Additional Support Material

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 “Recipe” district in which millions of dollars must be redirected to this entity each year. Reformers, formerly known as “Reformists” 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 reformation demands, 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, the charter school reformers may very well win the war against public education, at least as we now 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 15,000 students.

- Texas has the second-largest growth behind California, and that expanded last year alone, Texas has more than 2,700 Charter School enrollment of more than 255,000 students.

- Charter Schools represent the fastest growing sector of education, with an increase of more than 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 a lot of money to capture an audience and to recruit new students.

TENTATIVE PHASE 1 TIMELINE (SAMPLE)

<table>
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<tr>
<th>PROCEDURE</th>
<th>PROJECTED</th>
<th>STATUS</th>
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<td>COMMITTEE PLACEMENTS</td>
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<td>ALL IN PLACE</td>
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<tr>
<td>PRE-COMMITTEE RESEARCH</td>
<td>3/19/19</td>
<td>IN PROGRESS</td>
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<td>#1 COMMITTEE MEETING</td>
<td>4/23/19</td>
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<td>MINUTES / PRELIM REPORT</td>
<td>4/12/19</td>
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<tr>
<td>#2 COMMITTEE MEETING</td>
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<td>PHASE 2 PROGRAM</td>
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</tbody>
</table>

STRATEGY FOR SUCCESS: THE 5 Ws METHOD

Our plans to achieve a plan that has been very effective in recruiting and retaining business are outside the war and a vital part of our mission.

IDENTIFY: Out of all the different services, we are able to identify the most effective 5 Ws method. We can tailor our services to fit the needs of any organization and help them achieve their goals.

QUALITY: A client can never train their staff to improve upon the current program, to make changes, to adapt, to grow and evolve. When a client can identify a need to grow, improve, and evolve, they are looking for a plan that will help them move forward. This is where our strategy comes into play. Our strategy is designed to help our clients reach their goals.

SUCCESSFUL: Another major reason is that a client is looking to improve upon the current program. Our team is able to identify the needs of any organization and help them achieve their goals.

To identify a need to improve, we can tailor our services to fit the needs of any organization and help them achieve their goals.

NOTE: Our services are 100% custom and tailored to fit the needs of any organization.

MIXED MEDIA CREATIONS

LISD MARKETING DEPARTMENT

REV 3/18/19

LISD

Marketing Department

REV 3/18/19

LISD

Marketing Department

REV 3/18/19

LISD

Marketing Department

REV 3/18/19

LISD

Marketing Department

REV 3/18/19

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REV 3/18/19

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Marketing Department

REV 3/18/19

LISD

Marketing Department

REV 3/18/19
Additional Support Material

**STEP 5**

**PRIORITY PROJECT ELEMENTS**

PROPOSED PROJECT ELEMENTS

This section includes our ideas and thoughts on providing a comprehensive marketing campaign for LSD and its schools. This campaign integrates the following major elements to provide an overall strategy for success. These elements include:

- Video Content Production
- Search Engine Optimization (SEO)
- Onsite Optimization
- On-Going Maintenance / Updates
- Social Media Management
- Digital Marketing (PPC, AD Words Media, etc.)
- Earned Media Campaign
- Marketing Consulting

**VIDEO LIBRARY CREATION**

The following videos were produced within the first few months:

- **LISD "Our Story"**—Approx. 30-minute high-end video in which district and department heads discuss their area of specialty on-camera. The video interview, the visuals show the areas being discussed with great detail. Staff and district staff are used as necessary for on-camera. Currently, the video is being used within schools, student interactions, as well as the exteriors. Special emphasis was placed on the quality of public education provided by LISD. This video is being used to showcase visit LISD for the public.

- **Individual Campus "Virtual Tour"**—Approx. 3-minute student perspective tour that takes the viewer on a guided tour of each campus. From a student perspective, the camera walks through the school front office and is given a friendly Faces.

**STEP 7**

**SEO STRATEGY / CREATION**

**SEO Strategy Development**

At initial kickoff, the LISD goals, demographics, and anticipated growth strategies were discussed.

**Task List:**

- Baseline SEO Audit and Report—We created a baseline report for monthly update. This baseline report was set up during our onboarding meeting timeline and is updated and sent to LISD board and superintendent on a monthly basis.
- Keyword, Ranking, Popular Pages, Backlink Profile, Site Authority, and Social Media Presence.
- Website Audit—This determines the current site’s strengths and weaknesses.

**Onsite Optimization**

Once we planned the LISD overall SEO strategy, the next step was to optimize the specific websites. During this stage, we attempted to make sure the website and all landing pages are properly optimized for search engines.

**Task List:**

- Monthly SEO Audit and Key Metrics Report—Audit existing metrics and prepare monthly reports.
- Implement Overall Onsite SEO Strategy—Implement overall onsite SEO strategy.
- Implement Landing Page Optimization Strategy—Create and/or optimize
CAMPAIGN TRAJECTORY

Plan A: PRODUCE A POSITIVE CAMPAIGN THAT PROMOTES THE MANY PLUSES OF LSD.

These would include but are not to be limited to:

* Higher student scores than usual on college entrance exams
* Students’ ability to earn college credit
* Second most merit students in GyF area
* Pre school academies
* 22 Lil State titles
* Students graduating to prestigious universities
* Quality of teachers, certified and higher paid
* Inclusion program
* Fire school
* New safety parameters
* STEM Academies

Plan B: PRODUCE A STRONG RESPONSE CAMPAIGN TO COUNTER THE NEGATIVE MIS-INFORMATION OF THE DECLINE OF PUBLIC SCHOOLS BEING WAGED BY REFORMERS, AND TO BETTER EDUCATE THE PUBLIC ON THE TRUE FACTS OF CHARTER SCHOOLS.

These would include but are not to be limited to:

* Public schools are governed by boards of trustees, democratically elected by voters and accountable to the local community. Charter schools are private organizations governed by and accountable to privately selected boards who often don’t live in the community.
* Charter schools do not accept all students.
* Charter schools may exclude (discriminate against) students from enrollment who have been sent to principals’ offices.
* Charter schools receive up to $2,200 per student in state funds than traditional public schools. This means charters receive up to $46,400 more than a typical elementary classroom of 22 students.

COMPARING AND CONTRASTING COMMUNICATIONS VS. MARKETING:

There is sharp contrast between a Communications Department and a Marketing Department.

Quick Definition: Communications TELL / Marketing SELLS

COMMUNICATION DEPARTMENTS:

Provide content to be used in day to day communications requirements. This content is mainly considered as “On Demand,” where users can pull the information as needed. Most Communications content is created within a PROACTIVE MODE and is created when requested. In the corporate world communications is defined as the attempt to inform or persuade their target audience. The focus is on the distribution of news, stories, or opinions of the company that provides the products or services.

MARKETING DEPARTMENTS:

Operate in a PROACTIVE MODE, taking the content created by COMMUNICATIONS, in addition to newly created required materials, and push the material to targeted users, based upon geographical demographics, algorithms, analytics, etc. Marketing departments normally work with departmental goals and objectives, and design strategies to achieve these within agreed upon time frames.

In the corporate world, marketing is created to influence consumers to purchase a particular product or service. The focus is on specific strategies and marketing plans to sell the company’s products and services, as well as implementing the strategies and tracking sales progress.
**Additional Support Material**

**Phase 1 Sponsorships**
- Bus Advertising
- Web Site Advertising
- LISD Debit Card
- Career Out
- Incubator
- Alumna News
- Realtor Ambassador Luncheon
- Senior Ambassador Holiday Luncheon
- Senior VIP Card

**Phase 2 Sponsorship Possibilities**
- Stadium Naming Rights
- Digital Billboards
- LISD.Net Monetization
- Video Scoreboards
- Campus Rooftops
- And more... ...

**Additional Annual Monetizable 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 monetized.
Additional Support Material

BEST SCHOOL DISTRICTS IN TEXAS
UNEQUALLED

Collegiate Academy
Performing Arts
STEM Academy

Dr. Tim Baxter
PRINCIPAL, TACOMI HIGH SCHOOL
The Lisd Collegiate Academy provides the student an opportunity to take Dual Enrollment College Credit classes at TACOMI High School. This program allows students to earn college credits and can potentially save over $15,000 on tuition costs.

Amanda Drinkwater
PERFORMING ARTS DIRECTOR
The Performing Arts Department includes music, theater, dance, and visual arts.

Dr. Jonas Greene
STEM DIRECTOR
The Lisd STEM Academy is a hands-on, collaborative learning environment dedicated to preparing students for success in college and careers.

WHAT DO OUR PARENTS HAVE TO SAY?

Discover why these parents made the LISD choice.

JUST THE FACTS

68
Campuses
127 SQ. MILES
13 COMMUNITIES

97.3%
Graduation Rate

$96 MILLION
Scholarship Dollars Earned

24.1
Average ACT Score

1159
Average SAT Score
WHY LISD IS THE BEST CHOICE

OUR TOP 10 REASONS

Why We Provide the Best Education for Your Child

LISD’s TOP 10 REASONS

#1 POWERFUL LEGACY SINCE THE LATE 1800S

In 1857, LISD was founded for the public school that would later become the Lewisville Independent School District. Since then, the students, staff, and community of LISD have worked hard to deliver an unparalleled education offer.

#2 PROVEN ACADEMIC EXCELLENCE

Year after year, LISD students continue to score high among state peers when it comes to standardized tests and academic achievement in local, state, and national competitions.

WHY LISD IS THE BEST CHOICE

LISD Parent Is Very Appreciative to LISD

LISD Parent Speaks of His Texas the Best Choice

LEARN MORE

Designs by Mixed Media Creations
Additional Support Material

**SENIOR AMBASSADOR HOLIDAY LUNCHEON / BREAKFAST EVENTS**

Total Annual Revenue Potential: $10,000

**REALTOR AMBASSADOR BREAKFASTS**

Total Annual Revenue Potential: $4,000

Sponsor pays food costs.

**ALUMNI LEWISVILLE INDEPENDENT SCHOOL DISTRICT**

A QUARTERLY MAGAZINE FROM THE LEWISVILLE INDEPENDENT SCHOOL DISTRICT

LISD Launches District Wide Alumni Association

Watch on YouTube