

# **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
- A full page monthly ad has been placed in Pyramid Lake Tribal Numa News newsletter publication and will run a total of 4 times prior to open enrollment
- A spotlight article in the Education Manager's Corner is being included in the Reno Sparks Indian Colony newsletter publication in March.
- Marketing materials have been distributed to the Reno Sparks Indian Colony education department for all tribal members.
- An additional 2000 bilingual postcards have been/are being distributed to:
  - Local businesses, including Jalisco Bakery, Mendoza Tacos, Sun Valley Laundry, Pyramid Laundry, Duds and Suds, and Scolari's Grocery store.
  - Community partners, including: Boys & Girls Club members, Community Health Alliance locations, Early Learning Centers, Headstart Pre-K programs, local churches, and other community partners willing to help us spread the word.
  - Low-income and short-term apartment complexes for inclusion in new tenant materials.
  - Companies in the nearby Spanish Springs Business Center 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 contract includes a target sign-up goal of 300 students who qualify for Free or Reduced Lunch.
  - The marketing company is running the following paid online ads:
    - Bilingual Google display using geo-fencing and targeting encouraging families to enroll
    - Facebook ads using geo-fencing and targeting encouraging families to enroll
    - Instagram ads using geo-fencing and targeting encouraging families to enroll
    - Facebook Live events are being utilized to engage online community (both English and Spanish)
      - Principal Jami Curtis held two Facebook Live parent interest online events on Sunday, February 23<sup>rd</sup> and Sunday, March 1<sup>st</sup>. Three additional Facebook Live events are planned prior to the end of open enrollment.

- 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
- The marketing company is also creating and promoting event listings for parents, students and teachers to come and learn about the school in person and apply for enrollment. The marketing company has also assisted the ground team by creating a form process where applications can be collected on tablets and then uploaded to the internal application system at a later date when connected to the internet. They are also doing outreach to local influential community members to see if they'd be willing to partner with us to spread the word about open enrollment. Lastly, they are assisting us with local efforts to identify and source family-friendly community 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.

As of March 6<sup>th</sup>, 2020 there have been a total of 12 parent and community interest events for Pinecrest in Spanish Springs, Sparks, Reno and Sun Valley areas. Events since the last SPCSA board meeting include:

- PANN participated in the Northern Nevada School Choice Fair in Reno on Saturday, February 1<sup>st</sup>.
- PANN held parent interest nights at Larry D. Johnson Community Center in Sparks on Tuesday, February 11<sup>th</sup> and Wednesday, March 4<sup>th</sup>.
- PANN presented at the Reno Sparks Indian Colony school choice nights on Tuesday, February 18<sup>th</sup> and Tuesday, February 25<sup>th</sup>.
- PANN held a parent interest night at Hobeys' coffee shop in Sun Valley on Thursday, February 27<sup>th</sup>.
- PANN had a Parent Info Table at Scolari's in Sun Valley on Saturday, February 29<sup>th</sup>.
- Principal Jami Curtis hosted a Family Meet and Greet at the Spanish Springs Library on Monday, March 2<sup>nd</sup>.

Prior to the end of open enrollment, there will be at least 6 additional parent and community interest events. These events include:

- PANN will hold a "free family movie night" at Victorian Square in downtown Sparks on March 11<sup>th</sup> to present PANN to prospective families.
- Principal Jami Curtis will host another Family Meet and Greet at the Spanish Springs Library on Monday, March 3<sup>th</sup>.
- PANN will hold a Family Interest Event at the Sparks Marina Park the weekend of April 4<sup>th</sup>.
- PANN will hold an additional info/enrollment night at the Reno Sparks Indian Colony Hungry Valley community center.
- PANN will hold another Family Interest Event in Sun Valley the week of March 30<sup>th</sup>.
- PANN is partnering with grocery stores and churches in target areas to have information tables on weekends during open enrollment.

In addition to community events, PANN is conducting a door-to-door ground marketing campaign every weekend of open enrollment with bilingual board members, volunteers and staff. As of March 6<sup>th</sup>, 2020, 139 homes in Sun Valley have been visited. The team is targeting 400 additional homes in Sun Valley and Sparks prior to the end of open enrollment for a total of over 500 homes visited during the open enrollment period.