

SCHOOL MARKETING STRATEGIES (Quickstart)

How to get started with limited funds, time and resources.

1. Create and Maintain a Great School Website – for FREE:

Studies show that using the Internet in marketing efforts brings greater results. That's because you're not only pushing timely information out to your school community, you're also reaching other constituents. The district's web content management system, [Schoolwires](#), is available for all schools with no annual fees or direct costs. The design and programming are done by the district. Schools simply need to add content, making it easier to customize and maintain a website. A school calendar, automated links to district events and online survey tool are just some of the features available. Principals can identify staff and/or volunteers to help with their website. To learn more, contact Geoff Smith, district webmaster, at gsmith2@sandi.net.

2. Consider Your School's Identifying Symbol(s)

A logo is any name, letters, graphics, or symbol combined together to produce a unique personality. It can capture the essence of your school – what you stand for, your objectives and your goals. It is a great marketing tool to help audiences distinguish your school from others across town. Examples of powerful logo designs are [Mercedes](#), [Target](#) and [FedEx](#). Take if from these successful corporations, it is important to consistently display your logo on signage, printed material and the website. This symbol should be visible in and around the school grounds where it can be celebrated by the students and remembered by the community. To learn more, contact the district [multimedia specialist](#).

3. Take Advantage of Additional Free District Resources:

- Use **Connect-ED**, the district's phone/e-mail mass notification tool, for event updates, attendance support and simple surveys. Also includes a teacher's version. Visit www.sandi.net/ConnectED.
- Publicize school and student "good news" stories or upcoming events in the following ways:
 - **Media:** If your school has a story that you think deserves media attention, the Communications Department is available to help, or you can issue your own media advisory or press release. See [Media Tips](#) or contact Jack Brandais, media relations specialist, at jbrandais@sandi.net. Post the story on your school website.
 - **Campus Calendar:** A running list of district events open to media or the public is distributed and posted on the district website every Friday. Submit items to communications@sandi.net, noting "Campus Calendar" in the subject line. Keep an updated calendar on your school website.
 - **District Homepage www.sandi.net:** Featured videos or photos with captions posted weekly. E-mail communications@sandi.net with a video or photo (minimum 480 x 230 pixels) and brief caption, noting "District Webpage" in the subject line. Remember to post on your school website.
 - **Superintendent's Friday Notes:** Submit a brief article and optional photo to your Area Superintendent for approval for the Friday Notes e-newsletter. Submission deadline is Thursday morning for Friday publication. Create a link to Friday Notes on your school website.

- **Newsline** – Publicize upcoming events with fellow employees. E-mail communications@sandi.net, noting “Newsline” in the subject line. Include flier or web link. Due Fridays, published Mondays.
- **Display student work** at the Ed Center. Contact Jennie Breister, communications specialist, at jbreister@sandi.net.
- **Additional support:** The Communications Department can help edit website and print materials and set up a “How To” school marketing workshop for staff. Contact Jennie Breister, communications specialist, at jbreister@sandi.net.

4. Maximize Everyone’s Role in Marketing your School

Staff, parents, students and volunteers are the greatest ambassadors for your school and can help spread the word about what makes your school great. Keep them informed. Ask them for testimonials that can be included on your website and in newsletters and brochures. Tap into them for potential resources for new Partners in Education, sponsors, financial and in-kind donations, volunteers and, of course, new students.

5. Grow your Network of School Supporters and ASK for Help:

Help the local community get to know your school. Students whose parent(s) work in your area are eligible to attend your school. Invite local business and community groups to open houses, sporting events and performances as special guests. Don’t forget to include former parents and students. Make sure they know about your school’s “wish list” of services and items and **ask them** to share the list with their professional and personal contacts. Be sure to thank supporters quickly and publicly at events, on your website, newsletter, bulletin board, etc.

6. Create One Great Printed Marketing Piece and Use It:

Use one of the district [templates](#) to create your own marketing flier or brochure or enlist the support of a talented parent, student or volunteer. Or, network to find a local marketing/advertising professional who may be willing to donate talent and time. As budget allows, print and display your flier/brochure at every opportunity – front office, registration table at school events, ticket booths, local recreation center, library, local business community boards, etc. Electronic versions can be posted on your website at no cost.

7. Affordable Printing at the Central Office:

In case you haven't heard, San Diego Unified's Printing Services has added new capabilities, and more importantly, made color printing quick and affordable.

Visit www.sandi.net/schoolmarketing for more detailed school marketing information. After logging into the website, you will find:

- [Part 1: Why School Marketing Matters](#)
- [Part 2: It All Starts with Research](#)
- [Part 3: Know and Serve Your Target Audiences](#)
- [School Marketing Toolkit](#)
- [School Marketing Blog](#)
- [Related Resources](#)