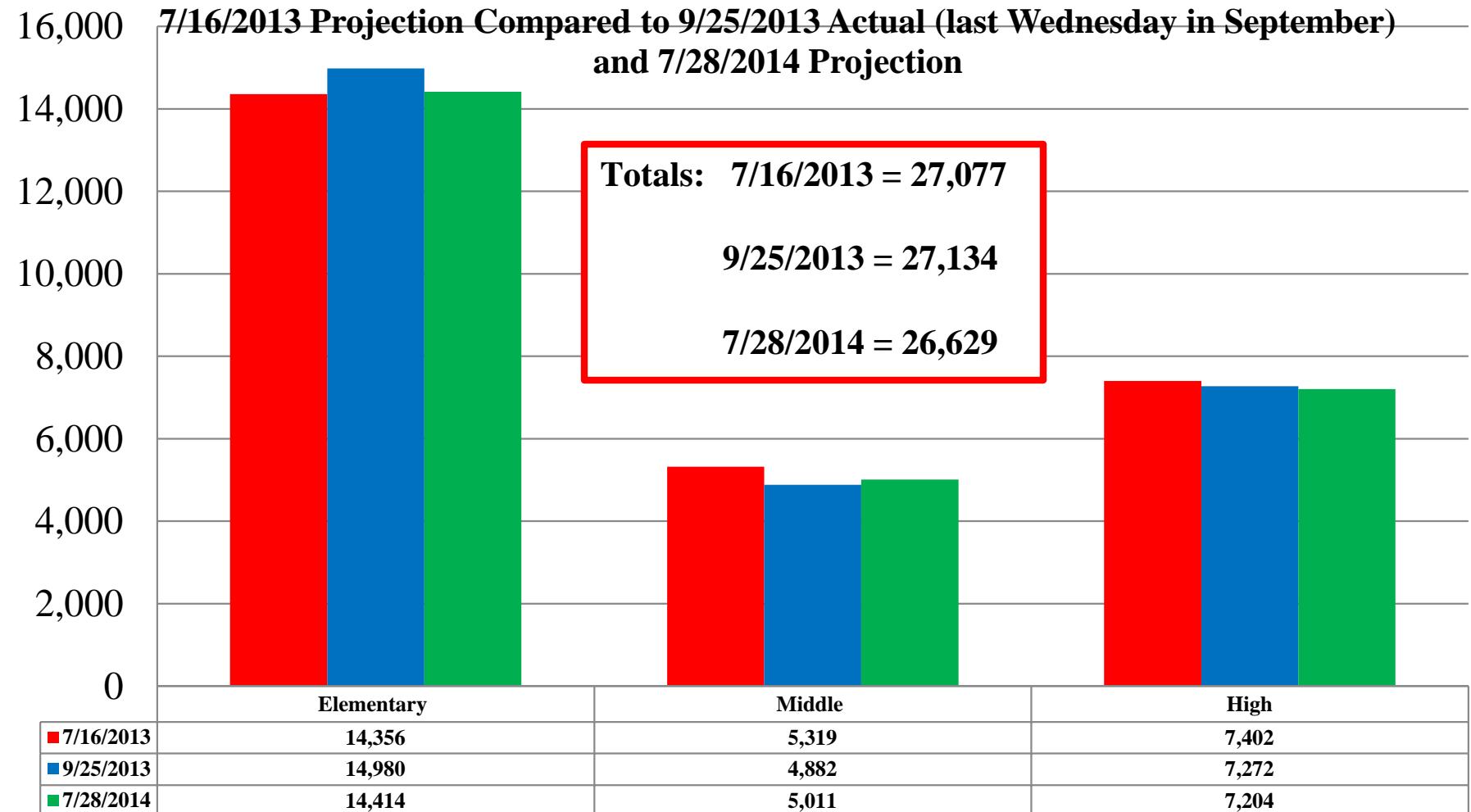


Back to School Enrollment & Advertising Update

Rachel Seward
Deputy Superintendent Institutional
Advancement

Stacy Clay
Deputy Superintendent Student Support
Services
July 31, 2014

Anticipated (Projected) Enrollment Comparison



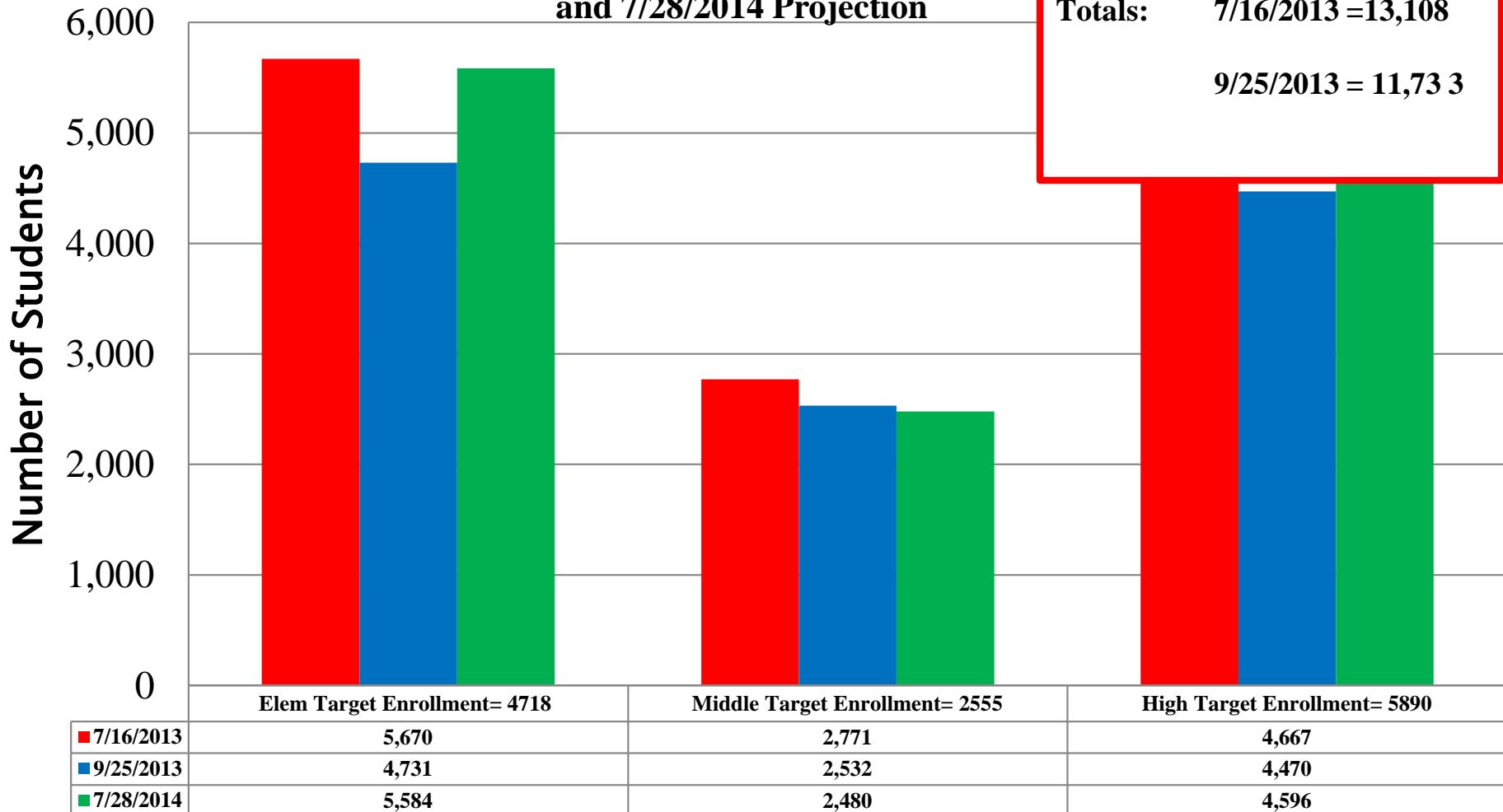
Anticipated (Projected) Enrollment Comparison

Magnet & Choice Schools Only

7/16/2013 Projection Compared to 9/25/2013 Actual (last Wednesday in September)
and 7/28/2014 Projection

Totals: 7/16/2013 = 13,108

9/25/2013 = 11,733



Print & Radio

Medium	St. Louis American	Radio (5 stations)
Frequency	Weekly Strip Ad	200 spots/week (<i>through December</i>)
Message	Early Childhood Enrollment (Summer 2014) Back To School Fair (7/24 & 7/31) First Day of School (8/7) Credit Recovery/Fresh Start (September)	Early Childhood (week of 7/28)* School Starts August 11 (week of 8/4) Credit Recovery (September) <i>*Paula Knight was interviewed on 1380 AM 10:30 a.m. on 7/30</i>

Enroll your preschooler today!



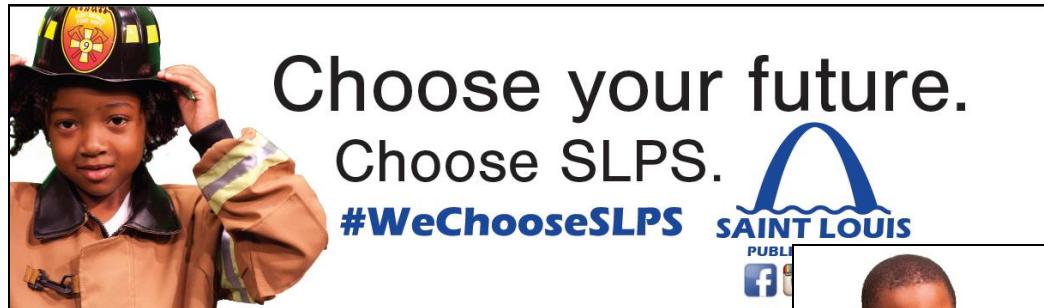
Full-day program
Offers breakfast and lunch programs
Offers before- and after-school care

Call (314) 331-6103 or visit slps.org/preschool for more information

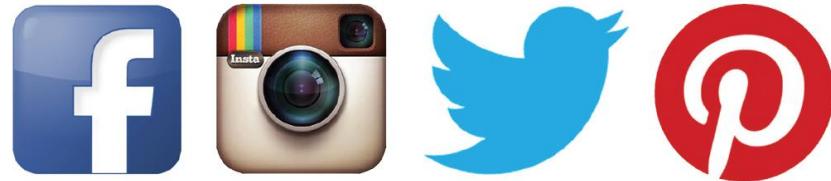


Billboards

Phase One	Phase Two
August – Mid-October	Mid-October – December (aligned to new magnet application timeline)
Image Campaign – Preparing Students for future Success	School Performance – Recognize Schools Accredited and Accredited with Distinction per State ratings



Social Media



Rotating Messages	Back To School Messages	General Messages
	Back to School Fair	Report to Community
	School Supply Lists	<u>SLPSStories.Org</u>
	School Starts August 11	

SLPS INFO
@SLPS_INFO

Are you ready for school to start on Aug. 11? Access the school supplies list here: slps.org/schoolsupplies.



Reply Retweeted Favorite More

RETWEETS 9

3:04 PM - 23 Jul 2014

Flag media

SLPS INFO
@SLPS_INFO

SLPS still has limited openings in Preschool classrooms. These seats will go fast. Call (314) 331-6103. ow.ly/i/6I8Cq



View on web

RETWEETS 2 FAVORITE 1

9:01 AM - 25 Jul 2014

Flag media

Television & Video

Cable Channels (320 spots/week)	Broadcast
Early Childhood (week of 7/24)	Welcome Back 30 seconds (8/6-8/10)
Welcome Back 60 seconds (week of 8/4)	



#WeChooseSLPS