


Annual Magnet Marketing/Recruitment Activities Calendar

Date	Activity
<p>Through-out the year</p>  <p>Communications</p> <p>Sustaining the Magnet</p>	<p><i>Throughout the year:</i></p> <ul style="list-style-type: none"> ▪ Adopt a continuous improvement model ▪ Share planned recruitment activities, curriculum updates, and new research with staff; ▪ Support theme related teacher PD and student activities ▪ Develop and maintain partnerships; share your school mission, achievements, and needs; ▪ Invite parents to special activities including Family Fridays and evening events; ▪ Document special events and magnet focus with photos; ▪ Build your photo journal to share with prospective parents and students; ▪ Send press releases, media advisories, and school newsletters to both the Magnet Programs Office cgoohs@sandi.net and the SDUSD Communications Department communications@sandi.net (Eugene Brucker Education Center, Room 2145). ▪
<p>Aug</p> <p>Enrollment</p> <p>Scream the Theme</p> <p>Welcome new and returning students</p>	<p><i>August:</i></p> <ul style="list-style-type: none"> ▪ Check the nonresident enrollment count with principal, registrar, and EO; ▪ Contact EO for student enrollment if needed; ▪ Set special meeting with Principal to plan total school participation in sustaining theme; Budget ▪ Arrange staff/counselor meeting to review planned school-wide magnet focus and goals; Review & post school's Mission/Vision statement; Promote a positive intercultural campus ▪ Scream the theme from the walls and walkways of your campus ▪ Plan New Parent Orientation meeting for August and September; ▪ Send 'Welcome' flyer/letter to all incoming students; ▪ Add 'Welcome Back to our Magnet' to the Annual Student Enrollment Packet ▪ Advertise your magnet in community newspapers with back to school theme information/events/meetings they may attend; ▪ Work with office staff in answering common magnet questions and phone etiquette; ▪ Evaluate and update school site website. ▪
<p>Sept</p> <p>Verify enrollment</p> <p>Stay in touch with families</p> <p>Plan recruitment strategies</p>	<p><i>September:</i></p> <ul style="list-style-type: none"> ▪ Host New Parent Orientation meeting; ▪ Continue enrollment from Student Enrollment Excel File to fill "no-show" slots through the first 5 days of school; ▪ Check accuracy of data entered into Zangle fields: Residence Code, Ethnic Code, and Special Residence Code; ▪ Complete student data entries by end of fourth week; ▪ Communicate with new parents how well student is doing, via hard and electronic copy; ▪ Work with Magnet Programs Office and school recruitment team (principal, teachers, parents, student hosts, community partners, etc.) to develop a list of strong points and specific marketing strategies and timeline to be used throughout the year, <u>and</u> ▪ Plan three recruitment activities to take place before the February 15 deadline; ▪ Take photos of special events and magnet focus to post on the web, and recruitment PowerPoint; ▪ Plan Fall Parent Night. ▪

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<p style="font-size: 2em; font-weight: bold; margin: 0;">Oct</p> <p>Labels</p> <p>Recruitment Packets – ready to go!</p>	<p><i>October:</i></p> <ul style="list-style-type: none"> ▪ Magnet Programs Office training on recruiting interested parents and updates on enrollment policies & procedures; ▪ Develop a recruitment script for phone contacts; ▪ Plan and calendar Magnet Monday site tours for interested parents/students; ▪ Develop parent/student visitation packets/folder (All schools work towards meeting rigorous state standards; Why choose our school over your neighborhood school? - mission/vision, unique opportunities, theme based curriculum, teacher leadership and PD, student opportunities, what will students walk away with at the end of their student career at your school?) ▪ First request for labels for target communities (flyers, brochures, etc); ▪ Gather items needed for bulk mailing; ▪ Create a PowerPoint presentation or other recruitment media presentation. ▪ Update school and district magnet website. ▪ Build display to scream the theme and student success. ▪
<p style="font-size: 2em; font-weight: bold; margin: 0;">Nov</p> <p>1st Marketing campaign</p> <p>Tours</p>	<p><i>November:</i></p> <ul style="list-style-type: none"> ▪ Enrollment Options Catalog is sent to all families by the Enrollment Options Office; ▪ Begin Magnet Monday tours and other tours as planned ▪ Begin first marketing campaign - Send school information (brochures, flyers, newsletters and posters) to parents and community members (including bulk mailing, grocery stores, day care centers, churches, real estate offices, etc.); ▪ Review with office staff regarding new parent calls and tour dates; ▪ Return phone calls from mailings; ▪ Develop a tracking system for re-checking with interested parents; ▪ Invite target prospects and community partners to a special event or Open House on campus this month and next. ▪
<p style="font-size: 2em; font-weight: bold; margin: 0;">Dec</p> <p>Welcome visitors</p>	<p><i>December:</i></p> <ul style="list-style-type: none"> ▪ Welcome interested parents and community parents to planned activities this month. ▪ Winter break. ▪
<p style="font-size: 2em; font-weight: bold; margin: 0;">Jan</p> <p>Plan enrollment & Feb. event</p> <p>Tours</p> <p>2nd marketing campaign</p>	<p><i>January:</i></p> <ul style="list-style-type: none"> ▪ Review and make revisions with Instructional Facilities on the Capacity Planning document sent to principal; ▪ Plan early February evening family/student event & invite prospective parents; ▪ Coordinate and implement recruitment visits to target communities; ▪ Participate in Magnet and EO Fairs; ▪ Follow-up school visit & fair interest list with parent brochure/letter; ▪ Begin second bulk mailing and campaign emphasizing your school as first choice on the application; ▪ Revisit “hot” file of prospects and call or send a letter; ▪ Submit community & district photos and articles;

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<p style="font-size: 2em; font-weight: bold; margin: 0;">Feb</p> <p style="margin: 0;">Last great campaign effort</p>	<p><i>February:</i></p> <ul style="list-style-type: none"> ▪ Final marketing campaign: Plan additional site tours ▪ Host evening school-wide event and daytime activities for interested parents/students; ▪ Check school environment for ‘Scream the Theme’; ▪ Submit community & district photos and articles; ▪ February 15 is last day for families in the district to apply, only new to the district applications will be accepted; ▪
<p style="font-size: 2em; font-weight: bold; margin: 0;">Mar Apr May</p> <p style="margin: 0;">Enrollment Packets & Strategies</p> <p style="margin: 0;">Orientation tours</p> <p style="margin: 0;">Sustaining your magnet</p> <p style="margin: 0;">Presentation of learning</p>	<p><i>March, April & May:</i></p> <ul style="list-style-type: none"> ▪ First round students receive enrollment letters in mid-March ▪ Host Enrollment Team meeting; Plan enrollment strategies with principal, office staff and Zangle input; ▪ Reproduce brochures and other information for ‘Acceptance Enrollment Packet’ include everything needed for SDUSD enrollment; ▪ Send welcome and registration letters to students on your excel enrollment list with time-frame to enroll; ▪ Enroll students; ▪ Make follow up phone calls if needed; ▪ Plan and implement orientation tours; ▪ Organize and implement student presentations of learning; ▪ Invite new families to Open House and student presentations of learning on campus. ▪ Build and renew partnerships that are mutually beneficial to your school ▪ Review, develop and implement new strategies for effective instructional strategies and integration of theme-based curriculum into standards driven rigor with staff; Plan PD ▪ Keep parents and community stakeholders involved in the magnet theme evaluation and improvement; ▪
<p style="font-size: 2em; font-weight: bold; margin: 0;">Jun</p> <p style="margin: 0;">Evaluate</p> <p style="margin: 0;">Update files</p>	<p><i>June:</i></p> <ul style="list-style-type: none"> ▪ Attend Magnet Schools Marketing meeting for new ideas and support; ▪ Evaluate site’s current marketing and recruitment plan and add new strategies for next year; ▪ Edit Enrollment Options/School Choice Catalog and Magnet website school program description & send to Magnet Office ▪ Meet with community partners to get feedback on wider community support for recruitment efforts; ▪ Update “hot” file of new to the district prospects if needed over summer; send flyer or other information to EO office for distribution to interested families while school is closed for vacation
<p style="font-size: 2em; font-weight: bold; margin: 0;">Jul</p>	<p><i>July:</i></p> <ul style="list-style-type: none"> ▪ Some year round schools may be completing activities during this time.