

Goal #5 – MARKETING AND CUSTOMER SATISFACTION

By marketing our school district through various sources and from deploying a media campaign to showcase and celebrate our school districts achievements, Benton will experience improved customer satisfaction and increase student enrollment by .5% each year for the next 5 years.

(~8 students/year)

Why:

To communicate with our communities, solicit support and interest in our school district, and to align with a prospective growing population of new families to the area.

To attract new families to our areas and continue to provide a high quality, safe, positive, and exciting educational experience for all students.

Current State:

Benton Community uses a variety of social media tools to share our good news and showcase our school district. However, we do not have a comprehensive and streamlined approach with media sources nor are we operating with a plan for a campaign.

Suggested Process:

- A. Assessment our current social media tools and marketing strategies
- B. Develop goals and action steps
- C. Set budget
- D. Study possible plans for a media campaign
- E. Select a plan, create the layout for next steps
- F. Deploy media campaign
- G. Evaluate effectiveness of media campaign
- H. Report to board, district, and community



July 15, 2020 - Progress Update

September 16, 2020 – Progress Update

Time Frame	Progress & action	Comments / Action / Next Steps
Sept. 2019 – July 2020	Contacted Cedar Valley Times newspaper to analyze whether we could have them sell advertisements to business for a 1-page spread. Mona (editor) responded they did attempt but could not sell enough ads. Might try again in 2020-2021	
	Began submitting articles and photos for Cedar Valley Newspaper to publish in their newspaper. Agreed to do so.	
	Established a monthly schedule for submitting articles. Will continue with expecting each admin/building and director to write a monthly article (choose a month).	Examples: Benton Community History – by Mr. Embray Return to Learn Plan overview – by Dr. Ewell
	Met with new reporter after his hire (CJ Eilers) and we established a partnership for how he could represent our school district. He started mid-winter and continues taking photos, calling me regularly for articles and quotes, and submitting news to the Cedar Valley Times.	
July, 2019 ongoing	District Facebook page, continue developing, increased editors to Dr. Ewell last summer, Anna Upah & Dr. Ewell maintain the FB page and have increased postings, marketing data and promotions regarding our school district. We have received interest in our school district through our FB page. Parents interested in moving to the district, questions about our academics and programs, other schools contacting us to share our ideas and programs.	Our District FB page reaches over 11,000 people daily! Atkins Elementary Center FB page Keystone Elementary Center FB page Norway Intermediate Center FB page
	Each building has their own Facebook page, some postings are copied over to the District FB page to ensure a more broad communication to our public and visitors.	
Sept. 2019 – July 2020 & ongoing	Superintendent attends community events in and around the area. Goal is to share the stories	Includes Superintendent attendance: Benton Community Development Lions Club

	<p>of our school district, meet parents and students, build relationships, promote the school district.</p>	<p>Community festivals Community baseball games School activities and programs (home and away) Show Choir events City leaders meetings / Mayor Mayor Luncheons Legislators meetings Community meetings (Child Care) Meeting with housing developers</p>
Ongoing	<p>School website: https://www.benton.k12.ia.us/ Met with Jan Brown, reviewed past and current goals of webpage.</p> <p>Superintendent has editing capabilities which has been invaluable with the recent need to post communication immediately.</p> <p>Plans are to look for a means to improve the “wow” factor look and feel of our webpage.</p>	<p>Superintendent developed a team effort for administrators and directors (and staff) to send me (or Jan) information, articles, stories, etc...so that we can post to our school webpage.</p>
Spring 2020	<p>Promotional Booklet</p> <p>Gary created a digital promotional booklet of our school district (which is still on our webpage). The information is outdated now ...so I’m working to develop a new promotional booklet of our school district.</p> <p>Grantwood AEA graphics design department is helping with this goal.</p>	<p>In progress</p>
	<p>SchoolMessenger Dr. Ewell researched the uses and key communication and promotional tools of SchoolMessenger. Mr. Maschino also interested for using the filtering and email security components. Purchased and began implementation.</p> <p>Valuable and essential communication tool. Phone calls, email, text messages, postings to all parents & social media sites.</p>	<p>Have used extensively. Extremely valuable as communication tool during threat of violence as well as COVID.</p>
Spring 2020	<p>Superintendent & administration developed and deployed numerous strategies, documents, plans, policies, protocols, RTL plan, and communications with school closure and COVID</p>	

	situation. Reduce fears, provide clarity, promote our school district.	
Ongoing	School Twitter account Maintained by Shawn Pfiffner Promotes primarily our Activities and Extra-Curricular activities and events	Benton Community SD @BentonCSD
Ongoing	Staff developed a Benton Community YouTube Channel to promote and communicate our major events and activities such as Homecoming, Graduation, & activities.	Examples: Baseball game: https://youtu.be/ieAPagrld8 National Anthem: https://youtu.be/2P1HVyj7WCA
September 16, 2020 - Sept. 2021	<ul style="list-style-type: none"> ● Increase Facebook posts to tell our good stories, communicate with families and public ● Multiple phone conversations with parents considering attending our school district. Tours provided, meetings with principals and teachers ● Community outreach – derecho storm, provided meals and assistance to workers and volunteers ● Using Canva to create professional looking announcements on our Facebook page ● Professional photos taken for board, admin. & directors to use with news articles, digital signatures, media ● Working with a graphic designer from the AEA on the beginning stages for a promotional booklet ● Ms. Upah published AYP ● Dr. Ewell conducted radio (NPR) interviews, newspaper interviews, and television regarding derecho storm and impact on our school district ● Mr. Pfiffner conducted television interviews ● Numerous communications to parents and patrons – Return to Learn, school protocols, COVID ● Developed a monthly schedule for each building and department to submit stories and articles to the Cedar Valley Times. English Department is this week! 	Facebook page Example graphics <ul style="list-style-type: none"> ● Bobcat Wheel expanded 2019-20 AYP published Dr. Ewell television interview Television coverage Mr. Pfiffner television interview

<p>Mayor & Community Leader meetings 2021-2022</p>	<p>Oct. 13, Van Horne, noon hour - HELD IN THE BCSD BOARD ROOM. Honoring MAYOR JUNGE AT THE START OF THE MEETING. I INVITED ERIN MONAGHAN AND BRIANNE GERWULF TO DISCUSS AND SHARE INFORMATION REGARDING CHILD CARE IN OUR AREA.</p> <p>a. Next meeting - to be determined - January 2022</p>	<p>Agenda</p>
<p>New Website and App Spring 2021 and Summer 2021</p>	<p>✓ New website and app up and going! https://www.benton.k12.ia.us/ Promoting this now and encouraging parents and patrons to download our new app. TRAINING CONDUCTED WITH ALL ADMINISTRATION, DIRECTORS, AND SECRETARIAL STAFF. ONGOING LEARNING AND COMMUNICATION IS TAKING PLACE</p> <p>✓ District informational/promotional booklet - complete - hard copies provided, ALL COPIES ARE HERE! Will be handed out at Open House, distributed around to businesses, stores, new families, realtors</p>	
<p>2021-2022 Newspaper Stories - Increase articles and stories in Cedar Valley Times</p>	<p>✓ Newspaper stories with Cedar Valley continue - see 3-ring binder</p> <ul style="list-style-type: none"> • New stories written weekly for 21-22, all staff contribute, will be posted on our new App and sent to Cedar Valley Newspaper 	
<p>2021-2022 New promotional video developed and published</p>	<p>✓ NEW video to promote our school district and tell our great stories!</p> <p>https://youtu.be/ngVt1QBZcrg</p> <ul style="list-style-type: none"> • Placed on our website 	

	<ul style="list-style-type: none"> ● Provide it in a video “card/booklet” to realtors, housing developers (in progress) ● Shared with civic groups, BCDG, others ● Staff and parents will have access to our video and can use it at educational conferences, meetings, training, etc... ● Jan. 2022 - Created a letter for all area businesses, (thanking them for their support, asking for help with promoting our district, sent them our brochure and booklet) ● Established a shared marketing/website/communication role with 2 of our secretarial staff. I work directly with them weekly, if not daily, on strategies for Live Feeds, Weekly news, posting, YouTube channels, print articles ● Worked with our Wamac AD’s and other Superintendents to understand strategies for streaming our events. Worked with our AD on this topic. Determined the goals and needs –Installed a HUDL camera system in our gym and sports complex to allow others to watch our students perform and compete. Well received, many positive responses. 	
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Future work:

- Radio marketing? possibly
- Improved signage in each community – Benton Community School District
 - Met with Pat Gorkow twice this fall/winter (Nov. & Dec. 2021)
- Working with housing developers, realtors
- Mayor and community leader luncheons and meetings

- Continue with Benton Community Development meetings as time allows
- Networking - Facilities Master Planning committee