

Back to School Enrollment & Advertising Update

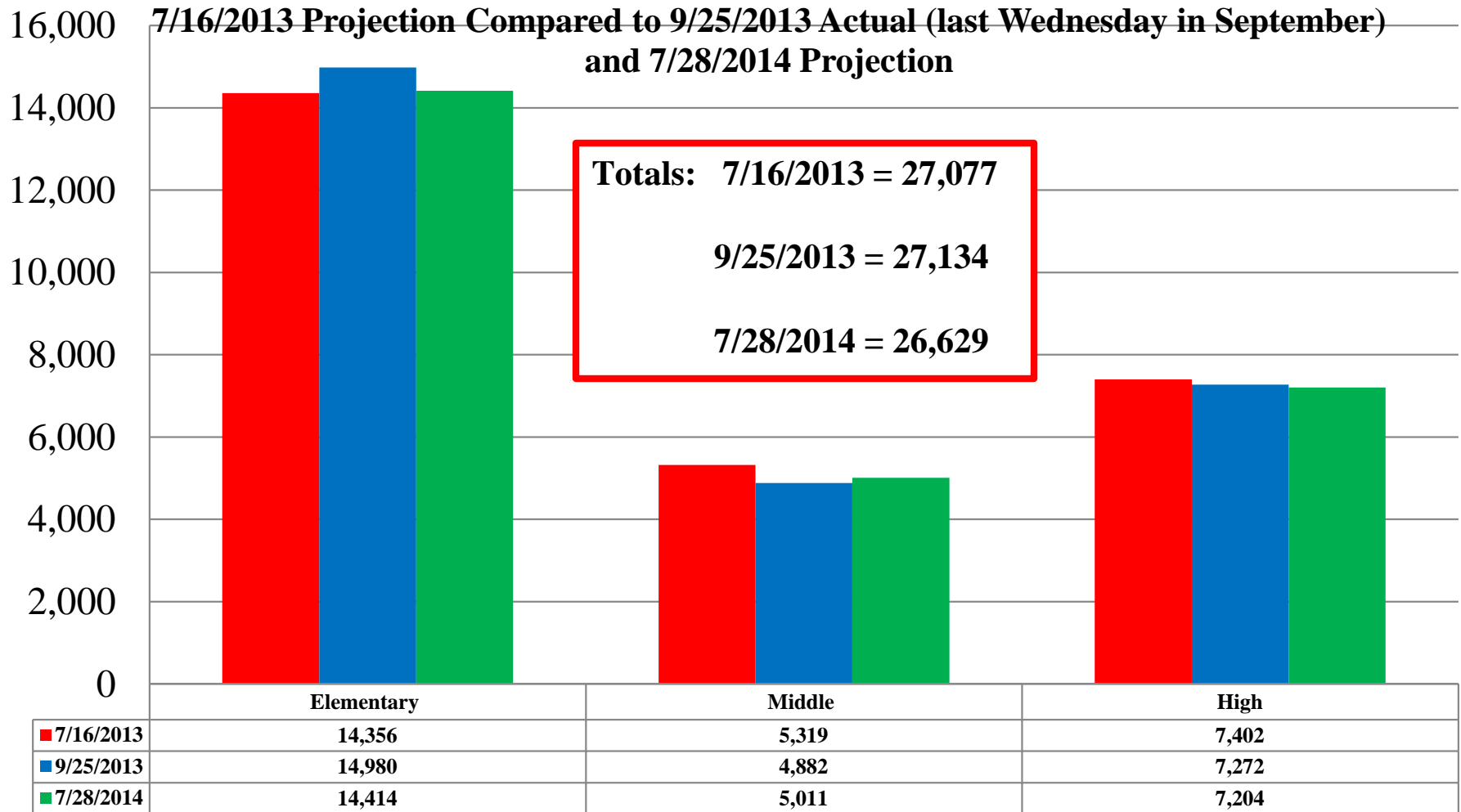
Rachel Seward
Deputy Superintendent Institutional
Advancement

Stacy Clay
Deputy Superintendent Student Support
Services

July 31, 2014



Anticipated (Projected) Enrollment Comparison



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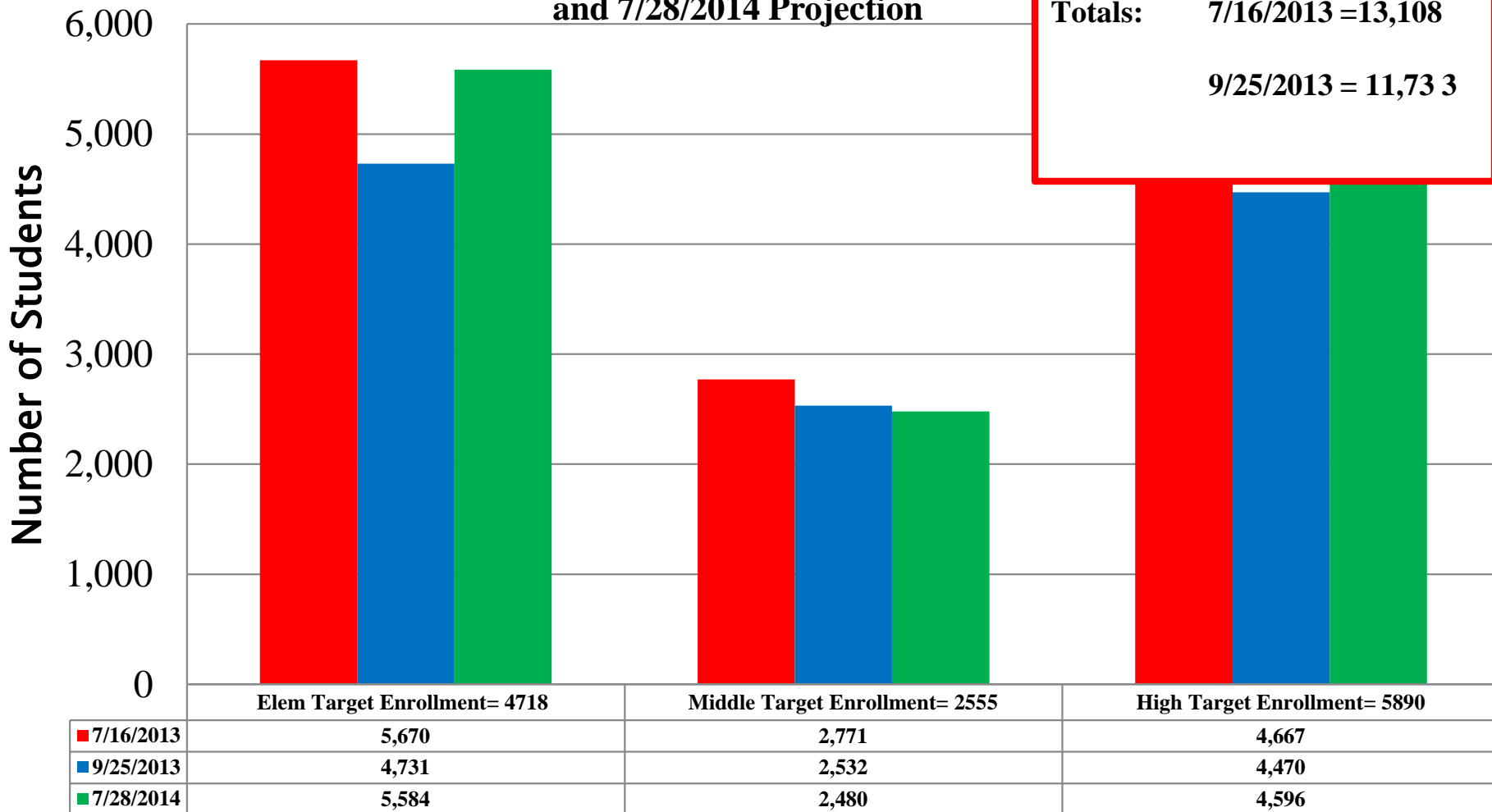
Magnet & Choice Schools Only

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

A young girl with dark skin and curly hair is wearing a brown firefighter jacket and a black helmet with a yellow cross emblem. She is looking directly at the camera.

Choose your future.
Choose SLPS.
#WeChooseSLPS

The logo for Saint Louis Public Schools, featuring a blue arch over the words "SAINT LOUIS" and "PUBLIC SCHOOLS" with social media icons below.A young boy with dark skin is wearing a blue doctor's coat and a stethoscope. He is holding a clipboard and a green pen, looking at the camera.


Future Doctor
Getting his start at SLPS
#WeChooseSLPS


The logo for Saint Louis Public Schools, featuring a blue arch over the words "SAINT LOUIS" and "PUBLIC SCHOOLS" with social media icons below.

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



Following

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


Following

SLPS still has limited openings in Preschool classrooms. These seats will go fast. Call (314) 331-6103. ow.ly/i/6l8Cq

 Reply
 Retweet
 Favorite
... More



View on web

RETWEETS
2

FAVORITE
1



9:01 AM - 25 Jul 2014

Flag media

Television & Video

Cable Channels (320 spots/week)

Early Childhood (week of 7/24)

Welcome Back 60 seconds (week of 8/4)

Broadcast

Welcome Back 30 seconds (8/6-8/10)



#WeChooseSLPS