



# High School Choice Marketing Brief

DRAFT - 10/18/23

## DESCRIPTION:

High School Choice is an annual initiative where 8th-grade students participate in a series of events to help them select their CMSD high school. The initiative consists of in-class exercises through True2U, visits to the High School Choice fair with their teacher/counselor or principal during the day, and the opportunity to attend the Family High School Choice Fairs with their parents or caregivers.

During these events, students receive a variety of materials to help inform them and their parents/caregivers about the programs and activities that each of CMSD's high schools provide. After reviewing the information, the parents/caregivers go online and submit the student's top 5 school choices. In late January, students receive notification of their assignments and can either accept or reject the assignment.

## EVENT: HIGH SCHOOL CHOICE FAIRS

- School-sponsored visits to the High School Choice fairs
  - December 4<sup>th</sup> – December 8<sup>th</sup>
- All CMSD 8th-grade students and students from various charter schools will have the opportunity to visit the fairs during the day.
- Family High School Choice Fairs take place in the evening and are open to the families/caregivers of the students and prospective students.
  - East Side: Dec 6<sup>th</sup> at EPC from 5 pm – 7 pm
  - West Side: Dec 12<sup>th</sup> at Max Hayes from 5 pm – 7 pm
- NEW FOR 2024 – Parent Education Sessions. To attract more parents to the evening family choice fairs, the district will hold several educational/informational sessions at each evening fair. These include:
  - Children with Special Educational Needs
  - Athletics at CMSD High Schools
  - CMSD Graduation Requirements
  - Applying At Criteria Schools
  - CTE vs. College Prep Programs and Schools

## KEY AUDIENCE(S)

- Primary:
  - Families with children in 8<sup>th</sup> grade at a CMSD in Cuyahoga County considering High Schools.
  - Families with Children in private and charter schools need to find a high school for their child.
  - Influencers (faculty, guidance counselors, etc.) of 8th-grade students

## KEY MARKETING MESSAGES

1. Explain how the High School Choice program works.
2. Review who is eligible and the process for selecting/registering.
3. Review program offerings for each school.
4. Create a sense of urgency for families to make their top 5 choices.
5. Promote all of the CMSD support services.

## MARKETING MATERIALS

- The High School Choice book. This is a guidebook that reviews all the schools and walks parents and students through the steps required to register.
- High School Choice program. This is a small brochure that attendees pick up at the Fair.
  - Welcome message from CEO
  - Reminders about key dates
  - Overview of how to enroll online
- School Flyer – Each school will have a 1-page (double-sided) flyer that markets their school and can be inserted in the pocket folder.
- Special “perforated” permission slip with the top half being a reminder about the fairs.

## Key Dates & Activities

Date	Item
11/1/23	Ads for Enrollment Fairs begin appearing in local publications
11/1/23	Social media posts start Social media paid ads start
11/8/23	electronic “Save the Date” to the 8th-grade staff at CMSD and Charter Schools
11/12/23	Mention in CMSD 360
11/13/23	“Permission Slip & Promo Card” delivered to schools
11/13/23	Postcards mailed to Charter students/families
11/13/23	Billboards begin appearing and run to 12/14/23
11/15/23	Digital fliers sent to Network Leaders to distribute to school principals with instructions
11/19/23	Mention in CMSD 360
11/26/23	Mention in CMSD 360
11/28/23	Short video of Dr. Morgan promoting Choice Fairs launched
11/30/23	Choice Books arrive at EPC Fair Programs arrive at EPS
12/1/23	Social media “East Side Fair” This Wednesday
12/3/23	Mention in CMSD 360
12/4/23	High School Choice fair preview event (time TBD)
12/4/23	School Choice portal opens
12/5/23	IVR to Families – reminder about East Side Fair
12/6/23	Social media “East Side Fair” tonight
12/6/23	East Side Fair
12/8/23	Social media “East Side Fair” This Tuesday
12/11/23	IVR to Families – reminder about West Side Fair
12/12/23	Social media “West Side Fair” tonight
12/12/23	West Side Fair
1/12/24	School Choice Portal Closes for Round One
1/24/24	Round One High School Assignments Released