SOCIAL MEDIA, ENROLLMENT AND ATTENDANCE REPORT

PRESENTED BY:

Cultural SPONGE

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EXECUTIVE SUMMARY

*What was the need that created the request for our service?*

COMPETITION

Since the rise of open enrollment in Arizona, **a number of charter schools have opened their doors within the boundaries of the Roosevelt School District.** Additionally, **neighboring public school districts (i.e.: Kyrene, Phoenix Elementary, Laveen, etc) have also actively recruited students out of Roosevelt.** These two factors, in addition to other non-education related influencing factors, have lead to the decline of overall enrollment in the Roosevelt School District from 2008 to present.

FIGURE 1
ENROLLMENT AND ENROLLMENT GROWTH RATE: 1990/91 – 2014/15

Source: Roosevelt Elementary School District.
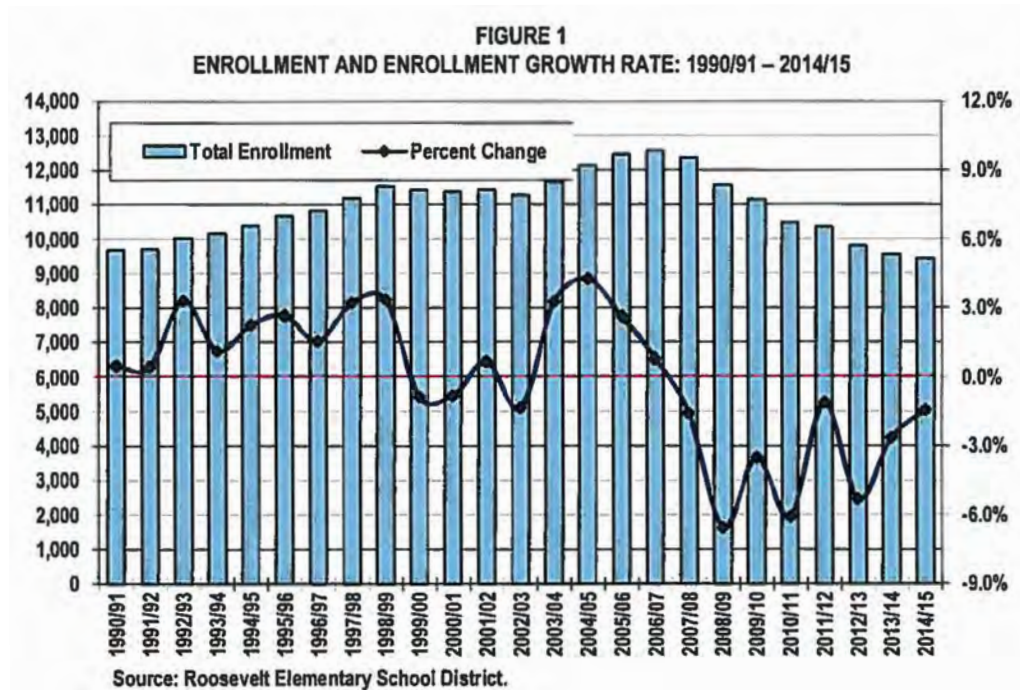
According to a document titled "RSD 2.0 Existing Conditions.pdf" released by the Roosevelt School District in December 2015, the district has seen a decline in total enrolled students since FY08; **going from approx 12,500 students in 2008 to approx 9,500 students in FY15.**

FIGURE 3
ENROLLMENT BY ETHNICITY
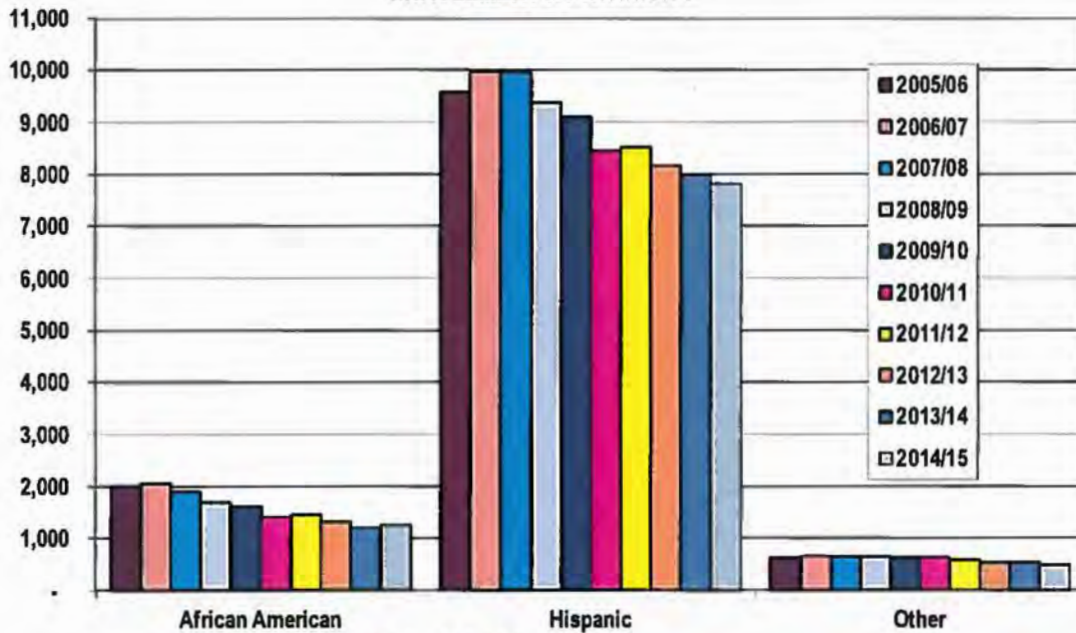
Source: Roosevelt Elementary School District.

	Asian	African American	Hispanic	Native American	White	Total
2001/02	0.1%	16.9%	78.1%	0.9%	4.0%	100.0%
2002/03	0.2%	15.9%	79.2%	1.1%	3.6%	100.0%
2003/04	0.2%	15.1%	80.0%	0.9%	3.7%	100.0%
2004/05	0.3%	16.1%	79.1%	1.1%	3.5%	100.0%
2005/06	0.5%	16.5%	78.4%	1.2%	3.4%	100.0%
2006/07	0.8%	16.2%	78.6%	1.0%	3.4%	100.0%
2007/08	0.7%	15.1%	79.7%	1.2%	3.3%	100.0%
2008/09	0.7%	14.4%	80.0%	1.3%	3.5%	100.0%
2009/10	0.9%	14.2%	80.2%	1.5%	3.2%	100.0%
2010/11	1.0%	13.4%	80.7%	1.6%	3.3%	100.0%
2011/12	1.0%	13.8%	80.7%	1.4%	3.0%	100.0%
2012/13	1.0%	13.2%	81.5%	1.3%	3.0%	100.0%
2013/14	1.0%	12.5%	82.1%	1.5%	2.9%	100.0%
2014/15	0.9%	13.2%	81.7%	1.4%	2.8%	100.0%

Source: Roosevelt School District; Arizona Department of Education;
Applied Economics, 2015.

The largest single decline in enrollment was in FY2011, which also coincided with the passage of SB1070. Research suggests that many students left the Roosevelt School District when families moved out of Arizona in response to this change in public attitude toward many in the Hispanic community[1]. This being said, SB1070 may not have been the only factor contributing to the decline in district-wide enrollment. As demonstrated in the left graph, while enrollment among Hispanic students declined between 2008 - 2010, there is a similar decline in percentage among African American and "other" students during the same timeframe.

[1] The Economist. "Adios Arizona: lots of people are leaving." Web.

IMPORTANCE OF STUDENT ENROLLMENT AND ATTENDANCE

FY 2013	Federal Sources	State Sources	Local Sources	Total
US	$1,126	$5,650	$5,603	$12,380
Arizona	$1,251	$3,116	$4,232	$8,599
AZ Rank	17	50	30	48
AZ % of US Average	111.1%	55.1%	75.5%	69.5%

Student enrollment and attendance are tied to both local and federal funding the district receives annually. According to data released by the Arizona School Boards Association, districts in Arizona receive approximately $8,599 per student[2]. However, because there are different weights assigned per student, this per pupil number can vary widely. **It is important to note that one of the factors that is applied to the weighted student enrollment count is student attendance.** In other words as students attend school more regularly, the greater the amount of per-pupil funds will be issued to the school district for the following budget year. In this way, student enrollment, weighed against average student attendance, both have a strong impact on the amount of funding received by the school district. Thus it is in the district's best interest to stop declining enrollment and improve overall student attendance.

CONSEQUENCES

Some consequences of declining enrollment that have already impacted the Roosevelt School District are teacher and staff layoffs, school campus closures, and declining brand equity (reinforcement of the negative public perception held by many with regard to the Roosevelt School District schools). This is the self-perpetuating cycle of poor public perception that Roosevelt School District is currently caught in.

BAD PUBLICITY → DECREASED ENROLLMENT → EVEN MORE BAD PUBLICITY
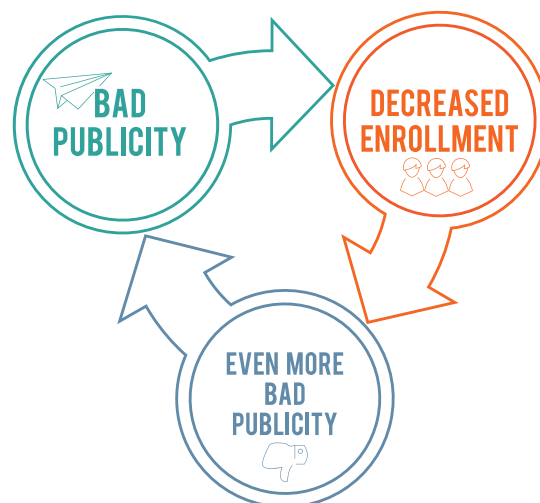
Digital Media Marketing Mission Statement:
to improve the positive public perception of the Roosevelt School District in order to facilitate the recruitment and retention of students, and highly qualified staff.

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[2] Arizona School Boards Association, "U.S. Census: Arizona's Funding for Students Ranks Bottom in the Nation." June, 2015. Web.

SCHOOL CHOICE CREATES DEMAND FOR SERVICES

As stated earlier, the introduction of the open enrollment system within public education created an competitive market for education in Arizona. Prior to 1995, parents had little choice as to the school their child would attend. School enrollment was based on geographic location. Generally speaking, a student would be enrolled and attend school within their local public school system at a school assigned to the household by address. One of the few ways for parents to circumvent the system was to pay private tuition, and enroll their student in a private school.

In the 20 years following open enrollment in Arizona, the school dynamic has changed. **School choice opened a new supply and demand market that had not existed in the past. The open enrollment law also permitted state-funded charter schools to compete with public school districts for student enrollment[3].** The propaganda war that ensued left a tarnish on words like "public schools," while simultaneously glorifying "charter schools." Most, if not all, public schools in Arizona have lost students to charter schools, and Roosevelt School District is among districts that have lost the most.

Basis charter schools billboard on Central Ave &
Indian School Rd.

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[3]Ryman, Anne; "20 years of school choice: How Arizona has evolved." The Arizona Republic. November, 2015. Web.

HOW OTHER DISTRICTS HAVE RESPONDED

The trend toward specialized programs has grown in recent years. In 2013, **Litchfield Elementary District launched a traditional academy to address losses of over $2.2 million in 2012 to nearby charter schools of the same variety.** Since launching and aggressively marketing their traditional school, the district has slowed enrollment losses to charter competition by 65%.

Paradise Valley Unified School District touts innovation as their key to repelling charter schools. Elementary programs include science-integrated courses and their specialized high school called "Center for Research in Engineering, Science and Technology at Paradise Valley High School" and have attracted students from outside of the district boundaries through digital and traditional media marketing efforts.

In November 2015, **the Scottsdale Unified School District closed bidding on an RFP for Online Advertising and Promotions.** The scope of work included delivering online and traditional ad placement to a target enrollment audience as well as providing additional assistance in crafting an effective message for appropriate formats (i.e.: images for Instagram). The goals of the RFP were stated to include: supporting and enhancing the district's distinct identity, increase district public visibility, and promote their distinct learning programs.

Franklin County School District in Eastpoint, FL put out an RFP in October, 2015 for "Website Re-Design, Implementation, Hosting and Maintenance." The district services 1,100 students south of Tallahassee. Rationale for this website refit were: current site was not responsive, nor compatible with social media widgets; user frustration in navigation; content was not automatically updated from image databases; creating unique sites for each school; not meeting the needs of non-English speakers, etc.[4] Included in the RFP was a call for social media content management, and school staff training on usage strategies, ethics and content mining.

Affton School District in Saint Louis, MO uses its Facebook, Twitter and Instagram accounts to share stories about students, faculty and families. They've launched specific hashtags (#afftonlearns) and host a page on their website called "Social Media Resources."

Timberlane Regional School District in New Hampshire put out an RFP for "Public Relation Services" in 2013. The scope of work includes assistance with: public relations, information management services, dissemination strategies, social media content management, brand development, and copywriting for blogs, press releases and local newspaper opinion pages.

In 2015, Ocean City School District located on a barrier island off the coast of southern New Jersey put out an RFP for Public Relations Services. The scope of work includes: creating a marketing plan, copywriting, developing social media presence, training staff in order to develop a rich social media content source. The district has three schools (K-5, 6-8, and 9-12) that service approximately 2,200 students.

Mesa Water District in Costa Mesa, CA pays $28,000 for 6 months of social media content management. The proposal does not require any in-person site visits by the vendor to deliver the services. The scope of work for this project include: improve the company's social media presence and positive impact; and increase the company's social media engagement with key influencers and organizations.

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[4]Franklin County School District; "Request for Proposals: Website Re-design, Implementation, Hosting and Maintenance." October, 2015. Web.

WHO'S USING SOCIAL MEDIA

http://www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/

RSD Target Audience: Predominantly Women ages 22 - 40

Organic page growth
Although students are the beneficiaries of services provided by the Roosevelt School District, the parents are the decision makers. In essence, the needs of parents must be taken into consideration when crafting an enrollment promotion campaign.   Parents want to access information quickly and easily. This means it must be responsive to mobile browsers and have information that is easily accessed by mobile device. Most of all, the online presentation of the school is a determining factor as to if parents will decide to start the enrollment process.

Demographic data of likely parents and primary school children (K-4th grades) shows the following data:
*   20 - 28 year old women
*   85% access the internet primarily through mobile device
*   65% use their mobile device to pay bills and do other household related tasks.
*   56% said that the ability to access information online determines their purchasing behavior
*   52% said they'd like to be able to communicate with their teacher/school through a mobile device (app or responsive website).
*   78% use Facebook (declining among teenagers)
*   43% use Twitter
*   65% use Instagram (growing among teenagers (future parents)
*   33% use Snapchat (growing among teenagers (future parents)

COSTS OF OTHER FIRMS

Social media content management services range in price and complexity. Content Factory, an online social media content marketing firm says the cost for a single Twitter account is between $1,000 - $4,000 per month. The firm reports Facebook fees averaging between $2,500 - $5,000 per month with costs reaching as high as $9,000 per month. The firm points out that marketing strategy (i.e.: content campaigns, enrollment pushes, in-person site visits, live blogging) come with an additional fee ranging between $1,500 to $4,000 per month on top of the social media monthly cost.[5]

Bluecloudsolutions, another online media marketing firm, breaks down the costs of digital marketing by type of media. Their monthly cost range estimates are: blog content for $500 per month; Twitter content management for $1,000 - $4,000 per month; Facebook content management for $2,000 - $9,000 per month; social media strategy services for $3,000 - $20,000 per month.   The firm claims that most social media hourly rates range between $75 to $200 per hour.

Lyfe Marketing, a brand management firm in Atlanta, GA estimates the costs of social media content management by marketing firms for small businesses (less than 500 employees) to be approx $18,000 per year. The cost for a marketing firm with to work with larger companies is estimated to be $180,000 per year.[6]

Los Angeles School District pays a $90k per year salary for a social media director to manage their school district Facebook Page and Twitter account.

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[5]Content Factory; "How Much Does Social Media Marketing Cost?" n.d. Web.

[6]Lyfe Marketing; "How Much Does Social Media Marketing Cost in 2015?" August, 2015. Web.

In January 2015, Cultural Sponge was contracted by the Roosevelt School District to improve social media communications for accounts representing the district as a whole.

GOALS

After speaking with administration, it was clear that the goals of this effort were to:
1) raise the positive public perception of the school district in order to, 2) attract and retain students, **and highly qualified staff to service the needs of the district's students.**

For the 12 month period, the scope of work as outlined in the RFP were to: eliminate duplicate Facebook pages; develop a social media strategy; provide graphic design work for social media; and meet with the district representative on a monthly basis to coordinate strategies and provide best practices training to the district's communications point person.

The process of eliminating duplicate Facebook pages involves a complaint submitted to Facebook. Cultural Sponge is in continued communication with Facebook to address this issue and finally remove the duplicate pages. However, Cultural Sponge is not waiting for Facebook to act. In the meantime, we launched a Facebook strategy to increase user engagement on the official Roosevelt Facebook Page so that the page appears first in the graph search on Facebook. The page now appears at the top of the search, moving up two places from its original position in third-place. Increasing Facebook engagement has the added bonus of improving SEO for the Roosevelt School District page on Google searches.

Social media strategies consist of uniquely branded campaigns that mix graphic design, high quality photography and video with themed content production schedules that maximize user engagement. Our work in the digital media marketing industry have shown us that Facebook users respond favorably to content campaigns that follow themes. With Roosevelt, we've incorporated themed campaigns around S.T.E.A.M. concepts, Reading month, Women's History, Black History, and Hispanic Heritage Months, as well as promotional themes about RSD's celebrations of Martin Luther King Day and Cesar Chavez Day. We've also done promotional campaigns around specific RSD recruitment events like Kindergarten Roundup, Open Enrollment, and Educator Job Fairs. A complete list of campaigns is included in this report.
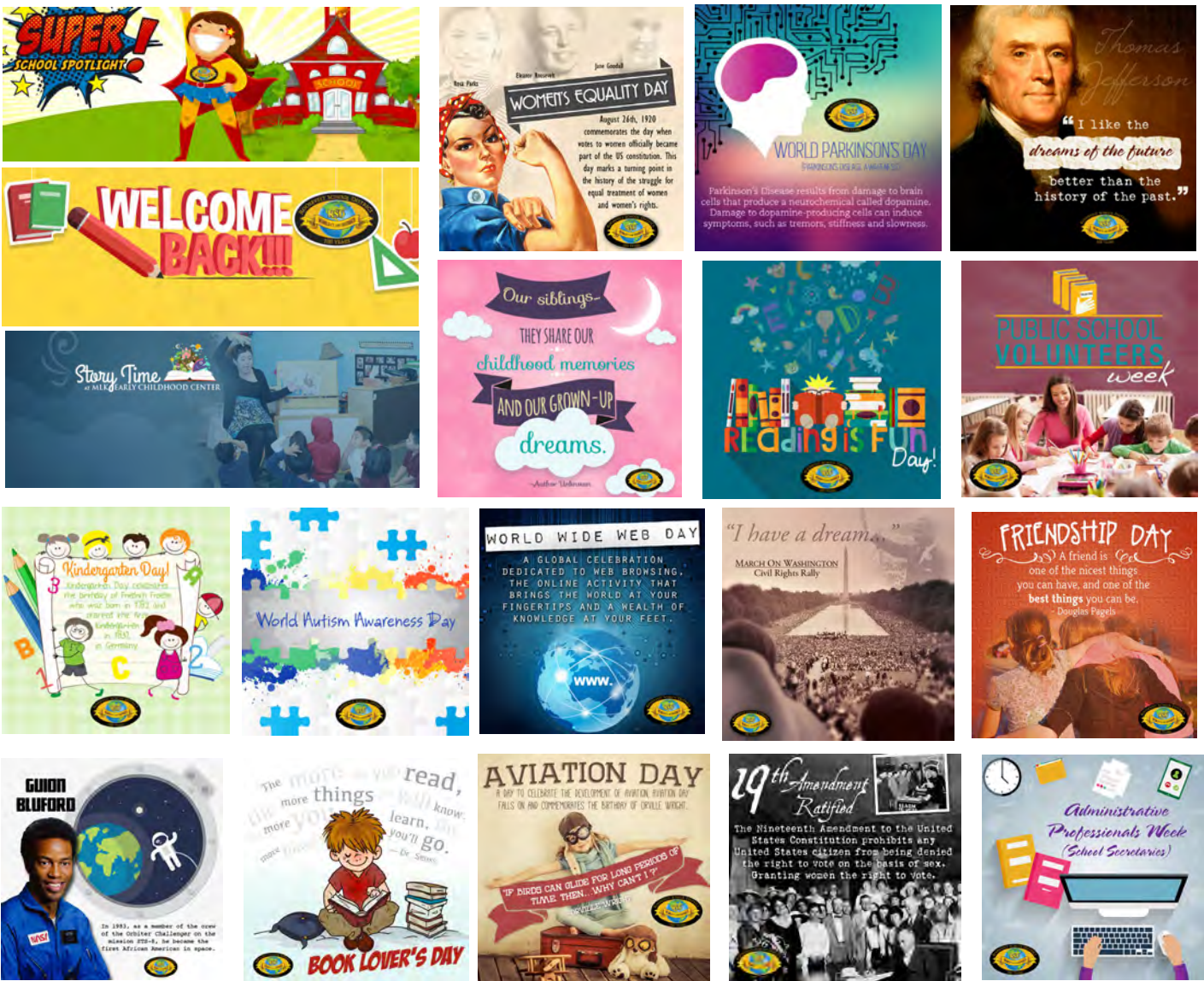
Our graphic design work for the school district is not only high frequency, but also high quality. We use graphics for various reasons in addition to updating the profile thumbnail and cover on social media pages. Unique graphics created for the Roosevelt School District have included: #TopHappenings, MLK Storytime, Women's Support Group, Governing Board Meetings, Brooks Center of Sustainability Urban Horticulture Workshops, Cancer Survivors Day, World Environment Day, Friendship Day, Day of Silence, and many others. A complete list of graphics produced for the Roosevelt School District are included in this report.

Early on in our relationship with the district, we realized that we needed to meet with district staff more than twice a month in order to stay informed about school programs, events and announcements to feature on social media. Meeting frequency began to be once a week, at a day and time that was suitable for the district's communications officer. In these meetings, we discussed upcoming events and how to best utilize the positive stories online as well as with traditional press and media. We also discussed best strategies when posting to social media (i.e.: wording, branding, and maximizing social media features).

ACCOMPLISHMENTS

Cultural Sponge has so many accomplishments with regard to amplifying the district's positive public perception. The following are some highlights we'd like to pay special attention to:

Digital storefront upgrade

Every organization is concerned about its storefront. That is, how does its company looks to its stake-holders. Physical storefronts are easy to understand. In the case of RSD, the physical storefront includes elements like: the school campus, school busses, the district office, district vehicles, and even the pre-sentation and customer service skills of staff while at work. Businesses are so conscious of their physical storefront because it has a direct impact on sales. Everything from business cards, to newsletters, and advertisements speak about the district's physical storefront.

As for schools, their awareness of its physical storefront is evident every time a maintenance person cuts the grass, repaints the lines of a parking lot, or repairs a broken fence. Parents expect schools to be clean, safe, and effective learning environments. Schools that do not fit this physical criteria often are now likely to lose students.

The digital storefront is similar, only that its elements include: social media profiles, content and social media interaction; website presentation, ease of use and relevance; mobile apps and their utility for parents and teachers to communicate effectively; and other non physical aspects. As more parents go digital, schools will have to lead on improving their digital storefront so that parents can access needed information from a variety of devices. The district's online presence should reflect the district's desire to be viewed as a "World Class District" as well as be functional and relevant to parents and prospective parents of the district. Teachers also use the web to access information and register for professional development hours, curricula resources, as well as for news about the district.

Cultural Sponge took the district's digital storefront to a new level. We modernized social media pres-ence by creating branded content campaigns, and graphics. Working with school staff, we developed a compelling online narrative as "the school district of choice" and supported this narrative with themed campaigns, school and student spotlights and top happenings. This big picture thinking is important in developing fan loyalty (people who repeatedly share district content), expanding social media organic reach, and widening the impact of positive messaging with the intent of improving the positive public perception of the district.

Resonating Enrollment Messaging

Knowing that funding is tied to student enrollment, we dovetailed the Roosevelt School District's content with our enrollment efforts for the three pilot schools. We strategically shared content from the three pilot schools to to support enrollment districtwide. Our strategy built upon the widespread enrollment buzz during the summer months to have the enrollment message resonate throughout all digital media with branded RSD content.

Reigning parent interest and online participation

Cultural Sponge capitalized on district wide events like the Arts and Academics event, STEAM Festival and Heart of Roosevelt to engage the community about the district's social media presence, take pictures, and record video. Our campaigns increased user engagement all social media accounts. As people saw themselves in a well produced and branded video or photo, they shared the content to their personal pages in greater frequency than other types of content.

As our collaboration with district staff became more coordinated, we started to feature more content from within the classroom and about specific events. Photos from the science fair, spelling bees, school assemblies and school celebrations further developed the district's social media engagement.

Teachers Took Note
On many occasions, Cultural Sponge staff were approached by teachers and school staff interested in highlighting the successes of their students, their classrooms, and their school extracurricular groups on social media. Many had a specific interest in including social media content in lesson plans when appropriate so students can use the social media pages as online learning resources. The RSD #STEAM campaign generated interest from teachers who wanted advance notice of posts so her class could do an arts project for STEAM or have something ready to show off on social media for the STEAM Festival.

RSD Facebook & Twitter Build Trust
The district's Facebook presence is followed daily by an increasing number of users. Analytics data show a steady increase in overall impressions and shares indicating that more users are logging in on to the Facebook and Twitter pages to get up-to-date information and news. Facebook events are gaining subscribers and views, indicating that users are using this as a resource in greater number over time. Also, the district's Facebook page has started to receive private messages ranging from first day of school information and how to register for class, to inquiries about class photos and yearbooks from years past.

The district's Twitter page is used primarily for media, organizational and business interaction. While many parents and teachers use Twitter privately, the predominant use of twitter in the United States has been to release news and updates. We've seen increasing frequency of engagement from various users, including: retweets by MassMutual, United Way, and Freeway Insurance; mentions and articles from news organizations and tv stations; mentions by the Arizona Cardinals, Cox Communications, Starbucks, Mayor Stanton, and inclusion of district Twitter content in online educational newsletters like Paperli and the Arizona School Boards Association's online news organization AzEd.

Cost / Benefits for Cultural Sponge Social Media Content Management Services
Cost of services are from Jan to Dec 2015 = $60,000k (two contracts, $30k each)

Net enrollment district wide by year:
2011-12 = 10,500
2012-13 = 9,950 (- 550 students) loss of $2,750,000
2013-14 = 9,737 (- 213 students) loss of $1,065,000
2014-15 = 9,446 (- 291 students) loss of $1,455,000 (average loss $1,756,667/year)

2015-16 = 9,398 (- 48 students) loss of $240,000 (average net gain $1,516,667)

CULTURAL SPONGE: PILOT SCHOOL PROGRAM

In June, 2015 the Roosevelt School District contracted Cultural Sponge to provide targeted outreach to support enrollment efforts at three district schools. The intent of this program was to gauge the effectiveness and strategies of targeted media outreach, and the impact on new student enrollment and student attendance. The timeline of work was from June to December 2015.

To meet the objectives of the Pilot Program, Cultural Sponge created a targeted media campaign that put RSD at the forefront of enrollment for public schools. We used sponsored content, audience specific online ads, and geo-distributed printed collateral to increase the public perception of the three schools, and promote enrollment. We dubbed this campaign "Easy Enroll" and created unique enrollment websites for each school. District administration selected the schools for this program. Cultural Sponge was notified that P.L. Julian, J.R. Davis, and I.G. Conchos were selected for the pilot school program and we were put in touch with staff at the schools.

Easy Enroll Campaign

Our goal was to demonstrate that by upgrading enrollment procedures to a digital platform, parents would have easier access to enrollment materials, have direct access to school enrollment staff, and get follow up calls from staff to help facilitate the enrollment and document submission process. We established an enrollment workflow that guided the enrollment staff through the follow up procedure with parents, and how to input data that would track enrollment progress. We set up individual in-person training for staff, as well as an online "how to" video that walked staff through the brief process.

For parents, we developed a beautiful and branded Easy Enroll website that had an easy to use form to submit their information directly to school enrollment staff. Parents could click a link to view a letter from the principal that highlighted specific information about the school (i.e.: Conchos School's 21st Century Grant; on-site tutoring, afterschool programs, orchestra at Conchos, soccer team champions, etc.).

Cultural Sponge secured a list with likely parents within a 5 mile radius of each pilot school. We scrubbed the list to remove duplicates and overlap. Through an aggressively sought partnership with Cox Communications, we printed and distributed 10,000 mailed letters to households within the enrollment zones and to homes in neighboring districts that promoted the Easy Enroll websites and highlighted specific information about each of the pilot schools. Cox also facilitated the distribution of 10,000 door hangers to targeted households in the enrollment zone of each pilot school.
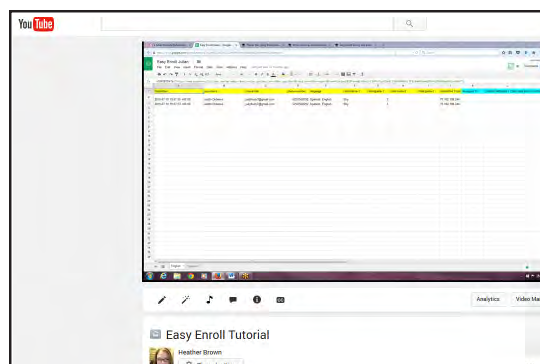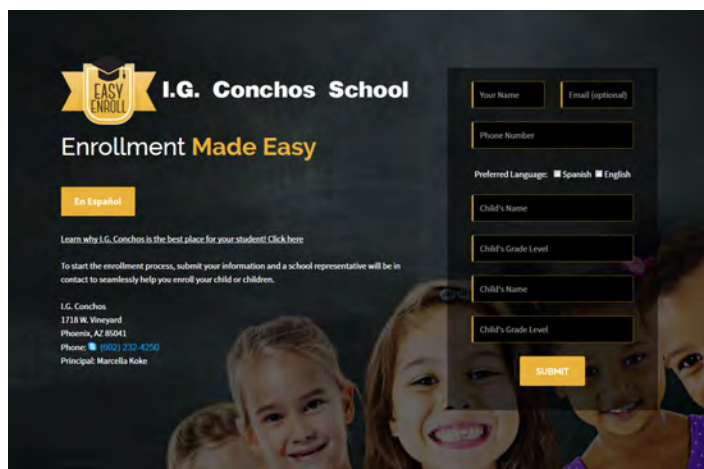
Cultural Sponge built custom enrollment websites for the pilot schools to gather enrollment data from interested parents and provided support and training videos for attendance staff when checking enrollment data, contacting leads and updating the online task management system.

BETTER ATTENDANCE FOR BETTER SCHOOLS CAMPAIGN RECAP

Working with school leadership, we created a recognition plan to positively acknowledge student attendance improvements and reward better attendance. Cultural Sponge developed "Did You Know" campaigns for both parents parents and students that shared age relevant information about why education and attendance matters. Parents received information on social media pages and printed flyers. Students saw professionally designed posters on campus sharing different tips and could also view wake up videos on their school social media accounts.

Sponsorships and Highlights

We secured the **Arizona Cardinals** as sponsors for the Attendance campaign. As partners in our attendance push, the Cardinals donated over $25,000 of in-kind contributions which included: 300 black Cardinals hats, 300 white Cardinals towels, 3 Cardinals "Kids Camp" events (one for each pilot school) for up to 125 students with good attendance. The Arizona Cardinals are interested in the data from the attendance campaign and said they'd be interested in hosting a Cardinals Kids Camp for good attendance students at all 18 of the district's schools if this pilot program is expanded.

Cultural Sponge developed a relationship with **Main Event** entertainment in Tempe. The company sponsored the RSD attendance efforts by providing free $25 gift cards to students who maintained good attendance, and/or improved poor attendance.

At first, the **Arizona Science Center** did not want to participate in our efforts. Our contact at the Science Center expressed reluctance to engage with certain district staff, and advised Cultural Sponge that they would prefer not to participate. However, by continuing to engage the Science Center, we were able to persuade them to join us in our efforts to encourage students to go to school every day. In the end, the Arizona Science Center donated several free passes as prizes in our weekly perfect attendance giveaways.

Like our initial conversations with the Arizona Science Center, **Cox Communications** was also reluctant to get involved because of past experiences with the district. However, Cultural Sponge overcame this initial disadvantage and eventually secured Cox Communications as a sponsor of $7,500 that directly benefitted the enrollment efforts at the three pilot schools. Cox contributed $5,500 for printing costs for postcards and door hangers, and an additional $2,00 for postage. Cultural Sponge paid $1000 for a targeted distribution list.

Starbucks was eager to get involved in helping RSD address attendance by helping us share information about how student attendance correlates with academic success. The #ThanksaLatte events on the 40th and 100th days of school were ways to raise awareness among parents. Starbucks also rigorously retweeted our attendance campaign content online, and allowed us to post RSD Enrollment and Attendance information at Starbucks locations on 19th Avenue, and 24th Street.

In terms of dollars, the district benefitted from over $65,000 in in-kind contributions to the enrollment and attendance efforts.

EASY ENROLL CAMPAIGN PLAN AND EXECUTION

Responding to feedback from parents about the desire to easily access inforamtion and engage with the district through modern digital means, Cultural Sponge launched 3 bilingual websites related to student enrollment (EasyEnrollJulian.com, EasyEnrollConchos.com, EasyEnrollDavis). The websites incorporated modern themes and fresh branding that were responsive to mobile devices. The websites were simple, and easy to use so that parents could easily get information about the school and send a request to enroll their student.

Unlike website vendors that the district has used in the past, Cultural Sponge does not claim proprietary ownership over these sites. Instead, we designed them to be easily manageable so that district staff would ultimately be able to manage them directly. In other words, the digital work done by Cultural Sponge is fully owned by the Roosevelt School District. The importance of this (especially with regard to student and parent data rights) cannot be understated.

To make enrollment easy, we featured an online enrollment application that was easy for parents to understand and use. A follow up email was sent to the parents thanking them for submitting their information and informing them that an enrollment representative from the district would be in touch with them shortly.

In the back end, staff would receive notifications of the new submission so they would be able to plan follow up. The system allowed enrollment staff to track the enrollment progress on a case by case basis so that enrollment staff would know when to follow up with parents, and about what information was still outstanding. Enrollment staff were trained by quick in-person consultations with Cultural Sponge as well as through webinars that walked them through the process of tracking and logging follow up.

The following is data from the Easy Enroll Websites:
Website visits per site:
EasyEnollDavis.com: 2,285 unique views
EasyEnrollConchos.com: 1,413 unique views
EasyEnrollJulian.com: 275 unique views

Online submissions at J.R. Davis: +18
Online Submissions at I.G. Conchos: +15
Online Submissions at P.L. Julian: + 6
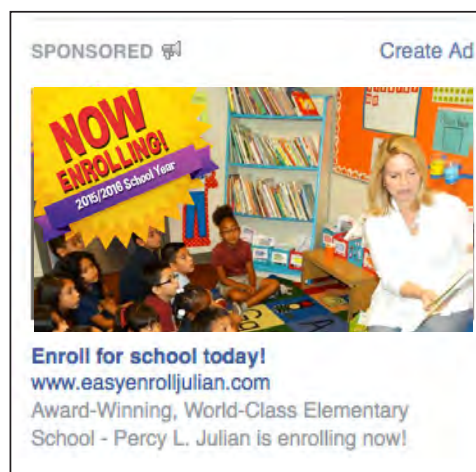
ONLINE ENROLLMENT PROMOTIONS / SPONSORED CONTENT

Cultural Sponge launched a series of online ads targeted at users who were within a 5 mile radius of the schools. We targeted individual school sites at different geographic locations in order to minimize overlap of the ads. We also input targeting parameters to prioritize impressions to individuals who were identified as parents of primary school kids, or had expressed an interest in various online behavior, like: online toys shopping, online school search history, and interest in activities like little league, pop warner football, and various cartoons.

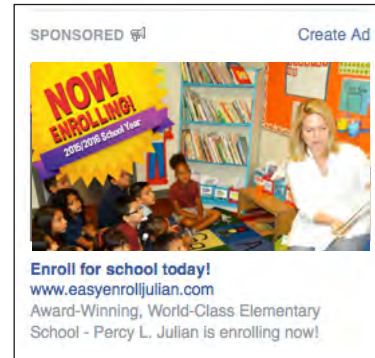**Results from targeted ads are:**
Facebook Advertisements
99,316 individuals reached in the South Phoenix area.
  1,713 clicks to Easy Enroll websites.

Google Advertisements / Adwords
68,295 individuals reached in the South Phoenix area.
   525 clicks to Easy Enroll websites.

Earned Media Strategy
Cultural Sponge circulated media advisories and press releases to local news organizations and received coverage on an array of media outlets. Our earned media strategy consisted of framing the district's enrollment and attendance efforts as ways to improve student achievement. We shared a lot of our "did you know" information that related to student attendance and student academic success. The result was widespread coverage of both the enrollment and attendance strategies by both English and Spanish language media.

Here are some highlights from our earned media strategy:
Presna Hispana – Clip 7.23.15
La Voz – Clip 7.23.15
Univision – Clip 7.23.15
AZ Family – Clip 7.23.15

Traditional Media Promotional Strategies

To support the enrollment and attendance efforts, Cultural Sponge designed, printed and distributed promotional materials to targeted households, students and parents. The high resolution, professionally designed print collateral conveyed a professional brand representation, was informative and concise. The following is a list of print collateral services produced by Cultural Sponge:

10,000 Door Hangers
Distributed in strategic areas around three pilot schools.

5,000 Rack Cards
Distributed all over the South Mountain Community
2,500 in back to school backpacks given out at the American Legion
1,500 at The Salvation Army KROC Center
1,000 at South Mountain Community Center

13,000 Mailers / Letters
Distributed to homes surrounding the three pilot schools. COX Communications saved the district $7,500 on these printing / postage costs.

Posters
South Phoenix Baptist Church
South Mountain Community Church
Wesley United Methodist Church

COSTS / BENEFITS FOR ENROLLMENT AND ATTENDANCE PILOT PROGRAM
6 month agreement cost $45,000

Enrollment Efforts:
2014/2015 Net Enrollment: -79 students (-$238,422 net revenue loss)
2015/2016 Net Enrollment: +36 students (+$180,000 net revenue gain)

Attendance Efforts:
2014/2015 Net Attendance 100 Day Count: 1,601 students
2015/2016 Net Attendance 100 Day Count: 1,637 students (net +31 students in school)

Professional opinion based on the data… IT WORKED!

DATA & ANALYTICS
District wide net enrollment:

2011-12 = 10,500
2012-13 =   9,950 (- 550 students) loss of $2,750,000
2013-14 =   9,737 (- 213 students) loss of $1,065,000
2014-15 =   9,446 (- 291 students) loss of $1,455,000
2015-16 =   9,398 (- 48 students) loss of $ 240,000

Pilot School Enrollment / Attendance Campaign Data
Day 100 Total Enrollment/Attendance

Concho	Davis	Julian
2014: 406	2014: 489	2014: 785
2015: 402 (-4 students)	2015: 464 (-25 students)	2015: 735 (-50 students)
2016: 423 (+21 students)	2016: 486 (+22 students)	2016: 728 (-7 students)

The data above reflect a net enrollment increase for all three pilot schools.

Day 100 Total Absences

Conchos	Davis	Julian
2014: 1,320.5	2014: 1,339	2014: 1492
2015: 1,795 (+474.5 abs)	2015: 1,887 (+548 abs)	2015: 2,270.5 (+778.5 abs)
2016: 1,163 (-632 abs)	2016: 1,445 (-442 abs)	2016: 1,532.5 (-738 abs)

Pilot Program attendance measurement day comparison

I.G. Conchos

DAY 7 2015:	391	DAY 7 2016:	387 (-4)
DAY 25 2015:	405	DAY 25 2016:	413 (+8) #ThanksaLatte
DAY 40 2015:	410	DAY 40 2016:	417 (+7)
DAY 100 2015:	402	DAY- 100 2016:	423 (+21) #ThanksaLatte

J.R. Davis

DAY 7 2015:	463	DAY 7 2016:	465 (+2)
DAY 25 2015:	470	DAY 25 2016:	477 (+7) #ThanksaLatte
DAY 40 2015:	471	DAY 40 2016:	486 (+15)
DAY 100 2015:	464	DAY 100 2016:	486 (+22) #ThanksaLatte

P.L. Julian

DAY 7 2015:	674	DAY 7 2016:	639 (-35)
DAY 25 2015:	717	DAY 25 2016:	709 (-8) #ThanksaLatte
DAY 40 2015:	741	DAY 40 2016:	702 (-40)
DAY 100 2015:	735	DAY 100 2016:	728 (-7) #ThanksaLatte

FACEBOOK AND GOOGLE ENROLLMENT ADVERTISEMENTS JUNE 15 - AUG 2, 2015
Total combined ad spending: $1,795.94 (Cultural Sponge covered these costs)

J.R. DAVIS
Page Impressions: 16,212
Individuals Reached: 39,369
Enrollment Clicks: 1,307
Page Likes: 95

P.L. JULIAN
Page Impressions: 13,882
Individuals Reached: 17,036
Enrollment Clicks: 329
Page Likes: 84

I.G. CONCHOS
Page Impressions: 9,098
Individuals Reached: 3,719
Enrollment Clicks: 77
Page LIkes: 45

RSD Social Media Efforts Analytics
Facebook:

Jan 2014 - Dec 2014	**Jan 2015 - Dec 2015**
256 new Facebook followers	+510 new Facebook followers
178,845 total impressions	+ 684,991 total impressions
96,800 viral impression	+278,600 viral impressions
68,783 unique users	+194,300 unique users
0 event subscribers	+13 event subscribers

Twitter:

Jan 2014 - Dec 2014	**Jan 2015 - Dec 2015**
no Twitter account	+240,122 organic impressions
	+1,681 total engagements
	+1,444 tweets sent
	+165 link clicks

YouTube

Jan 2014 - Dec 2014	**Jan 2015 - Dec 2015**
no YouTube account	+98 shares
	+38 comments
	+1,173 minutes watched

CULTURAL SPONGE: OUR METHOD
January 2015:
Martin Luther King Day Parade video
MLK Day timeline graphic
MLK Day cover graphic
MLK Day timeline graphic esp

Women's Support Group promotion initiated - event graphic
Conversation on Healthy Food timeline graphic
Thesaurus Day timeline graphic

Feb 2015:
Black History Month Recognition timeline graphics
Black History Month cover graphic
Kindergarten Roundup facebook event; cover graphic
Kindergarten Roundup (ESP) facebook event; cover graphic
Reading is Fun Day! (Read Across America) timeline graphic
Arizona Statehood Day timeline graphic
Boy Scout Day timeline graphic
Darwin Day timeline graphic
Digital Learning Day timeline graphic

March 2015:
Women's History Month timeline graphics, cover graphic
Arts and Academics timeline graphic english, spanish
Thank You 500 timeline graphic
RSD Poetry Conference facebook event; timeline graphic; videos
National School Breakfast Week timeline graphic
Dress in Blue Day (Colon Cancer Awareness) timeline graphic
Dr. Seuss Day timeline graphic

April 2015:
Spaces of Opportunity facebook event cover graphic (did we make this?)
Heart of Roosevelt facebook event; cover graphic
Heart of Roosevelt (ESP) facebook event; cover graphic
Bike Safety Event facebook event
Bike Safety Event (ESP) facebook event
Headstart Roundup facebook event; cover graphic
Astronomy Day timeline graphic
Winston Churchill Day timeline graphic
Dance in the Rain timeline graphic
Earth Day timeline graphic

May 2015:
Educator Job Fair facebook event; cover graphic
May the 4th Be With You timeline graphic
Amnesty International Day timeline graphic
Cinco de Mayo timeline graphic
Endangered Species Day timeline graphic

June 2015:
Great Outdoors Month cover graphic
Great Outdoors Month photo contest graphic; facebook event
Cancer Survivors Day timeline graphic
Flag Day timeline graphic
World Environment Day timeline graphic
World Oceans Day timeline graphic
Educator Job Fair facebook event; cover graphic
Fathers Day graphic

July 2015:
Remembering Betty Thompson facebook event; cover graphic
RSD Summer Meals Program facebook event

August 2015:
19th Ammendment Day timeline graphic
Aviation Day timeline graphic
Welcome Back cover graphic
Friendship Day timeline graphic
World Wide Web Day timeline graphic
Kindergarten Bootcamp facebook event; cover graphic

September 2015:
40th Day Thanks a-Latte facebook event; cover graphic

October 2015:
National Day of Silence (anti-bullying) timeline graphic

November 2015:
ASU Future Sun Devil Family Day facebook event
HEAAL Presents: Black on Black Talk facebook event
Heart of Roosevelt facebook event; cover graphic, timeline graphic
World Kindness Day timeline graphic

December 2015
STEAM Science cover graphic
STEAM Technology cover graphic
STEAM Engineering cover graphic
STEAM Arts cover graphic
STEAM Mathematics cover graphic

Ongoing Posts, Events, Series
Jorgensen School P.O.W.W.O.W. facebook event
MLK Early Childhood Center Story Time facebook event
MLK Early Childhood Center Women's Support Group facebook event
Brooks Center of Sustainability Urban Horticulture Workshop Series facebook events
Governing Board Meeting facebook events; cover graphic
Top Happenings graphics

Attendance / Enrollment Events and Graphics
40th Day Thanks a-Latte facebook event; cover graphic

What Sets Us Apart
Experience with school enrollment campaigns within the Roosevelt School District as well as our commitment to data-driven results are what sets Cultural Sponge apart. We have an understanding of public education because we've worked with public schools. Our firm analyzes various data sources in order to arrive at an in-depth understanding of our clients' services and target audience. Our targeted marketing campaigns are data-driven, and rely on measurable benchmarks to successfully achieve short- and long-term goals. We regularly pull analytic data from traditional and online media outlets to have a real-time understanding of how our campaigns are performing. Finally, working with a company that understands your industry, and has experience with using targeted web traffic campaigns aimed at boosting online enrollment will be very beneficial to successfully and positively impacting student enrollment and attendance trends district wide.

Cultural Sponge is a locally owned and operated bi-lingual and multicultural marketing firm that offers a hands-on approach to mining content. Our staff make it a priority to be present at campus and district events so we can support positive brand expansion efforts. We attend board meetings, school events, television media visits, academic and extracurricular activities and provide both in-person and online professional development workshops. As your marketing partner, we offer our time and talents to key district staff to help craft messaging and create moving visual displays. We employ professionals with exceptional work history and experience in digital media promotions who share our firm's work ethic and commitment to tangible results.

Also, Cultural Sponge has a strong commitment to community. By partnering with Cultural Sponge you are extending your reach into a robust network of Valley nonprofit and corporate professionals and organizations. Best of all, we utilize our network of socially responsible businesses to support our nonprofit clients, including public education institutions. We are a company that works with those (whether for profit or nonprofit) who want to affect positive change in the world.