



2023 /2024

Marketing Advertising

CLEVELAND METROPOLITAN SCHOOL DISTRICT

2023 - 2024
**Marketing
Advertising**

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OVERALL STRATEGY

This document provides an overall plan, direction and timetable for the marketing and advertising activities for CMSD during the 2023 - 2024 school year.

In 2017, CMSD began a new marketing initiative based around the theme of "Get More With CMSD." That campaign was designed to showcase all the features and support services that students and families receive when they enroll at CMSD school. That campaign continues today and the "Get More" logo is prominent on many enrollment-based marketing materials and district advertisements.

Recent focus group and community research shows that while the "Get More" campaign is now well connected to CMSD, families and the community are looking for more specific information within the marketing and communications that originate from CMSD.

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TRIAD RESEARCH GROUP

In June, 2022, The Triad Research Group conducted a series of focus groups within the Cleveland community. The purpose of the focus groups was to learn more about participants' opinions and attitudes about CMSD, as well as effective ways to communicate with them. Information was also collected on what they thought of our image and the marketing materials CMSD produces.

Below is are some of the top-level findings (that relate to marketing and communciations)

- The most important issues facing the schools today include **Bullying/ violence/ lack of security.**
- Students aren't well prepared for the life transition that occurs after high school.
- The **quality of teachers/education** "seems like it's slipping."
- Participants said they're getting most of their information "word of mouth."
- Some said email was a good way to communicate with them, although many admitted they "don't always read all my email."
- Several parents said individual conversations with teachers by phone [as compared to pre-recorded phone messages] would be a good communications strategy.
- Most CMSD parents said they'd like to have more information about the Cleveland Schools, but they "**want facts, not vague statements.**"
- Those who wanted more information said they'd like:
 - **Facts and statistics** about the district.
 - The percentage graduating and going to college or trade school.
 - **Facts about the teaching staff.**
 - Information about **Say Yes to Education and the PACE program.**
 - **Vocational opportunities for students post-graduation.**
- A few CMSD parents said they thought the mailing contained "valuable information," however, did not think the information was valuable to them because it was "**too vague.**" -- "**It doesn't give you any facts.**"

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ALMA GROUP RESEARCH

The Alma Group is an outside consulting firm that was hired by the CMSD Board of Education to assist with the selection of the district's new CEO. As part of their contract, they conducted a series of focus groups in the early spring of 2023 to gather stakeholder and community input about important issues the next CEO must face.

Below are some of the top-level findings (that relate to marketing and communications)

Top Five Concerns

- Safety and Security
- Retention – few incentives for teachers and staff to maintain demanding positions.
- Access to CTE Pathways – students need more experiences to prepare for careers.
- Distribution of Resources – not all schools have access to the same allocations.
- Attendance – significant issues with attendance and truancy across grade levels.

Additional Concerns

- Championing school choice for families and students.
- Supporting the "Say Yes" program for students to begin thinking early in their academic experiences about life after high school.
- Emphasizing Social-Emotional Learning (SEL) for students to help them reintegrate into their school communities following the pandemic and to provide holistic support for them as they navigate the complexities of their world.
- Collaborating with community partners to create summer learning opportunities and wrap-around supports for families to keep students engaged year-round and to amplify their connection to the community.
- Enrolling our youngest students in Pre-K programs is a step in the right direction to ensure that our students are poised for academic success from the start.

The underlying strategy for 2023-2024 was built around the Triad and Alma Group findings and input from various departments, school principals, parents and other key stakeholders.

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OUR GOALS FOR 2023-2023

Our goals for the upcoming academic year represent a mix of goals based on different areas and departments within CMSD.

- Complete custom brochure or rack card for all schools.
- Complete or update website and social media page for at least 50% of all schools.
- See an increase in overall recruitment of new student by 5%.
- Provide a training/professional development seminar for all school principals.
- Collect data on attendees at all district-level events and follow-up with custom marketing materials for at least 40% of all attendees.

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OVERALL STRATEGY FOR 2023-2024

The underlying foundation for the advertising and marketing direction for the next academic year will be built on the foundation developed by the "Get More" campaign. However, we must start enhancing it by incorporating the feedback obtained from Triad and the Alma Group research.

- **District Level** - We will continue with general awareness advertising for the District, including the "Get More" support services, however we begin to emphasize district-wide data such as:
 - CTE and PACE
 - Say Yes scholarships and support services
 - School choice built around neighborhoods
 - Credentials and professional development for faculty and staff
 - Infrastructure improvement including safety enhancements
- **School Level** - More emphasis will be placed on localized marketing and advertising of specific schools with key messages that are unique to the community around the school. Messages will also focus unique selling points (USPs) for that school, such as programs, activities, faculty credentials, notable alumni, etc.
- **Data Points** - Incorporating "Facts and figures" was identified as a priority for some of our marketing and advertising by the community. Marketing message for enrollment, recruitment and community will contain statistics that demonstrate success and achievement within each school and the district overall.

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OVERALL THEME

We will continue to build on the Get More theme started in _____. The Get More logo will continued be displayed, when appropriate, on external marketing materials and advertisements. Gradually, we will begin to incorporate the theme was developed for the 2023-2024 Academic Calendar of "**A Growing Momentum.**"

This theme provide a positive and forward looking vision that builds on the success, pride and growth of our students, families, faculty and staff to providing the best educational experience possible for all!

Key Messages

The goal with our key messages is to showcase points of pride in each of our local schools within the framework of CMSD's numerous support services. The exact wording for our key messages is still in development, but will be based on the following concepts:

- ***District Data & Points of Pride***
Use data to reinforce "how we are doing" in several key academic areas including closing the gap, teacher credentials, support services, infrastructure investments, and reducing the technology divide.
- ***Unique Selling Points of Each School***
We will identify and then promote the unique selling points of each school. This may be CTE offerings, atheltics, arts, etc. Each school has a unique story and rich history; we need to tell it!
- ***Growing & Positive Data Points for Each School***
As part of the marketing for each school we will use data points to reinforcde the success and forward momentum of the school. We want families to see "facts" about what the school is accomplishing.
- ***Strong Ties To Surrounding Communities***
The marketing messages for each school must relate strong to the community in which it resides. While families have many school choices within CMSD, they often look at the school(s) close to where the live. Our messages must be strong and compete against private or other schools in their neighborhood.

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LOCALIZED MARKETING & ADVERTISING FOR SCHOOLS

One major component of our strategy for 2023 - 2024 is to increase the marketing and advertising of our individual schools. This strategy identifies specific marketing tactics for each school based around their local community/neighborhood while still have support from the District for overall CMSD branding.

Each school must focus on marketing to **external** audiences and marketing to **internal** audiences.

External Marketing Tactics

The CMSD marketing team will assist each school in marketing to external audiences. The purpose of this marketing is to help recruit new students. The local marketing tactics includes key messages and data points that relate to the specific school.

- A custom designed brochure or rack card for school, containing photos, "data points/points of pride", unique selling points (USPs), and messages unique to local community.
- A "Site Sign" in front of the school with enrollment messages (or banner for outside of the building). These are 4'x8' signs on poles).
- Small ads in the local community paper(s).
- Creating a website and social media presence. Then using the online tools to establish regular and ongoing engagement with the students, families and community.

Internal Marketing Tactics

Each school will focus on their internal marketing efforts. The purpose of this marketing is to help recruit new students. Example of this include:

- Fliers and banners for school events (using templates).
- Establishing a welcome and inviting presence around the building and inside.
- Use online tools to establish regular and ongoing engagement with the students, families and community.
- Developing relationships with the community through events and door-to-door canvassing when required.

Where possible, each item produced will have a method to track its use such as an unique QR code or URL or other method.

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SAMPLE MARKETING GRAPHICS

The following pages provide some samples of designs for various marketing items including district-wide ads and localized ads for each school

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School Site Sign

Example of school "site-sign" to be used for enrollment. These signs are more visible than yard signs. Each sign will be custom-designed for the school but also contain basic CMSD branding. Typically, these signs are placed on the school grounds in a visible location, but can also be displayed at other locations.



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School Brochure

Example of school brochure for recruitment. Each brochure will be designed for the school with photographs, data-points, and other unique selling points about the school. The brochure will also contain CMSD branding and info about district-wide support services.

Welcome

Find your future at East Tech High School!

Our unique learning approach helps give scholars a head start for the college or career that awaits them upon graduation. Career Technical Education (CTE) bridges the gap between high school and postsecondary plans. At East Tech, students engage in active learning, using the New Tech model, with success measured through key benchmarks and capstones.

East Tech students also have access to a variety of internships, apprenticeships, and job shadowing opportunities that further enable them to grow and prepare for the workforce or college upon graduation. This enables students to have a voice in their progress while focusing on skills they can use in specific occupations.

- Project Lead the Way, STEM engineering curricula
- Robotics
- Air Force JROTC
- Closing the Achievement Gap (CTAG)
- Boys & Girls Club, in-house activities
- Supportive partners, including City Year, AfterSchool All Stars, Tri-C, Friendly Inn and Youth Opportunities Unlimited

The Career Tech Advantage

Career Technical Education (CTE) is available to students in grades 9-12. Incoming freshmen are introduced to career pathways through orientation coursework in their first year before seeking a course that is specific to their chosen career path in grades 10-12. With the certificates and credentials students earn upon graduation, CTE students have a competitive advantage as they advance toward careers in their chosen field.

Say Yes! Scholarships

Students who are continuously enrolled in a CMSD or partnering charter high school from 9th grade through graduation, are eligible for a "Say Yes!" scholarship to apply towards a college, university or an accredited career training program, upon graduation, which is another advantage of enrolling in the four-year CTE program at East Tech. This scholarship is good toward any 4-year school for students who live in Cleveland or an area served by CMSD.

PACE Program

The Planning and Career Exploration (PACE) ensures that every child in grades 6-12 engage in goal-oriented planning and preparation for college and careers, through an in-school curriculum, out-of-school experiences, and career advising from middle grades through high school graduation.

ENROLL TODAY!
216.838.1000
ClevelandMetroSchools.org/EastTech


3400 East 59th Street, Cleveland, OH 44106

CLEVELAND METROPOLITAN SCHOOL DISTRICT

East Tech High School
Find your future here!




ClevelandMetroSchools.org/EastTech

Five Career Pathways Toward Your Future



1 Culinary Program

Students at East Tech's renowned Culinary Program operate their own restaurant, The Executive Cafe, a student-run restaurant open to the public. This state-of-the-art facility enables students to gain real-world experience and is part of a \$6.6 million investment in this East Tech High School career pathway.

East Tech culinary students also have the unique advantage to work back in school at Ohio.

Horticulture

Students gain hands-on experience in growing plants, creating floral designs, and learning how to run their own business in East Tech's new greenhouse located on the Worthington Park campus. Students serve the public through annual events that include the CMSD greenhouse and holiday fundraisers, selling spring hanging baskets and more, and the "Sustainable Day" arrangement event. Students prepare for careers in landscaping and architectural design.



Urban Agriculture

Students are trained in urban agriculture, explore animal husbandry, plant, identify, food systems, and business in dynamic classroom space. Like the school's hydroponic production system, students grow plants, vegetables, and herbs for the Executive Cafe restaurant.

Students complete independent projects to actively learn in group settings, and connect with the community through internships and guest presentations.

Hospitality

Students trained in career in food, destination and event planning can explore the exciting hospitality pathway that offers comprehensive coursework in management and customer service skills and prepares students for careers of quality hospitality experiences.

Real-life, authentic, engaging student projects will prepare to enter one of the world's largest and fastest-growing industries.



Animal Science

Students who love animals can explore Animal Science careers through a curriculum that focuses on animal nutrition, feeding and caring for animals, animal behavior, timely companion care, and application of training techniques for companion animals.

Students provide hands-on care to animals that are part of their classroom environment and include birds, mammals, and reptiles. The animal science program produces all-natural, humane-made dog biscuits that are sold to the public in our student-run Executive Cafe.



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Display Advertisement for Local Publication

Example of an 1/3 page ad that can appear in a local/community publication promoting enrollment for the school. Each ad will be designed for the school with photographs, data-points, and other unique selling points about the school.

The ad will also contain CMSD branding and info about district-wide support services.

THE PLACE WHERE STUDENTS CAN BEGIN THEIR CAREERS

EAST TECH HIGH

20 Some type of data point about East Tech goes here

5.6% Some type of data point about East Tech goes here

2,500+ Some type of data point about East Tech goes here

7,500+ Some type of data point about East Tech goes here

\$7m Some type of data point about East Tech goes here

 ClevelandMetroSchools.org/EastTech | 216.838.3675

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Sample Advertisement For District Branding

Below and on the following pages, are samples of “district-level” marketing materials designed to promote the overall CMSD branding. Based on feedback from focus groups as will contain “data points” (when appropriate) to help demonstrate the progress and achievements being made in various areas.

Ads will also include custom photography of CMSD students and schools that show joyous learning and achievements and a strong “call to action” to enroll (when appropriate).

CLEVELAND METROPOLITAN SCHOOL DISTRICT

The first step in
MAKING YOUR CHILD'S DREAMS COME TRUE IS CHOOSING A CMSD SCHOOL

More than 100 schools located throughout Cleveland Neighborhoods.

Our schools cover the wide spectrum of learning and offer a variety of extracurricular and community activities. Families can choose which CMSD school best fits the student's strengths and interests regardless of where they live.

<p>ELEMENTARY SCHOOL CMSD's highly rated elementary schools provide a strong foundation for learning and growth. Our schools offer a variety of enrichment programs and activities to support your child's learning and development.</p>	<p>\$7m paid in 2023 for Scholarships since 2015</p>	<p>7,500+ CMSD students participating in the Reading and Career Preparation (RACE)</p>
<p>KINDERGARTEN CMSD's kindergarten provides a solid foundational foundation that helps prepare your child for academic achievement and emotional well-being.</p>	<p>51 new classroom buildings with 3,000 sq ft per room</p>	<p>★★★★ Top rated urban district in Ohio for student growth (Education Week)</p>
<p>ELEMENTARY/MIDDLE Together, our elementary and middle schools provide a strong foundation for learning and growth. Our schools offer a variety of enrichment programs and activities to support your child's learning and development.</p>	<p>1,129 students enrolled in our Rapid Response program each year</p>	<p>\$1.6m spent this year for security enhancements</p>
<p>HIGH SCHOOL Students have a choice in selecting from among our 80 high schools to find the best match for their educational interests.</p>		

ENROLL NOW FOR FALL. SPACES ARE FILLING UP FAST

Go to [ChooseCMSD.org](https://www.ChooseCMSD.org) or call 216.421.2000

SUPPORT OUR SCHOOLS! **SAY YES! Cleveland**

THE CMSD EXPERIENCE **get MORE**



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Sample Advertisement For District Branding (continued)

Not all district-wide ads will contain data-points. Below is an example of a two-page spread that focused on provide details about our school. However, we can subtly add data points to the copy to reinforce specific details.

The first step in MAKING YOUR CHILD'S DREAMS COME TRUE IS
CHOOSING A CMSD SCHOOL

The Cleveland Metropolitan School District (CMSD) serves more than 36,000 students in approximately 100 locations. Our schools cover the entire spectrum of learning and offer a variety of extracurricular and community activities. Families can choose which CMSD school best fits their student's strengths and interests regardless of where they live.

PRESCHOOL
CMSD's highly rated (4 & 5-star) full-day preschool programs are FREE and provide young children with a high-quality curriculum and developmentally appropriate fun and engaging learning activities. We also provide students with free breakfast, lunch, an iPad, free learning apps, and opportunities to attend field trips.

KINDERGARTEN
CMSD's kindergarten provides a sound educational foundation that helps boost a child's academic achievement and emotional skills. Our FREE offerings include full-day kindergarten, breakfast and lunch, hearing screening, vision exam & glasses, dental (at select schools), breakfast and lunch, and an iPad or laptop.

ELEMENTARY/MIDDLE
Grades 1 through 8 continue to provide students with the foundations for academic achievement. Students develop their reading, math, language, communication, and other critical thinking skills.

HIGH SCHOOL
High School is where students participate in advanced learning opportunities and begin to prepare for life after high school including career training or college preparation. Students have a choice in selecting from among our 30 high schools to find the best match for their interests and passions.

Go to ChooseCMSD.org or scan here to enroll!

THE CMSD EXPERIENCE *get MORE*

SUPPORT SERVICES/ SCHOLARSHIPS | **Say Yes! Cleveland** | FREE college and trade school tuition scholarships for four-year CMSD grads! Go to SayYesCleveland.org to learn more.

CLEVELAND METROPOLITAN SCHOOL DISTRICT

Ads that are promoting district-wide events will be more targeted toward the intended audience and may have a few data point but some ads will not, depending on the event and its purpose.

CLEVELAND METROPOLITAN SCHOOL DISTRICT

ANOTHER **FREE** Amazing Summer!

THE 2023 CMSD Summer LEARNING EXPERIENCE

The CMSD Summer Learning Experience offers fun and adventure for students in grades PreK-12...and it's **FREE!**

\$7m Lorem ipsum dolor sit amet, consectetur adipiscing elit.
1,129 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
110 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
55+ Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Free Program!

ENROLL NOW
ClevelandMetroSchools.org/SummerLearning

"WITH EVERY ACTION, THERE IS AN EQUAL AND OPPOSITE REACTION."

On March 19, 2020, Ohio Governor Mike DeWine announced that all schools in the state would close for an extended spring break due to the COVID-19 outbreak.

CLEVELAND METROPOLITAN SCHOOL DISTRICT PRESENTS

MOMENTUM

From Pandemic to Cleveland's New Way of Learning

FREE PREMIER
 MARCH 16, 2023 6:00 pm
 Capitol Theatre, 1390 W 65th St

Panel Discussion Following the Film

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Sample Marketing Book For District Branding (continued)

Below is an example of how we can market district-wide programs such as the High School Choice Fairs, but still have data points for both district support programs (e.g. Say Yes) and for individuals schools.

CLEVELAND METROPOLITAN SCHOOL DISTRICT
2023-24
HIGH SCHOOL CHOICE
A complete guide to CMSD high school...
ChooseCMSD.org

The first step in MAKING YOUR DREAMS COME TRUE IS CHOOSING YOUR HIGH SCHOOL
As you prepare to enter high school, you have many choices to make. Perhaps your most important decision is selecting a high school that is right for you. We know that one size doesn't fit all, especially when it comes to high schools. It is important that you attend positions you for success beyond high school. At CMSD we give you a choice in selecting from among our 30 high schools to find the school the best match for your interests and passions.

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SAY YES CLEVELAND
Scholarships
Choosing CMSD for your child's high school experience also brings a big bonus with it. Every student who is continuously enrolled in a CMSD high school and lives in the City of Cleveland or District from ninth grade through graduation will receive a Say Yes Cleveland tuition scholarship.
The Say Yes scholarship can be used toward career training or for college. The scholarship covers up to the full value of tuition, minus federal and state aid, to all public colleges, universities and Pell-eligible training programs in Ohio and more than 100 private colleges and universities across the country.
Support Services
Say Yes also has placed a family support specialist in every building to organize services, tailored to individual school needs, that help families overcome barriers to success. Services include mental health counseling, legal assistance and more.

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- 1,129 Lorem ipsum dolor sit amet, consectetur adipiscing
- 110 Lorem ipsum dolor sit amet, consectetur adipiscing

For more information on the program, go to SayYesCleveland.org
9 | Learn More at ChooseCMSD.org

PACE - PLANNING AND CAREER EXPLORATION
PACE helps all students chart a course to living wage jobs. It is a new way of thinking that shifts the conversation adults have with scholars from "Will you attend college or go straight into a career?" to "What is your career goal? Here are multiple ways you can get there."

FOR THE FUTURE
Community, college and career planning centers are operating in 19 high schools.

Campus International High School
The level of classes that students take as juniors and seniors is equivalent to college-level coursework. At the conclusion of all IB courses, students sit for an exam that, in addition to helping them earn the IB diploma, can gain them college credit with qualifying scores.

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- 55+ Lorem ipsum dolor sit amet, consectetur adipiscing

CAREER INTERESTS
CSU Cole Center
3100 Chester Ave
Cleveland, OH 44114
216.838.8100
SCHOOL WEBSITE
ClevelandMetroSchools.org/CBIS

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The key to effective student recovery is to implement solid processes to identify why a student left and then re-establish communications and activities to re-enroll.

Recovery is the stage where we attempt to re-enroll students who left the school or the CMSD system. This stage is built on trying to understand why the student left and then identifying ways to repair that relationship.

1 DATA ANALYSIS

Develop a process for contacting students who leave and gain information on why they left.	District
Work with Enrollment to identify possible trends or patterns in why students left.	School
Prioritizing students who can return and those who can't (moving out of the state, for example).	District & School
Research to see if there another school within CMSD that might better meet the student's needs?	District & School

2 REESTABLISH COMMUNICATIONS

Once we have identified a student who has left and determined that it is a valid reason to implement a recovery technique, we can use a variety communication methods to re-connect with the student and their family/caregiver.

Personal communications or outreach by past teacher or principal	School
Outreach by parent ambassador or other influential person in the student's life and academic career	School
Use various digital communications such as a personal email or re-sending of a school email newsletter.	School or District
Personal or printed invite to come back to various school events as an attempt to recover & re-engage	School

3 FORMULATE THE ASK

Develop a process, messages and training for asking the former student to re-enroll	District
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Overall Assumptions

The suggestions and tactics outlined in the Phase II strategy assume that the following items will be implemented and completed.

- The list of schools participating in Phase II will be reduced (from Phase I) and categorized according to need.
- The funds for producing and implementing the tactics will come from each school.
- Each school will complete the “Required Baseline Elements” listed in the document.
- Enrollment data for each of the schools selected to participate will be provide by the School Choice and Enrollment department.
- An additional designer will be brought on board the Marketing team to focus primarily on the needs of the schools.
- An additional webmaster will be brought on board the District to focus primarily on the needs of the schools.
- Each school will assemble a small (3-5 persons) team to help review and implement the tactics.

