MARKETING YOUR SCHOOL
A strong campus image is your best marketing plan. This toolkit is designed to help you increase the visibility of your school, showcase the great things going on at your campus and engage your community.
Table of Contents

Know your story .............................................................................................................. pg. 3

Craft your elevator speech ......................................................................................... pg. 4

Build your brag sheet .................................................................................................. pg. 5

Present it ........................................................................................................................ pg. 6

Out in your community ............................................................................................... pg. 7

Your campus marquee ................................................................................................. pg. 8

Campus website: Your School I.D. ............................................................................... pg. 9

Social media: Building connections ............................................................................ pg. 10

Get the word out on campus news ............................................................................. pg. 12

Branding guidelines ..................................................................................................... pg. 13

Forms .............................................................................................................................. pg. 14

Communications Staff Directory ................................................................................ pg. 19
Before you can go out and market your school, it is essential to know what story you will tell – and it’s critical that everyone at your school is familiar with and tells the same story when the time comes to launch your marketing efforts.

**Getting Started**

To get started, meet with your staff to develop a comprehensive list of what makes your campus unique and appealing. As you make your list, think about what might attract a potential parent to your school, and include a range of items that showcase your academic programs, extracurricular offerings, parental engagement efforts and community/business partnerships.

**Some things to consider as you determine what should go on the list:**

- Awards, distinctions, honors and designations – academic and non-academic (TEA Distinction Designation, U.S. News & World Report Best High School, History Teacher of the Year, etc.)
- Extracurricular offerings (athletics, fine arts, ROTC/LOTC, etc.)
- Clubs and organizations (Robotics Club, Coding Club, Scrabble Club, Chess Club, etc.)
- Programs and events that engage your parents and community (Family Nights, monthly coffees, health fairs, special luncheons or dinners, etc.)
- Local business and organization partnerships that are directly related to education (Witte Museum, Botanical Garden, UTSA, UT Health Science Center, etc.)
- Other aspects of your campus that are appealing (friendly staff, timely response to inquiries, historic school building, proximity to desirable educational entities or school partners, etc.)

**The 3 Basic Communication Materials**

After completing your list, you will have what you need to create three basic, but important, components for your communications:

1. **An ELEVATOR SPEECH** that succinctly captures what your school is about and that will prove to be a valuable go-to tool in conversations with others outside of your school.

2. **A BRAG SHEET** that highlights your school’s selling points and can be distributed in a variety of ways.

3. **A PRESENTATION** that can be used for community gatherings and other forums.
If you meet someone at an event and they ask what your school is like – can you give them a brief, concise answer that piques their interest to learn more? Would there be a similar answer from faculty and staff at the school?

You want a short summary statement you can say in 30 seconds that succinctly captures what your campus is about. And you need to truly feel and own that statement, and share it with everyone who works at the school.

Getting started

To craft your elevator speech, you can start by asking your team a few questions – focusing on what you do, how you do it, and why you’re special. The answers to these will be a good start:

- How would you describe your school environment?
- What is special about your school?
- What is it that we are doing to help students (and staff) feel that this is a positive school, a place they look forward to coming into every day?
- What is it about what you do that really motivates you?
- What value do you provide? How do you provide this value?

Combine the key points and edit and rework until it flows conversationally and captures the most important information, but keep it simple. Elevator pitches are meant to be short, so don’t try to pack in too much information. Give just a few details – enough to make an impression.

Sample overview statements:

- At [School Name], we believe a happy, engaged child is one that learns the best. We provide lots of hands-on learning activities in math and science through our community partners and round that out with a variety of opportunities for creative learning.

- [School Name] is proud of its strong academics and extensive extra-curricular offerings. Dedicated school staff work to equip our students with the skills necessary to meet the challenges of the future.
Every school should have a brag sheet.
Write down why someone would want to attend your school – briefly listing what makes your school special, such as:
- Parent/Family nights
- Academics
- Special clubs and extracurriculars
- Awards
- College readiness initiatives
- Community partnerships, etc.

Sample titles are:
“Five reasons to find out more about School Name.”
or
“Top 10 reasons we're awesome!”

Some ideas to get you thinking:
• We hold monthly themed family nights, which draw hundreds of parents to our campus to take part in active learning with their child.
• Our student learning goes beyond the classroom, with lessons at the Witte Museum, Botanical Garden, and Inspire Community Art Center
• Thanks to our new Coding Club, 4th- and 5th-graders are learning valuable 21st-century computer programming skills that will serve them well both in school and in life.
• Fun extracurricular activities here include our Green Club, Garden Club and Running Club.
• We provide college awareness sessions, monthly College T-shirt Days, and fall and spring college visits for 5th graders.
• Our caring administration are accessible by phone or email.

Once done – distribute.
There are lots of creative ways to share your brag sheets – from posting on your website, making a hand-out, or even turning them into bookmarks. We know of one principal who created placemats. For production ideas, contact the Printing Services department at (210) 554-8350.
We've all heard that “a picture is worth a thousand words” – so a great way to market your campus is with a slide presentation or short video. Show it at community meetings, parent programs and other events, and place it on your campus website.

**Possible video or other presentation ideas include:**

- Create a principal's welcome video that humanizes your message.
- Provide a mini-tour of your campus – students could be the tour guides!
- Showcase the programs and activities of your school.
- Keep your video to a minute or less.
- Highlight success stories with interviews of those involved.
- Introduce the benefits of joining a program.
- Feature proud alum in support of school initiatives.

Drive online traffic to your website or social media page for enrollment, etc.
Out in your community

While we want the community coming into our schools, there also are great benefits to our schools being represented at events within the community. Find those opportunities in your neighborhood – and be sure to bring and display information about the wonderful things happening at your campus.

- Set up a table at a neighborhood gathering for brand awareness, enrollment, or to invite the community to a future event at your school.
- Get a booth at a neighborhood health fair to showcase your school programs.
- You know your community best – do they have cultural events, fairs, festivals or other happenings where you can establish a presence?
- Hand out your “brag sheets,” set up posters, photo collages, etc.

Block walking

Many of you do this from time to time – we know that nothing beats the personal touch of getting out in your neighborhoods and knocking on doors!

Block-walking can be done in teams as a means to share what’s going on in the schools, highlight registration timelines, distribute information or simply invite your neighbors to upcoming events.

Business/Community outreach

Reaching out to your neighborhood businesses or community organizations can create opportunities for future partnerships with your school. Not only may those employees become volunteers or featured speakers at your school, they can also open the doors to external opportunities:

- Field trips to learn the ins and outs of the business.
- Coffee shops featuring artwork created by students.
- A neighborhood theatre hosting your theatre-arts class project.

Neighborhood Association Participation

Neighborhood associations provide an opportunity to engage with your community and get the word out about things happening at your school – whether you’ve just formed a running club, won an award or are planning a fun parent/family night.

Keep them informed by:

- Sending information for their newsletter or to post on their website or social media page.
- Sharing how to get involved at your school.
- Inviting them to special events: carnivals, Veteran’s Day celebrations, plays or other productions.
Messaging to engage your community

Your marquee is an easy, no-cost way to reach the many people driving through your community.

While it’s good to include upcoming events, there is so much more that you can do to get the most out of your marquee by highlighting some of the fun learning activities and programs in your school.

Below are some examples.

• "Proud recipient of 2018 TEA Distinction Designations!"
• "Our Robotics program starts this Friday, November 15th"
• "We have the #1 science program in the city"
• "We speak code! Ask about our new Coding Club"
• "Eagles Win! Visit mightyeagles.net for our game schedule"
• "Our 8th-grade choir will be featured on channel X this Saturday at 8am"
Campus website: Your School I.D.

Your website is the best free marketing of your campus! It is a virtual campus that can be accessed 24 hours a day, 7 days a week. It is a multi-functional tool that markets your campus to potential new students and their families. It often influences the first impression of your school.

To ask questions or schedule a training on how to maintain the website, contact Brad Wehring in the Technology Department at (210) 244-2900 or bwehring1@saisd.net.

An effective campus website:

- Provides correct, up-to-date information. This is its most important purpose.
- Makes the most of the home page. The home page of your site allows every user to get a glance of the most important things about your school and choose a simple navigation path to dig deeper. This page should be updated on a regular basis and contain working links, the most recent images and upcoming school event information.
- Contains relevant content. Although content will vary by campus, there are standard content subjects that should be covered in every site. Remember, every page counts.

Each site should have:

- An overview about your school (promote what you have at your school – programs, activities, special designations, grade levels, etc.).
- Staff directory, including primary administrative contacts.
- Principal's name, photo, bio and welcome letter.
- Recognitions and awards.
- Up-to-date calendar of events.
- Parent resources, including bell schedule, PTO/PTA information, campus publications.
- Images of students* and staff, and campus events.
- Regulation information, such as Parent-Student Handbook, school supply list, dress code, etc.

*Make sure that your students have a signed permission form in order to be photographed, videotaped or audiotaped.
Your community is already on social media – and you need to join them to tell your school’s story. Social media platforms are a powerful way to relay key messages and to build community in the process.

The District allows schools, departments and programs to maintain official Facebook, Twitter and Instagram accounts as an additional means for sharing positive and time-sensitive news.

You can connect with families by sharing information in real time on fun student activities and achievements, as well as school news and upcoming events.

To set up accounts, you will need to contact Brad Wehring in the Technology Department at (210) 244-2900 or bwehring1@saisd.net.

Know your platforms:

- **FACEBOOK**: According to a Pew Research Center survey, Facebook remains the most widely used social media platform by a relatively healthy margin. It is a place to create events or share photos, articles, news, and links to your campus, program or department website. Followers can easily comment on or share your content. Highest usage among ages 35 and older.

- **TWITTER’S**: 280-character count limit makes it ideal for short messages. Typical posts include article links, school news and to links to your website. Adding photos or videos does not reduce your character count. Followers can easily comment on or retweet your content. Most popular among ages 18-29.

- **INSTAGRAM** is social sharing based only on photos and 15-seconds (or less) videos. Photo and video captions do not allow clickable links; however, you can add a link to your website in the bio. Popular among ages 35 and younger, especially females. Content is not as easily shareable.

**Engagement tips**

- Be visual. Use photos or videos as often as possible.
- If using Facebook Live video, narrate what is happening; and promote in advance.
- Create Facebook Events for school activities as well as registration events and first day of school.
- Follow other schools in the District, especially within your feeder pattern, as well as District pages and departments. Share posts relevant to your school.
- Tag other pages, especially community partners, when relevant.
- Hashtags are a good way to promote a school event or campaign.
- From your official account, like/share/retweet others, when relevant to your school.
- Tie into day, week, month observances that are related to education.
- Post reminders: school events, field trips, testing dates, upcoming holiday breaks, etc.
- Announce beforehand when your school will appear in the news; then link (or share/retweet) District news releases or news coverage.
- Turn parent handouts from Family Nights/Principal Coffees into images (jps or pngs) and upload after meetings.
Guidelines for social media interactions*

- Remember your primary audience, which is parents and community members, to help you decide what items are appropriate to post.
- Post regularly to your social media site(s) – at least once or twice a week – but be judicious.
- Write like you speak. Be informal but not sloppy. Always read a message at least twice before posting to avoid spelling or grammatical errors.
- Limit your posts to matters that fall within the scope of your professional responsibilities such as school events and activities – no personal concerns, product pitches or political commentary.
- Monitor your social media website(s) regularly and be aware of what is being posted.

- For students whose photos are posted to your page, be sure their parents have signed F1-R Permission to Photograph forms and do not identify the students by name.
- Remove any insults against an individual or posts that include inappropriate language or that are hateful, threatening, malicious or discriminatory.
- Respond quickly to comments, questions and concerns.
- Coordinate with the Communications Department (210-554-2250) in the case of emergency situations to ensure consistent communications.

*In addition to these guidelines, employees must follow all SAISD policies and procedures on social media use, including Administrative Procedure D36 and policy DH(LOCAL). Social media pages must have a minimum of two account administrators with a privacy setting set to “Public” – unless it is a classroom page, in which case you should have on file signed copies of the D36-A parent permission form.
Get the Word Out About Campus News

The SAISD Communications Department can work with you to further the effects of your marketing efforts. We are seeking your newsworthy stories.

Campus Events

We have a weekly Coming Attractions report that goes to media every Friday (with highlights of events the week ahead) and is posted on the District website. Let us know in advance! (See form at the back of this toolkit.)

Photo Opportunities

We’ll try to be there or send us your photos (horizontal format or sized at 364 x 307 pixels).

Awards, Recognition and Special Projects

• Possible media alerts and press releases.
• Possible stories in SAISD’s Insider and Vision publications.
• SAISD home page.
• Facebook and Twitter postings.

What is Newsworthy?

• Campus-wide academic achievements and/or recognitions.
• Major student accomplishments/recognitions.
• Teacher awards/recognitions.
• Unique scholastic programs or course offerings, projects and initiatives.
• New clubs.
• Topical class events/programs.
• Notable guest speakers.
• Community partnership events.
• Visual events or activities (Would it make a great photo in the newspaper?)

Let Us Know

See the Upcoming Events form in the back of this toolkit.

Contact your SAISD Communications Department at (210) 554-2250

Make sure that your students have a signed permission form in order to be photographed or videotaped (form in the back of toolkit).
SAISD Logo Quick Reference Sheet

This quick reference sheet is intended to be used as a guide to implement the San Antonio Independent School District logo in a number of applications and configurations. If you have any questions about the proper use of the SAISD logo, please contact the SAISD Printing Services department.

The Logo Design
The official SAISD logo is composed of three elements: the silhouette of the Alamo, the outline of an apple and the acronym of San Antonio Independent School District.

Logo Variations
The following examples are the only acceptable use of the logo.

COLOR
BLACK
REVERSED ON COLORED BACKGROUND
WHITE ON BLACK BACKGROUND

Logo Violations
Any variations from the guidelines detailed in this reference sheet are unacceptable. Here are some examples of incorrect usage of the logo.

Avoid these common mistakes.

PORTION
DO NOT stretch, distort, rotate or condense the logo.

COLOR
DO NOT alter the logo official district color.

MODIFICATIONS
DO NOT add other design elements to the logo.

QUALITY
DO NOT use blurred or pixellated versions of the logo.
FORMS
Please complete this form to notify the Communications Department of your school’s newsworthy events. In order to be considered for coverage, the form must be completed and sent at least one week in advance to: DSilliman1@saisd.net

<table>
<thead>
<tr>
<th>School: __________________________</th>
<th>Address: __________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact: __________________________</td>
<td>Phone: __________________________</td>
</tr>
<tr>
<td>Who? (Participants and/or major players)</td>
<td></td>
</tr>
<tr>
<td>What? (Brief details)</td>
<td></td>
</tr>
<tr>
<td>Where? (Exact location)</td>
<td></td>
</tr>
<tr>
<td>When? Time    Date</td>
<td></td>
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<tr>
<td>Visually?</td>
<td></td>
</tr>
<tr>
<td>Why? (What makes this story especially newsworthy?)</td>
<td></td>
</tr>
</tbody>
</table>

__________ We can supply photos (if Communications staff cannot attend)

__________ Communications may notify media
SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

PERMISSION TO PHOTOGRAPH, VIDEOTAPE OR AUDIO RECORD

Campus: _____________________________________  Principal’s Name: __________________________________

Purpose:
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________

Description of the Activity:
____________________________________________________________________________________________________
____________________________________________________________________________________________________
____________________________________________________________________________________________________

Date(s) of Activity: _______________________________

Signature of Teacher/Sponsor: _________________________________________            Date: ________________________

☐ Approved  Does require parent permission
☐ Not approved  Does not require parent permission

Signature of Principal: _______________________________________________             Date: _______________________

School: ________________________________________________       Phone Number:  ____________________________

Student’s Name (Please print):  ___________________________________________________  Grade: ______________

   Last                                       First                              Middle

Parent/Guardian’s Name: _________________________________________________     Date: _______________________

Address: ______________________________________________________________      Zip Code: ___________________

Home Phone: ________________________________________________  Work Phone: _____________________________

As the parent or guardian of the above-named student, I hereby grant permission to photograph, videotape or record my child for this purpose.

Signature of Parent/Guardian: ____________________________________________  Date: _______________________

Please return this signed form to your child’s school.

Original - Principal Copy - Requestor

San Antonio Independent School District does not discriminate on the basis of race, religion, color, national origin, gender, or disability in providing education services, activities, and programs, including vocational programs, in accordance with Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; Section 504 of the Rehabilitation Act of 1973, as amended.

July 2010            FORM F33-A
SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

PERMISO PARA FOTOGRAFIAR, VIDEOGRABAR O GRABAR AUDIO

Escuela: ________________________________ Nombre del Director: ________________________________

Propósito: ____________________________________________________________________________

_____________________________________________________________________________________

Descripción de la Actividad: __________________________________________________________________________

_____________________________________________________________________________________

Fecha (s) de la Actividad: ____________________________________________________________________________

Firma del Director: ________________________________ Fecha: __________

Escuela: ________________________________ Teléfono: ________________________________

Nombre del Estudiante
(Letra de molde): __________________________________________________________________________

Grado: ______________ Apellido Primer Nombre Segundo Nombre

Nombre del Padre/Madre/Tutor: __________________________________________________________________________

Dirección: __________________________________________________________________________ Código Postal: __________

Teléfono de la Casa: __________________________________________________________________________ Teléfono del Trabajo: __________

Como el padre / madre o tutor del estudiante antes mencionado, yo doy permiso para fotografiar, video grabar o grabar audio de mi hijo(a) para este propósito.

Firma del Padre/Madre/Tutor: ________________________________ Fecha: __________

Por favor firme y regrese esta forma a la escuela de su hijo(a).

Original - Director Copia -Requirente

Es norma del Distrito Escolar Independiente de San Antonio de no discriminar por motivos de raza, religion, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales, tal como lo requiere el Título VI de la Ley de Derechos Civiles de 1964, según enmienda, el Título IX de las Enmiendas en la Educación, de 1972, y la Sección 504 de la Ley de Rehabilitación de 1973, según enmienda.