

Pinecrest Academy of Northern Nevada

Marketing Plan

The intent of Pinecrest Academy of Northern Nevada's (PANN) marketing plan is to utilize multiple outreach methods to inform families in the school's target areas about PANN and ensure the population of the school is representative of the Washoe County School District population.

Print

PANN is using print marketing materials and advertising to reach specific populations as well as increase overall community awareness of the school. Print marketing initiatives that are underway or planned include:

- 6600 bilingual postcards have been sent to households with children in targeted areas
- Full page recurring ad has been placed in Pyramid Lake Tribal Numa News newsletter publication
- Article and ad will be included in the Reno Sparks Indian Colony newsletter publication
- Marketing materials have been distributed to the Reno Sparks Indian Colony education department for tribal members
- Bilingual marketing materials distributed to Boys & Girls Club members, Early Learning Centers, Headstart Pre-K programs, local churches and community health centers.
- Bilingual marketing materials will be distributed to low-income and short-term apartment complexes for inclusion in new tenant materials.
- Bilingual marketing materials will be distributed to businesses in the area (particularly the nearby industrial park) with hourly and warehouse workers.

Online/Social Media

PANN is using online and social media marketing and advertising to engage and interact with the school's target populations as well as increase overall community awareness of the school.

Online/Social Media marketing initiatives that are underway or planned include:

- The board has hired a local multimedia digital marketing company to create an engaging and effective bilingual social media marketing campaign. The purpose will be to engage families in target communities using the platforms that are most effective.
- Online marketing will be used to ensure Boys & Girls Club members in target zip codes are aware of PANN and the partnership with the Boys & Girls Club.
- PANN has an active Facebook community and email distribution lists that are used to update interested families about PANN events.

In-Person

PANN understands that engaging families in person is an important and effective marketing method. Significant time and resources are being devoted to in-person marketing and recruiting efforts to ensure the school's enrollment is reflective of the Washoe County School District population. In-person marketing efforts that are underway or planned include:

- Several community interest meetings have been held in the Spanish Springs and Sun Valley areas. The board is planning more events during February and March.
- PANN is participating in the Northern Nevada School Choice Fair on February 1st.

- PANN has coordinated with the Reno Sparks Indian Colony to participate in school choice nights on February 18th and 25th.
- PANN is working to partner with grocery stores, community centers, churches and other high-traffic businesses in target areas to have information tables during open enrollment.
- PANN is working to plan a “free family movie night” at Victorian Square in downtown Sparks to present PANN to attending families.
- PANN is working with Academica and Tri-Strategies to conduct a door-to-door ground marketing campaign with bilingual staff during open enrollment.