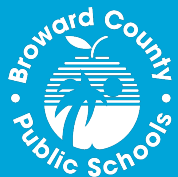


# Opportunity: Reclaiming Students from Closed Charter Schools



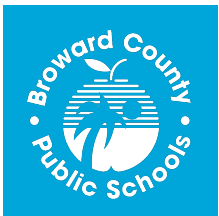
**Collaborative Meeting ▫ October 30, 2015**



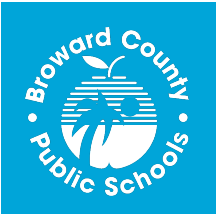
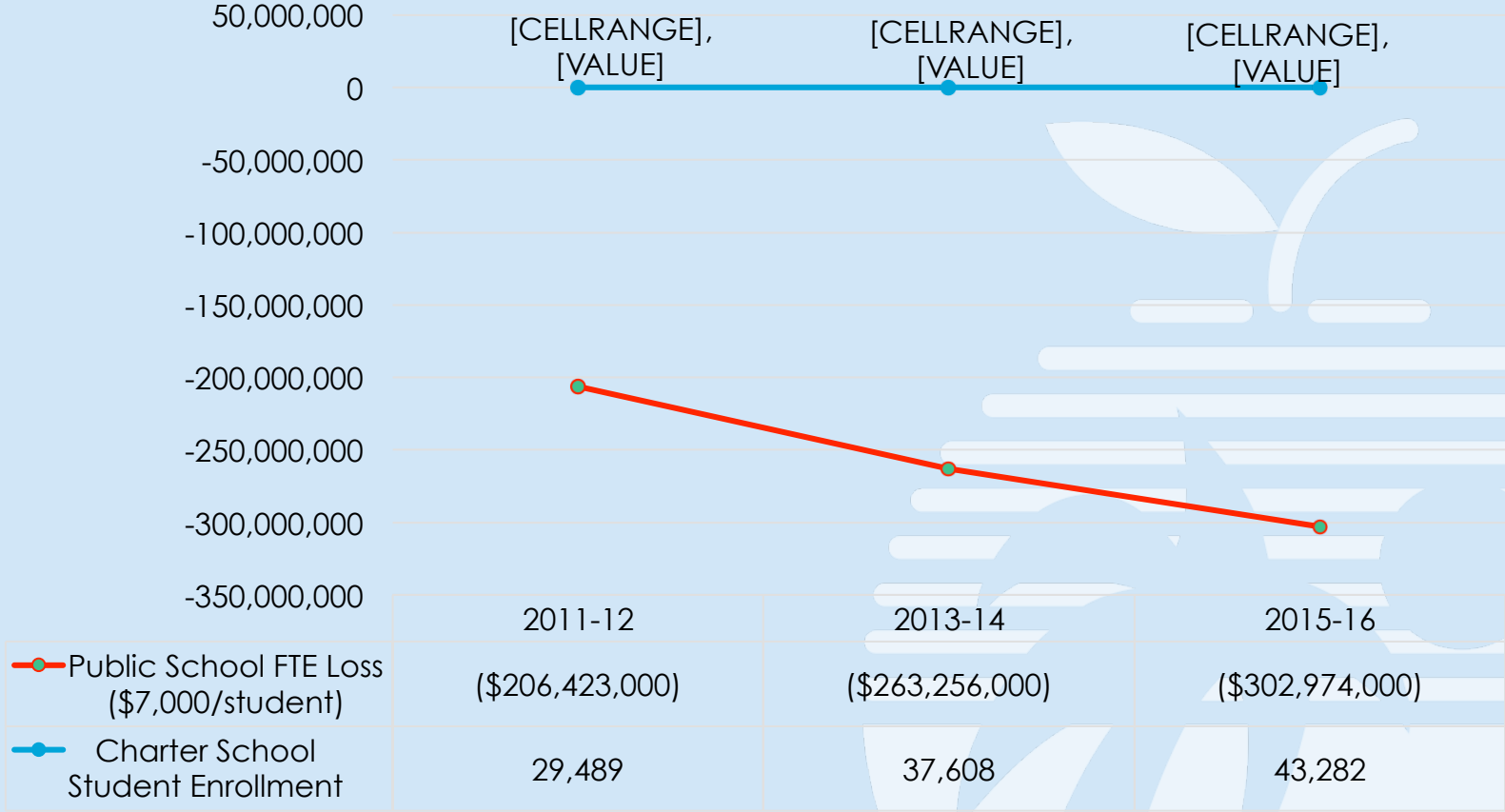
**BROWARD COUNTY PUBLIC SCHOOLS**

# Today's Presentation

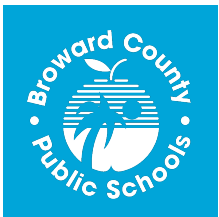
- Discussion of Opportunity
- Integrated Marketing Approach
- Results of Direct Mail Initiative
- Key Takeaways
- Questions



# Charter Enrollment



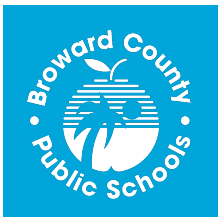
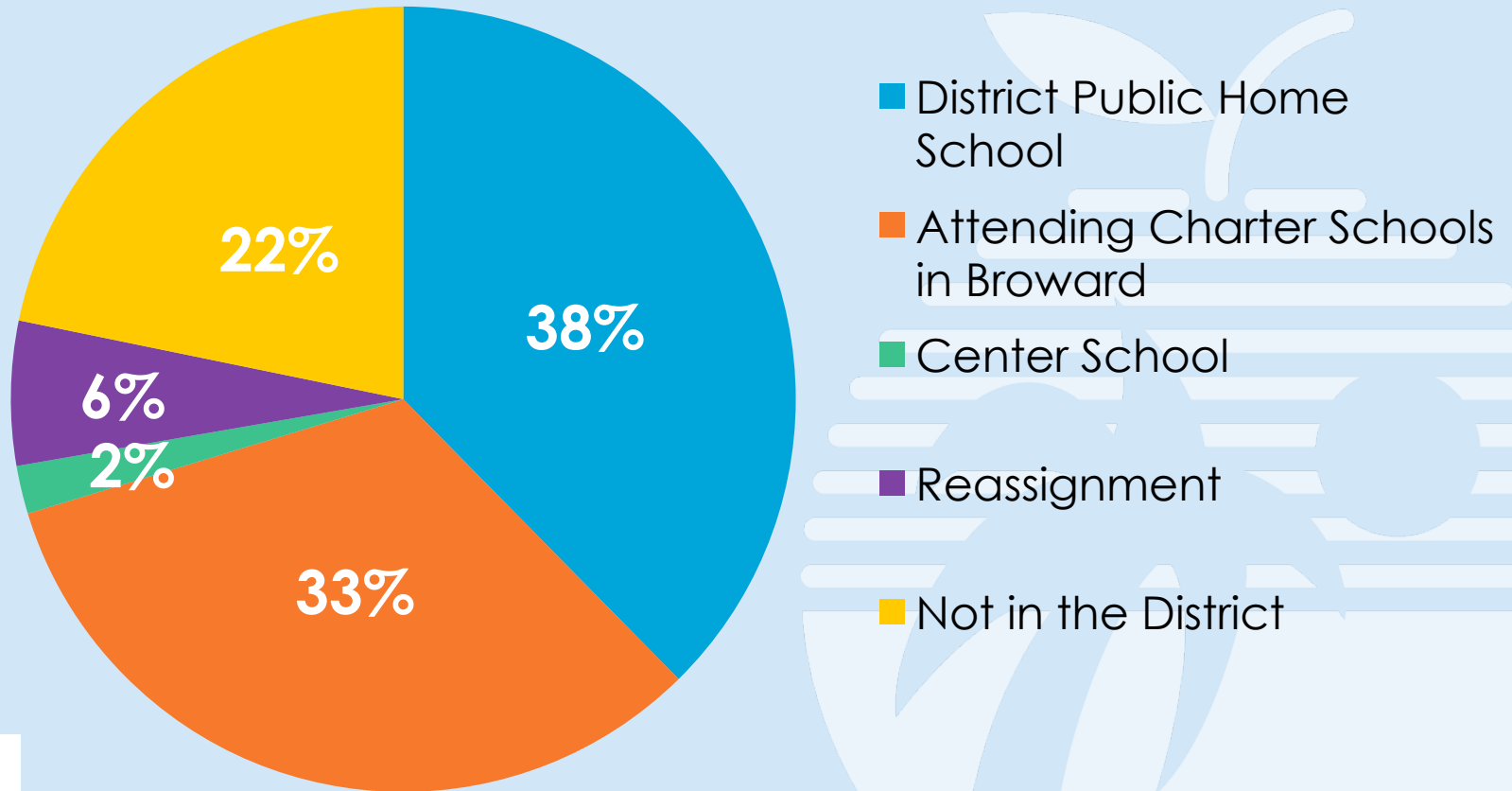
# Standard Process Foundation





# Opportunity to Reclaim Market Share

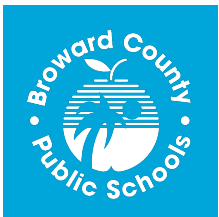
Average Distribution Student Enrollment in Broward County After Charter School Closure: 2012/13 – 2014/15



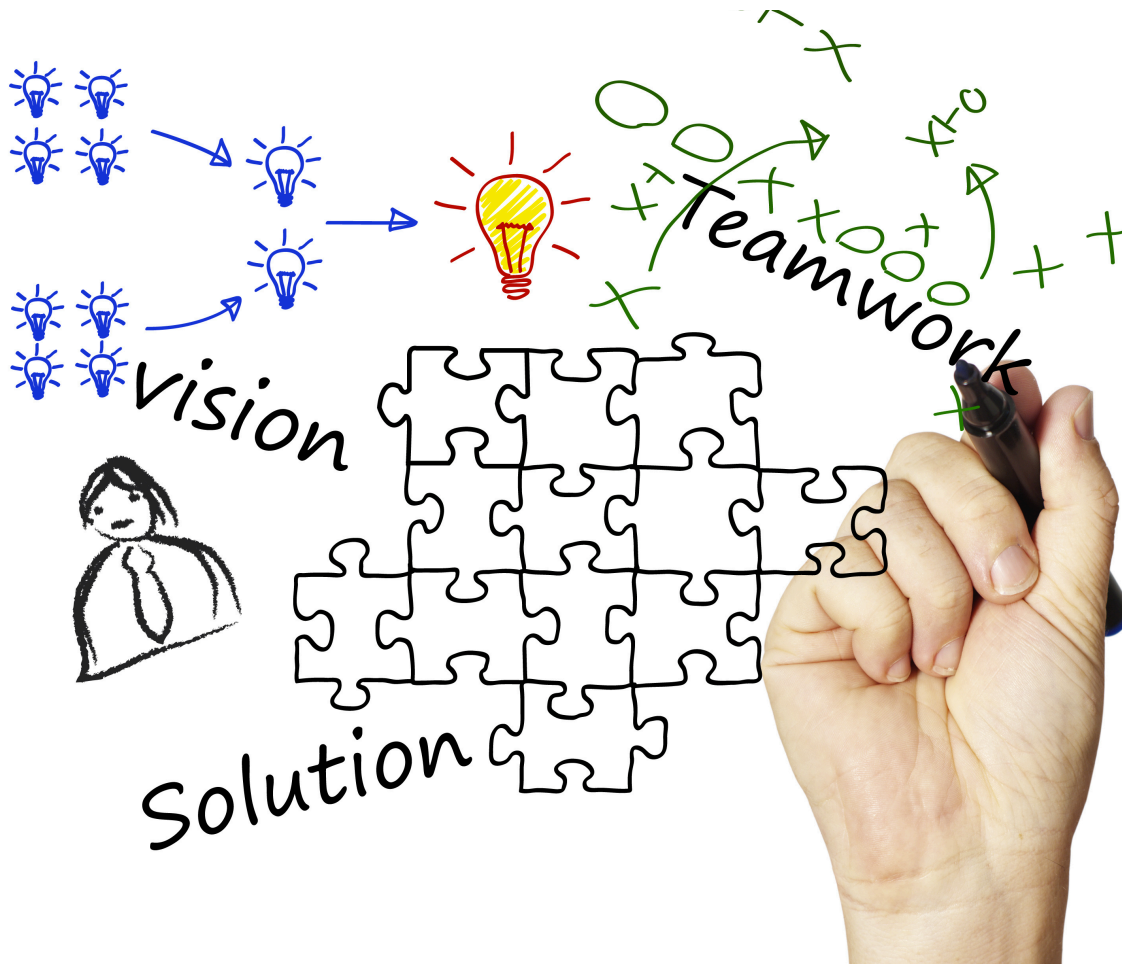
# A New Look at an Existing Problem

## Closure of charter schools:

- The Obama Academy for Boys
- Red Shoe Charter School for Girls



# A New Look at an Existing Problem

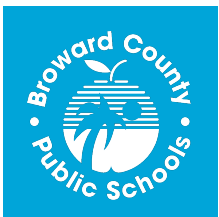


Charter School  
Management/  
Support

Innovative  
Programs

Demographics &  
Student  
Assignments

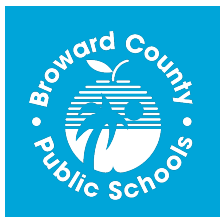
Marketing &  
Communications



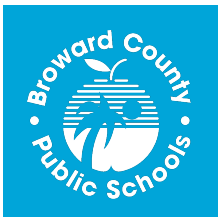
# Personalizing Our Approach

## Integrated Marketing Approach A Focus on **Personalization**

- Direct outreach to principals.
- Creation of a personalized direct mail piece sent out at the District-level.
- “Toolkit” for principals to help with outreach to potential families:
  - Recap email detailing the opportunity.
  - Talking points.
  - Soft copy of personalized direct mail piece.



# Personalized School-Level Outreach to Families





# Personalized Collateral

Celebrates specific programs and accomplishments of each school.

Highlights BCPS points that compete with charter school promotional materials.

**NO TUITION NEEDED**

**FREE**

**+**

**HIGH-QUALITY INSTRUCTION**

**+**

**FREE BREAKFAST**

**=**

**DILLARD 6-12**

**Dillard 6-12:**

- Offers a high-quality magnet program for students interested in Emerging Computer Technology.
- Provides premier program in performing and visual arts for students interested in pursuing opportunities in music, dance, theater, or visual arts.
- Receives national recognition for its outstanding Jazz Ensemble which has earned top honors in the prestigious Essentially Ellington National Jazz Band Competition.

For more information on **Dillard 6-12**, please call **754-322-0800** or visit **dillardhigh.com**.

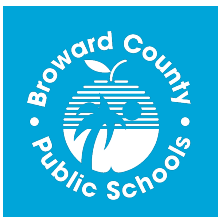
For more information about other District educational opportunities call **Student Assignments** at **754-321-248**.

**We have a seat reserved for you.**

Personalized for each student.



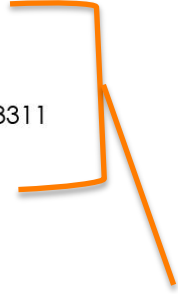
Where to go for more information.





# Personalized Collateral

Dillard 6-12  
2501 NW 11th Street  
Ft. Lauderdale, Florida 33311

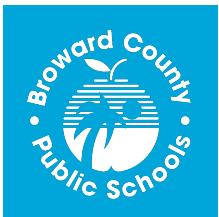


Back of direct mail piece  
is personalized from the  
student's school



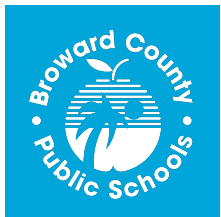
**The School Board of Broward County, Florida** • Robin Bartleman • Heather P. Brinkworth • Abby M. Freedman • Patricia Good • Donna P. Korn • Laurie Rich Levinson  
Ann Murray • Dr. Rosalind Osgood • Nora Rupert • Robert W. Runcie, Superintendent of Schools

The School Board of Broward County, Florida, prohibits any policy or procedure which results in discrimination on the basis of age, color, disability, gender identity, gender expression, national origin, marital status, race, religion, sex or sexual orientation. Individuals who wish to file a discrimination and/or harassment complaint may call the Director, Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. Individuals with disabilities requesting accommodations under the Americans with Disabilities Act Amendments Act of 2008, (ADAAA) may call Equal Educational Opportunities/ADA Compliance Department at 754-321-2150 or Teletype Machine (TTY) 754-321-2158. [browardschools.com](http://browardschools.com)



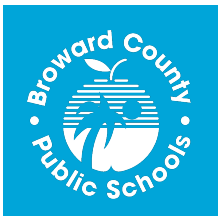
# Direct Mail Initiative Distribution

BCPS Assigned School	Number of Students Impacted
Dillard 6-12	12
Lauderhill 6-12	6
North Fork Elementary School	9
Parkway Middle School	22
Rock Island Elementary School	10
Royal Palm Elementary School	9
Sunland Park Academy	13
Thurgood Marshall Elementary School	11
Walker Elementary School	11
William Dandy Middle School	18
<b>Total</b>	<b>121</b>

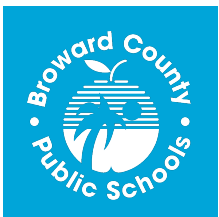
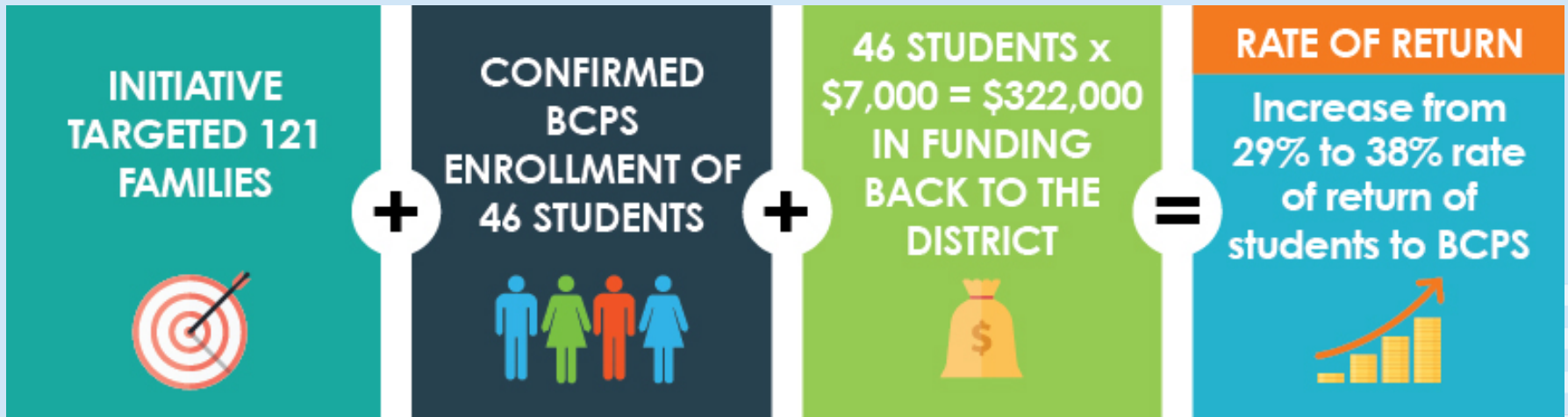


## Results of Direct Mail Initiative

BCPS Assigned School	Number of Students Enrolled in BCPS Following Closure of Charter Schools
Dillard 6-12	7
Lauderhill 6-12	1
North Fork Elementary School	4
Parkway Middle School	6
Rock Island Elementary School	1
Royal Palm Elementary School	6
Sunland Park Academy	10
Thurgood Marshall Elementary School	1
Walker Elementary School	1
William Dandy Middle School	9
<b>Total</b>	<b>46</b>

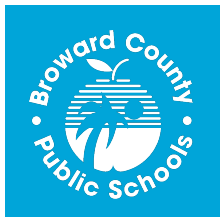


# Positive Impact




# Opportunities to Move Forward

- Develop an new “personalized” protocol to follow when charter schools close.
- Provide principals with training to utilize templates to easily and directly communicate with parents.
- Create customer service and marketing professional development opportunities for principals and other school staff.
- Provide principals and office staff information on how to utilize the Marketing & Communications Center.



# An Additional Component



**THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA**  
600 SE THIRD AVENUE 12<sup>th</sup> FLOOR • FORT LAUDERDALE, FLORIDA 33301 • TEL 754-321-2135 • FAX 754-321-2138

**CHARTER SCHOOLS MANAGEMENT/ SUPPORT**  
JODY PERRY, DIRECTOR  
jody.perry@browardschools.com

**SCHOOL BOARD**

*Chair* DONNA P. KORN  
*Vice Chair* DR. ROSALIND OSGOOD

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PATRICIA GOOD  
LAURIE RICH LEVINSON  
ANN MURRAY  
NORA RUPERT

ROBERT W. KUNCIE  
*Superintendent of Schools*

May 13, 2015


Parent/Guardian of:  
«Last\_Name», «First\_Name» «Middle\_Name»  
«Address» «Apartment»  
«City», «State» «Zip\_5»

Your child is currently enrolled in, The Obama Academy for Boys (#5431), which will closing at the end of this 2014-2015 school year.

Your child is currently assigned to attend «Home\_Schl» within the school district.

If you have any questions regarding your student's public school opportunities, please call Charter Schools Management/Support Department at (754) 321-2135.

Parents and students can identify their District "home" school by clicking on the District School Locator: <http://www.browardschools.com/School-Info/locator>, or call Demographics & Student Assignments Department at (754) 321-2480 for any other option that may be available for your student.

Sincerely,  
  
Jody Perry  
Director, Charter Schools Management/Support

- Standard letter and personalized direct mail piece provide additional opportunity to message to families.



NO TUITION NEEDED



**FREE**

+

HIGH-QUALITY INSTRUCTION



+

FREE BREAKFAST



=

DILLARD 6-12

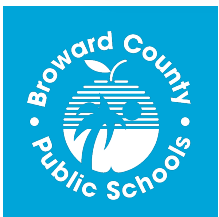


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We have a seat reserved for you.



# Key Takeaways

- **Rediscover your work** – Ask who is the end user of the message or collateral piece... and what do you expect them to do with it?
- **Start with your end-user in mind.**
- **Apply a strategic approach** to communications.
- **Track and measure impact.**



# Transformation: District Branding

## Important Information for Students Displaced by Untimely Charter School Closure



To find out your child's school placement opportunities, please contact the District's Demographics & Student Assignments Department Monday through Friday from 8:00 AM – 5:00 PM at (754) 321-2480.

Students attending a charter school at the time of the actual closure will have an opportunity to apply for a reassignment or magnet school based on seats available at the time of closure.

Questions you might want to ask any school you are considering for your child:

- o Is the principal certified? Is there a full time principal or is the principal shared among multiple school sites?
- o Are the teachers Highly Qualified? Are the teachers ESOL endorsed? Are they able to provide ESE services to students? Is there an on-site guidance counselor? What is the average experience of the teaching staff?
- o What electives/specials does your school offer? Where do the students go for PE/recess, art, music or any other non-academic class?
- o How many hours per day is the media center open?
- o What is the school's grade? If the school is too small to receive a grade, how many points did the school get towards a grade?
- o What type of transportation is available for students who don't live within walking distance?
- o Do parents have to sign a volunteer contract in order for their child to attend the school? What happens if the parent can't fulfill the parent contract?
- o How long has the school been open?
- o What fees will you be required to pay?



Charter Schools Management/Support Department • (754) 321-2135



**Charter Schools Management/Support**  
600 SE 3rd Avenue, 12th Floor, Fort Lauderdale, FL 33301  
Tel: (754) 321-2135 • Fax: (754) 321-2138

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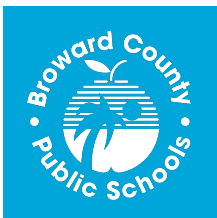
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Broward County Public Schools





# Public Information Office

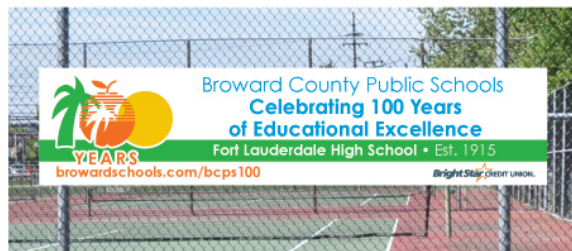
## Marketing & Communications - Graphics Department

Our most popular products are shown below. To request a custom quote, please contact the Graphics Department at 754-321-1055.



### SIGNS

Price Starts \$21.84



### BANNERS

Price Starts \$38.11



### RETRACTABLE BANNERS

Price Starts \$253.68



### LARGE POSTERS

Price Starts



### SIDEWALK STANDS

Price Starts



### DRY ERASE BOARDS

Price Starts

# Questions

