

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 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. Take Advantage of Additional Free District Resources:

- Use **SchoolMessenger**, the district's phone/e-mail/text mass notification tool, to stay in touch with parents and the community. Publicize events, utilize the newsletter template, support attendance and get feedback through simple surveys. Also includes a teacher's version. Visit www.sandi.net/SchoolMessenger
- 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. Contact the Communications Department at communications@sandi.net or 619-725-5578. **Post the story on your school website.**
 - **Media 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 "Media Calendar" in the subject line. **Keep an updated calendar on your school website.**
 - **District Homepage www.sandi.net:** Featured videos or photos with captions are 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.**
 - **Unified Vision:** Submit a brief article and photo for the district news section and Unified Vision e-newsletter. Unified Vision is published monthly. **Make sure that stories and photos you submit for Unified Vision or the district website are posted on your school website. Create a link to Unified Vision on your school website. [Go to Unified Vision guidelines](#)»**

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- **Newsline** – Publicize upcoming events with fellow employees. E-mail communications@sandi.net, noting “Newsline” in the subject line. Include flier or web link. Items are posted daily.

Social Media – The Communications Department supports the use of social media, such as Facebook and Twitter, as great tools for engaging parents, students and the community if used appropriately. Review the district's [Social Media Guidelines](#) and submit a [Social Media Authorization](#) form before setting up accounts for your school.

Additional support: The Communications Department can help edit website and print materials and set up a “How To” school marketing workshop for staff. Contact Jennifer (Cornelius) Rodriguez, communications specialist, at jcornelius@sandi.net or 619-725-5598.

3. 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.

4. 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.

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

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.

6. Affordable Color Printing through Printing Services:

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](#)
- [Related Resources](#)