

Case Study – Target Marketing to Address Enrollment Concerns

Situation: A predominately low-income, Latino Southern California school district was losing hundreds of students each year due to a controversial administration with poor public ratings. Ultimately, a new administrative team and Board of Education were installed, making substantial leaps forward in solving systemic issues that created significant gains in student achievement. Despite this turnaround, families continued to leave the school district. It was clear the community did not believe in the successes of its own school district.

Solution: VMA devised a marketing plan to highlight the District's recent achievements and ensure the community knew change was underway.

- Families of fifth-graders received information brochures from their middle school welcoming them to their new campuses and raving about the educational opportunities that awaited.
- Eighth-graders were warmly welcomed into their high school families, celebrated at a special high school football game and pre-kickoff mixer introducing them to their future peers and programs.
- A campaign focused on kindergarten and transitional kindergarten introduced families to the District's early learning programs through postcards, school banners and large street banners.

Result: After one year, the District's enrollment finally steadied; after two years, the District saw its first increase in enrollment in eight years.



VMA COMMUNICATIONS

909.445.1001 | www.vmapr.com