



## BACK-TO-SCHOOL OPENING

### Event: Start of School Promotions

This document summarizes a variety of marketing and communication activities surrounding the opening of Schools for the 2023-2024 academic year.

### KEY AUDIENCE(S)

- All CMSD scholars and their families/caregivers.
- The public and those considering registering their child for a CMSD school.

### KEY MESSAGES

- Promote the different start dates for the schools.
- Promote the Back-to-School page.
- Promote the EduLog Transportation app.
- Remind the scholar and family of the school they have chosen along with the address, hours, and other details.
- Provide information about transportation assignments.
- Promote our school choice offerings and the unique programs they offer.

### MARKETING & COMMUNICATION ACTIVITIES

1. **BTS Mailer** – Two different mailers that will be sent to all students/families that contain pertinent information about their school and transportation options.
2. **School “Walk In” Registration Sheet** – similar to the mailer but this will be completed by staff during the registration process and given to the parent prior to leaving the registration center. Additionally, this sheet will provide details on how and when the parent/caregiver can get transportation info through EduLog.
3. **Back To School Page** – Update page with 2023-24 information (Note: will highlight the EduLog system).
4. **Start & End Times** – Sheet showing the start and end times for each school.
5. **EduLog Portal Page** - Update page with 2023-24 information highlighting the transportation routing info available 24 hours after registration.
6. **EduLog Video** – Would like a short 1 or 2-minute video showing how to download the EduLog app, how to sign in, and how parents can use it to find the students’ transportation info.
7. **IVR** – Various messages going to parents about key dates and promoting the back-to-school web page.
8. **Social Media** – Posts reminding everyone about upcoming school start dates, the back-to-school web page, transportation changes/EduLog, etc.

## BACK TO SCHOOL MAILERS

### Phase 1 (Year-Round/Extended Year)

- The vendor is adding data for all languages & digitally printing mailers.
- Mailers will drop on Friday, July 21 (first class)
- Schedules to arrive in homes around July 24th.
- PDF files will be sent electronically to schools for them to print and distribute at meet & greets if desired.
- MC2STEM: Still waiting for the final data file. Transportation data was given to IT last week - needs to be merged and set up exactly like previous data files for variable printing.

### Phase 2 (Traditional)

- English & Spanish shells have been printed.
- Artwork for the other 4 languages is to be provided by Thursday, July 20.
- The data from Transportation will be sent to IT on Friday, July 21.
- IT will provide a date that the data files will be sent to the printer.
- The target date for delivery to homes is the week of August 7<sup>th</sup>.
- PDF files will be sent electronically to schools for them to print and distribute at meet & greets if desired.
- *Key Dates for Phase II*
  - July 19 Last day for registration data to be included for Phase II mailers.
  - July 21 Data will be sent to the printer around 3:30 pm
  - July 24 Transportation information for registrations after July 21 will be available on EduLog
  - July 25 Registration/enrollment Center begins using “Walk-In” forms.

### “Walk-Ins” (Student Who Register After July 21)

- Parents will receive a handout at registration with information about:
- School name, start time, M&G, QR code for EduLog.
- Instructions on using EduLog for looking up transportation details.
- HS students will receive transportation info on the sheet (typically “walkers”)

## MILESTONE DATES FOR MARKETING & COMMUNICATIONS

Date	Item
July 24	Reminder on social media about year-round and early start schools
July 24	BTS web page updated with graphics, start times, and other updates
July 24 (week)	Phase I BTS mailers begin arriving at homes
August 1 (week)	Social media posts about EduLog (with video if possible) Social media posts about where/how to register
August 7 (week)	Phase II BTS mailers begin arriving at homes
August 10	Reminder IVR/School Messenger sent about start of school
August 10 (week)	Social media posts about EduLog
August 14 (week)	Social media posts about school meet & greets Social media posts about EduLog Social media post about where/how to register
August 21	Video of Dr. Warren Morgan, II welcoming everyone back to school First day of school for regular start schools