499,500+.

We outlined our next steps:

• Secure domain for marketing
• Create a marketing steering committee
• Creation of (3) ambassador organizations
• Follow DQC method
• Prioritize projects
• Video library
• SEO strategy

Of all of the launches, the bestschoolsintexas.com website has been the most successful marketing component. With more than 100 powerful videos and growing by the week, these have become lightning rods for LISD as the viewership surpassed the one million mark within the site’s first year. The ambassador programs were created in light of the urgent need to help spread the word about LISD. After launch, we quickly began to see impressive enrollment increases. At the end of the “Top 10 Marketing” push and the “Care to Compare” push, which both targeted our “Recruit and Retain” objectives, we saw increased enrollment in public schools from previous charter students and decreases in unenrollment. We switched to targeting homeschooling once COVID progressed, which was also a marked success.

Revisiting our objectives, LISD has successfully managed to fulfill our goals and continues to see gains daily. There is significantly less misinformation in the population and we have made significant strides in fostering the culture and engagement we want.
Additional Support Material

**LISD MARKETING DEPARTMENT**

**REV: 3/16/19**

**Answering the Question.... Why does LISD need a Marketing Department?**

The rapid expansion of charter schools is part of a well-coordinated wave of attacks to privatize public education. These groups are well organized and well-funded. LISD is now considered a "Recapture" district in which millions of dollars must be returned to the State each year. Recapture, formerly known as "Robinhood," is the result of a formula involving a reduction in enrollment and an increase in property values. While an ongoing effort is being made in Austin to reform the recapture mandate, it is imperative that local efforts be made to "Slow Down" the exodus of LISD students who are finding new homes with Charter Schools. Without a major overhaul in Austin, and without counter efforts from both large and small public school districts, these charter school reformers may very well win the war against public education, at least as we know it today.

Here are a few facts:

- In 2017-18, more than 7,000 charter schools enrolled nearly 3.2 million students. Between 2016-2017, estimated charter school enrollment increased by more than 108,000 students.

- Texas showed the second-highest growth behind California and that trend continues to hold in 2017-2018. Texas has more than 725 Charter schools with enrollment of more than 254,000 students.

- Charter Schools represent the fastest growing sector of education with more than an increase of 1.7 million students in the last decade.

- There are now more than 800 accredited Private Schools reporting 250,000 students in Texas.

These “competitors” aggressively market their services and are spending huge amounts of money to capture an audience and to recruit new students.

**TENTATIVE PHASE 1 TIMELINE (SAMPLE)**

<table>
<thead>
<tr>
<th>PROCEDURE</th>
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<th>STATUS</th>
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<tbody>
<tr>
<td>COMMITTEE PLACEMENTS</td>
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**STRATEGY FOR SUCCESS: THE 90% METHOD**

Our plans to attain a plan that has been very effective in marketing and teaching businesses are outlined for the year and will cost the LISD million. Briefly, Quality and Communication are the key elements that contribute to the overall success.

**COMMUNICATION:** One of the biggest mistakes made is to think of all the marketing, communications, and strategic planning. For the purpose of this presentation, let’s define it as "The way we sell the product, deal with local government, respond to the press, deal with the public, and the overall perception of the company as a whole product.

**QUALITY:** It is proven that many times over that the higher the production value of any marketing campaign, the more effective it will be. Another reason why it is important to have the right product is that it is the basis of all other marketing plans. The need to produce a product that is right for the market and that will lead to success. This is achieved through properly identified and well-planned marketing objectives.

**COMMUNICATION:** Another major reason to plan a marketing campaign is that it is just one tool of a complete strategy for the overall success of any business. Marketing is not just about selling a product; it is about creating a demand for the product. This is achieved through properly planned and executed marketing plans. It is important that the LISD have a clear understanding of their marketing objectives. This will help in determining what marketing strategies will be effective for their business and how to allocate resources to achieve these objectives. Planning and executing a comprehensive marketing strategy takes time and resources. However, the long-term benefits of a well-planned and executed plan will far outweigh the initial costs.
Additional Support Material

**PHASE 1**

- BUS ADVERTISING
- WEB SITE ADVERTISING
- LISD DEBIT CARD
- CAREER OUT
- INCUBATOR
- ALUMNI NEWS
- REALTOR AMBASSADOR LUNCHEON
- SENIOR AMBASSADOR HOLIDAY LUNCHEON
- SENIOR VIP CARD

**PHASE 2**

- STADIUM NAMING RIGHTS
- DIGITAL BILLBOARDS
- LISD.NET MONETIZATION
- VIDEO SCOREBOARDS
- CAMPUS ROOFTOPS
- AND MORE...

**ADDITIONAL ANNUAL MONITIZABLE EVENTS**

- DIGNITARY FOOTBALL GAMES
- BACK TO SCHOOL FAIR
- EMPLOYEE RECOGNITION
- TEACHER OF THE YEAR AWARDS
- EMPLOYEE OF THE YEAR AWARDS
- CAMPUS SUPPORT EMPLOYEE OF THE YEAR
- COUNSELORS OF THE YEAR
- CAMPUS AIDE OF THE YEAR
- LIBRARIAN OF THE YEAR
- NURSE OF THE YEAR
- AP OF THE YEAR
- PRINCIPAL OF THE YEAR
- TEACHER OF THE YEAR
- DISTRICT ADMINISTRATOR OF THE YEAR
- DISTRICT PROFESSIONAL OF THE YEAR
- DISTRICT SUPPORT EMPLOYEE OF THE YEAR
- FACILITIES EMPLOYEE OF THE YEAR
- LEARNING & TEACHER EMPLOYEE
- TECHNOLOGY EMPLOYEE OF THE YEAR

ALL EVENTS CAN BE MONITIZED
Additional Support Material

BEST SCHOOL DISTRICTS IN TEXAS UNEQUALED

Collegiate Academy

Performing Arts

STEM Academy

Dr. Tim Baxter
PRINCIPAL, THE COLONY HIGH SCHOOL

The Llano College offers the student an opportunity to earn associate degrees or up to 60 semester credit hours at the school or university. The Academy has been designed to provide students with the opportunity to explore their interests in STEM fields and to develop critical thinking skills.

Amanda Drinkwater
PERFORMING ARTS DIRECTOR

This department includes dance, theatre, music, vocal music, and visual art. The department is dedicated to providing a safe and supportive environment for all students to explore their talents and passions.

Dr. Jonas Greene
STEM DIRECTOR

The STEM program offers a hands-on, collaborative learning environment dedicated to developing critical thinking skills and problem-solving abilities.

WHAT DO OUR PARENTS HAVE TO SAY?

Discover why these parents made LISD the choice.

JUST THE FACTS

<table>
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<tr>
<th>68</th>
<th>97.3%</th>
<th>$96.3 Million</th>
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<td>Graduation Rate</td>
<td>Scholarship Dollars Earned</td>
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<td>Average SAT Score</td>
</tr>
</tbody>
</table>

Proud LISD Parent

and Ben Polk-Hoffman

Why LISD Was the Best Choice

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Designs by Mixed Media Creations
Additional Support Material
Additional Support Material

Visit: BestSchoolsInTexas.com

Ad Campaigns
https://www.bestschoolsintexas.com/ Click “Campaigns”

LISD Alumni Ambassador Program
https://www.bestschoolsintexas.com/alumni/

LISD Realtor Ambassador Program
https://www.bestschoolsintexas.com/lisd-ambassador-programs/

LISD Senior Ambassador Program
https://www.bestschoolsintexas.com/lisd-senior-ambassador-program/

Blogsville Podcast
https://www.bestschoolsintexas.com/podcast/

Public Service Spots
https://www.bestschoolsintexas.com/public-service-spots/

You Tube Channel
https://www.youtube.com/user/LewisvilleISD/featured

Here are just a few of the videos produced:
• https://vimeo.com/manage/videos/387524231
• https://vimeo.com/manage/videos/480836145/6d54b09a46
• https://vimeo.com/manage/videos/501842366/b6f22cc96e
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• https://www.youtube.com/watch?v=9e8UmJBro2I
• https://www.youtube.com/watch?v=QHvIbn-hMh4