



2021 National School
Public Relations
Communication
Award

Gold Medallion Entry
Special Communication
Project

Mesquite ISD
Mesquite, TX
Pre-K-12 School District
38,000 Students
50 Campuses

Laura Jobe
Executive Director of
Communications

Sabreana Smith
Director of Strategic
Communications

Elizabeth Fernandez
Director of Communications &
Marketing

Aaron Libby
Graphic Arts Coordinator



SYNOPSIS



The world of work is changing rapidly, and so should the educational process. That's the philosophy and vision that inspired Mesquite ISD Superintendent Dr. David Vroonland to propose the district's first choice career high school. Industries and trades from manufacturing and logistics to healthcare to computer science are among the hot career fields anxious to secure a skilled workforce to meet their needs as soon as possible. In some cases, these employers are abandoning the traditional idea of requiring a college degree and focusing on hiring those who can prove their skills and aptitudes. Through a new innovative education center--Vanguard High School (VHS)--MISD aims to prepare our students with a tailored education and real-world experience that will launch them confidently and directly into the workforce or higher education.

In 2018, the district's five traditional high schools were at or nearing capacity. Additionally, development was underway on nearly 4,500 lots situated in the southern sector of the MISD attendance zone. In February, an MISD committee unanimously recommended a new bond package with the top priority of building a new choice high school. MISD voters approved a \$325 million bond in May of 2018, giving the district the go-ahead to begin design and construction.

After the passage of this bond program, MISD's campaign to share the benefits of the choice career high school continued through multiple marketing and PR channels. These included news media coverage such as TV reports and print articles, social media mentions and more leading up and setting the stage for the phased marketing program.

Some of the key messages:

- VHS is a school of choice serving students in any Mesquite ISD attendance zone interested in a non-traditional high school experience.
- VHS will immerse students in a career field that fuels their passions or curiosity.
- While earning their high school diploma, students will also earn certifications, explore internships and build portfolios of work that will allow them to secure well-paid employment right out of high school or build a solid foundation for further study in college, trade school or the military.
- Students can choose from 16 different programs of study and earn multiple industry certifications and dual credit.
- The campus will open in the fall of 2021 with 500 freshmen and 500 sophomores organized into four schools based on their selected program of study.
- The campus will eventually be home to 2,000 students in grades 9-12.

16 PROGRAMS OF STUDY

ARCHITECTURAL DESIGN
CONSTRUCTION TECHNOLOGY
AUTOMOTIVE COLLISION
AUTOMOTIVE TECHNOLOGY
ENGINEERING
ROBOTICS
LOGISTICS
FIREFIGHTER
EMERGENCY MEDICAL TECHNICIAN
PHARMACY TECHNICIAN
MEDICAL TECHNICIAN
THERAPY OCCUPATIONS
MEDICAL ASSISTANT
DENTAL ASSISTANT
COMPUTER SCIENCE
GRAPHIC DESIGN

RESEARCH



According to statistics from the 2018-2019 school year, more than half of MISD's 40,000 students are at risk for dropping out, and nearly 80% received free and reduced lunch. Our Superintendent, Dr. David Vroonland, believes that our students from economically disadvantaged households would greatly benefit from the opportunity to be prepared for high-wage, high-demand jobs right out of high school, and/or earn college credit through dual-credit courses.

Thanks to a 2017 voter survey to collect insight before the 2018 bond, it was discovered that the Mesquite ISD community believes that MISD was ready for a choice career high school. Response to this sentence--"offering students more choice in their education by expanding career and technology programs to prepare them for jobs right out of high school"-- received a 93% approval rate. Only 3% disapproved and 4% were unsure.

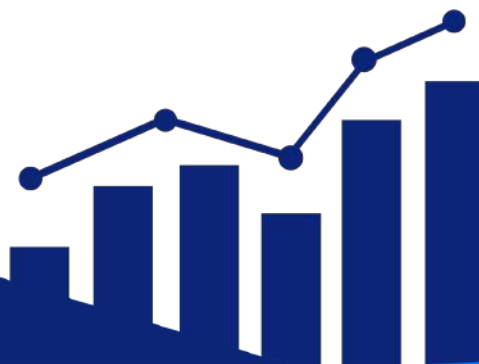
To research options before building the plans for VHS, Dr. Vroonland and several other Mesquite ISD administrators and educators toured other non-traditional career high schools in the DFW Metroplex in Garland ISD, Grand Prairie ISD and Plano ISD to mention a few.

Further research was conducted with results to support the viability of VHS in Mesquite ISD.

Mesquite ISD is a district rich in athletic tradition, but sports aren't the only extracurricular activities the schools are known for. For seven consecutive years, MISD was honored on the NAAM Foundation's Best Communities for Music Education list, a distinction for only 4 percent of districts across the nation. So would the MISD community be open to a school like Vanguard without traditional extracurricular experiences for students?

In a 2017 survey, 68% of high school students currently enrolled in Career & Technical Education (CTE) pathways indicated they would be interested in attending a career-focused school without traditional extracurricular activities. (61% of students indicated they were not currently participating in these traditional extracurricular activities: athletics, band, cheer, choir, drill, orchestra, theatre and JROTC.)

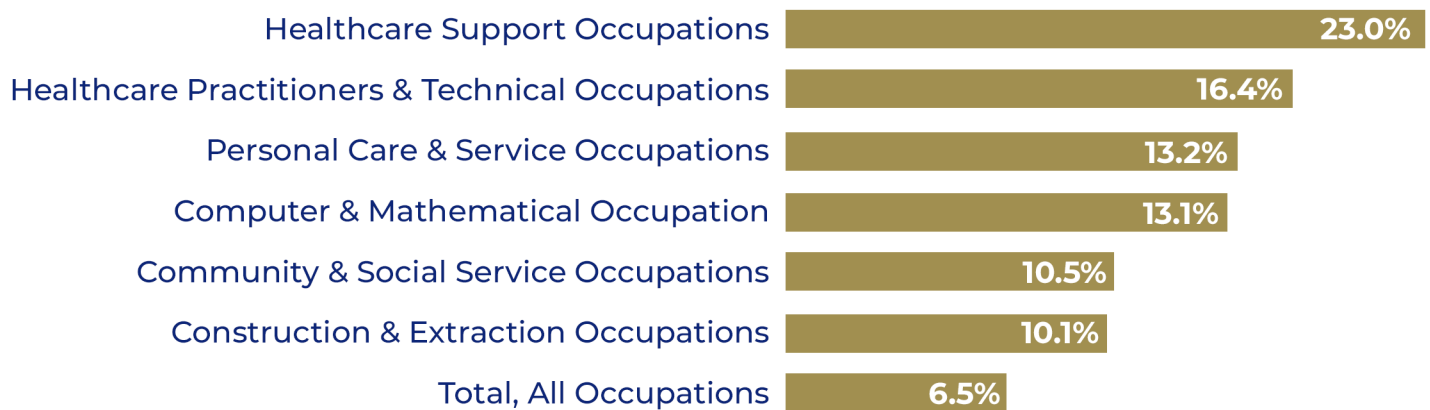
- 91% of 8th grade parents indicated they would consider a choice high school that was not in their immediate neighborhood.
 - However, when asked if their answer would be the same if traditional extracurricular activities were not offered, only 38% indicated they would still be interested in a choice high school for their child. (62% of parents would change their answer.)
- Dean of Vanguard and communication director conducted student focus groups with potential students (held virtually) to find out what they wanted to know about Vanguard.



CTE-Focused High Schools Help Fill Employment

The Bureau of Labor Statistics projects six occupational areas to experience double-digit growth nationally between 2014 and 2024. Profiled schools offer programs in many of these high-growth areas.

NATIONAL EMPLOYMENT GROWTH PROJECTIONS BY OCCUPATION 2014-2024



Addressing the Language Barrier

26%

of our students are bilingual/English as a second language. All Vanguard information and material were produced in both English and Spanish.

- Published a single catalog that contained English and Spanish
- Hosted Spanish Facebook Live to answer enrollment questions
- Ensured all electronic correspondence sent in the home language

PLANNING



Working closely with CTE staff and the Dean of Vanguard High School, the Mesquite ISD Communications Department selected a [phased marketing plan](#) with goals, strategies, tactics and measurements.

Referred initially as a “choice career high school” but never its official name, a committee including MISD Board members created the name of Innovative Education Center. MISD’s Executive Director of Communication Laura Jobe quickly proposed--and garnered support for--a name that would be better suited to the campus’ concept and more exciting for its students: Vanguard High School.

After overcoming the name challenge, marketing to potential Vanguard students during the COVID-19 pandemic proved complicated and required creativity. In one fell swoop, the planned large-scale, in-person marketing opportunities such as a CTE Showcase and Transition Nights--annual events for students and parents for middle school students--went out the window. Campus visits by CTE counselors became limited as well.

The CTE counselors were still able to visit each middle school campus to talk to students about Vanguard; however at that time 60% of MISD students opted for virtual learning over in-person instruction. CTE staff only had an opportunity to visit in-person with 40% of eligible students.

To overcome the known concern about Vanguard not offering traditional extra-curricular activities, marketing messages included emphasis on the variety of student organizations and competitions available connected to their passion and career field.

Phase 1: Message and Content Planning (July - Aug. 2020)

Phase 2: Marketing Implementation (Aug. 17 - Nov. 20)

Phase 3: Enrollment (Oct. 1 - Nov. 20)

Phase 4: Ongoing Engagement (ongoing)

OVERALL GOALS:

- Enroll 1,500 students for 1,000 available seats (500 freshmen, 500 sophomores) in the 16 programs of study at Vanguard High School for fall 2021
- Ensure stakeholders have an understanding of the VHS programs/opportunities and pathways
- Increase awareness in the community about Vanguard High school and the value of the programs offered

PLANNING CONTINUED



PRIMARY AUDIENCE

- Families of incoming 8th-grade students
- Families of incoming 9th-grade students
- Families of future Vanguard students
- Middle school counselors
- High school teachers
- Secondary principals
- CTE students who will need to travel VHS to complete pathways (current sophomores and juniors)

SECONDARY AUDIENCE

- Mesquite business community
- Mesquite ISD residents
- Board of Trustees

IMPLEMENTATION



Spanish Facebook Live Presentation received positive feedback and resulted in 2,300 views.

Traditional New Media/Social



Embracing its new concept, leadership and even name changes as news pegs, media coverage garnered more than \$10,000 in ad equivalency. Story links were also shared on Mesquite ISD's social media channels to magnify the audience and elicit engagement. This community feedback helped shape talking points for the superintendent, videos and other marketing materials.

- What is it they love?: New Mesquite high school to focus studies on students' passions; [WFAA Channel 8](#), May 19, 2019
- [Mesquite Choice High School gets a name](#), leader, Mesquite News, May 12, 2020
- [Introduction of new dean](#), Mesquite News, July 16, 2020 (Readership: 1,681,849; Ad equivalency: \$3.2k)
- [Vanguard High School is the new name](#), DMN, July 29, 2020
- [Enrollment open for Mesquite ISD's new Vanguard High School](#), DMN, Oct. 7, 2020 (Readership: 1,681,849; Ad equivalency: \$3.2k)
- [Telemundo feature on Vanguard](#), September 18, 2020
- [Mesquite ISD Innovative Education Center's new leader](#) blends industry with education, May 28, 2020, Dallas Morning News (Readership: 1,681,849; Ad equivalency: \$3.2k; 498 Social Shares)
- [A New Concept for Mesquite](#), Mesquite News, November 10, 2020



Print Advertising

- Designed [Vanguard High School Catalog](#) in English and Spanish
 - posted digital version online
 - mailed to all virtual learners
 - handed out at campuses to in-person learners
- Mailed two postcards to all 8th and 9th grade students
- Designed and printed set of pop up recruiting banner for CTE
- Printed posters placed in all secondary campuses and MS/HS counseling offices
- Vanguard purchased branded marketing items such as t-shirts, pens, mugs, keychains, etc.
- Mailed acceptance banner and welcome letter to the homes of students who were admitted



FIRST MAILER



<p>YOUR FUTURE BEGINS AT VANGUARD</p>	<p>OPENING FALL 2021</p>	
<p>Vanguard High School students will have an opportunity to earn college credit, complete industry-based certifications, explore internships and build relationships with local businesses. Vanguard graduates will be prepared to secure well-paid jobs right out of high school or build a solid foundation for further study in college, trade school or the military.</p> <p>Vanguard students will have the opportunity to participate and compete in a wide variety of student organizations and activities on a local, state and national level, aligning with their career interests and passions.</p> <p>FOR MORE INFORMATION: Contact your counselor or Dean of Schools Clinton Elsasser celsasser@mesquiteisd.org 972-882-8768</p> <p><small>*Space is limited. If more students select a program than seats are available, a matrix will be used to rank all students on the same criteria for admission to limited enrollment programs.</small></p> <p>Beginning in October 2020, current Mesquite ISD eight and ninth graders from any attendance zone will have the opportunity to enroll* via Skyward.</p>	<p>INNOVATIVE LEARNING EXPERIENCES</p> <ul style="list-style-type: none"> INDUSTRY CERTIFICATIONS DUAL CREDIT COLLEGE VISITS CAREER FAIRS BLENDED LEARNING COLLEGE RESEARCH CAPSTONE PROJECTS JOB SHADOWING MOCK INTERVIEWS 	

Mailed early October 2020

SECOND MAILER





PROGRAMS OF STUDY

- ARCHITECTURAL DESIGN
- CONSTRUCTION TECHNOLOGY
- AUTOMOTIVE COLLISION
- AUTOMOTIVE TECHNOLOGY
- ENGINEERING
- ROBOTICS
- LOGISTICS
- FIREFIGHTER
- EMERGENCY MEDICAL TECHNICIAN
- PHARMACY TECHNICIAN
- MEDICAL TECHNICIAN
- THERAPY OCCUPATIONS
- MEDICAL ASSISTANT
- DENTAL ASSISTANT
- COMPUTER SCIENCE
- GRAPHIC DESIGN



NOW ENROLLING!

ARE YOU A VANGUARD?

AN INNOVATIVE EDUCATION EXPERIENCE

YOUR FUTURE BEGINS AT VANGUARD






OPENING FALL 2021

BRAND NEW CAMPUS
ENROLLING 1,000 STUDENTS
4 SPECIALIZED SCHOOLS
16 PROGRAMS OF STUDY

MISD TRANSPORTATION PROVIDED

FOR MORE INFORMATION: Contact your counselor or email us at VanguardHS@mesquitelisd.org - 972-882-8768

Learn more at VanguardHighSchool.MesquiteISD.org

Non-Profit Org.
 U.S. Postage
PAID
 Mesquite, TX 75149
 Permit No. 147



ENROLL HERE!



Mailed early November 2020

DIGITAL & SOCIAL MARKETING



Launched Vanguard High School Website on September 14, 2020

As of March 3, 2021:

- 5,722 visitors
- 8,266 sessions
- 20,890 page views
- 2.46 minutes average session duration
- 8.5% of audience Spanish



LAUNCHED VANGUARD SOCIAL ACCOUNTS SEP. 15, 2020



@MISDVanguardHS

136,000 Impressions
166,000 Reach
811 Fans



Created promotional video to launch Vanguard Enrollment campaign

- Over 20,000 views combined on Facebook and YouTube
- Playing on video board at Varsity football games

Conducted Parent Facebook Live informational meeting in English and Spanish

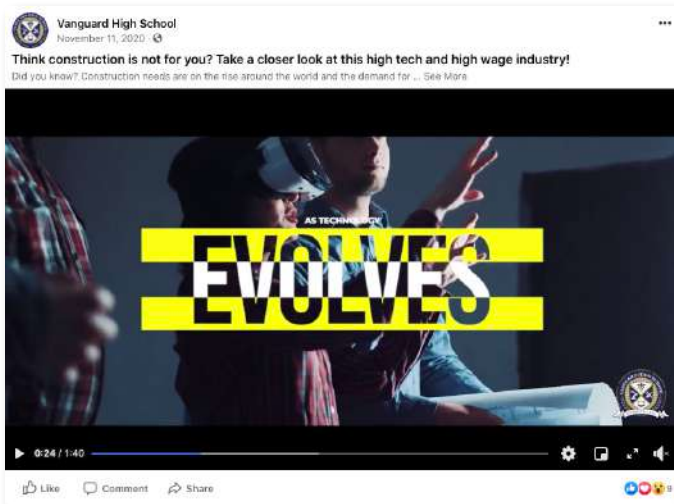
- 9,004 Reach and 263 engagements in English
- 6,020 Reach and 170 engagements in Spanish

- Created how-to video in English and Spanish on completing enrollment request in Skyward
- Shared video updates of construction on VHS and MISD social
- Digital ad displaying at Town East Mall
- [Series of social posts](#) highlighting each of the 16 programs of study
- Sent Smore electronic newsletters to 8th and 9th grade parent emails
 - 10/2 "Now Enrolling" - 3,955 views
 - 10/15 Discover Logistics - 4,732 views
 - 11/17 Last Chance to Discover Vanguard - targeted list to all 8th and 9th grade parents of students who had not already enrolled 2,533 views
- VHS Dean posted a series of live and behind the scenes videos to Vanguard Facebook
- Created video spotlights for programs with low initial enrollment interest



[Construction Tech](#) - posted Nov. 11, 2020

[Logistics](#) - posted Nov. 3, 2020



RETRACTABLE BANNER



The retractable banner features a top image of a modern school building. Below this is the Vanguard High School logo. The main section is titled "DISCOVER VANGUARD" in large, bold letters. It lists four schools of study, each with an icon and a list of programs:

- SCHOOL OF CONSTRUCTION SCIENCE**
Architectural Design | Construction Technology
- SCHOOL OF ENGINEERING**
Automotive Collision | Automotive Technology
Engineering | Robotics | Logistics
- SCHOOL OF HEALTH SCIENCE**
Firefighter | Emergency Medical Technician
Medical Technician | Pharmacy Technician
Therapy Occupations | Medical Assistant
Dental Assistant
- SCHOOL OF TECHNOLOGY**
Computer Science | Graphic Design

Below the schools is a section titled "INNOVATIVE LEARNING EXPERIENCES" with a list of activities:

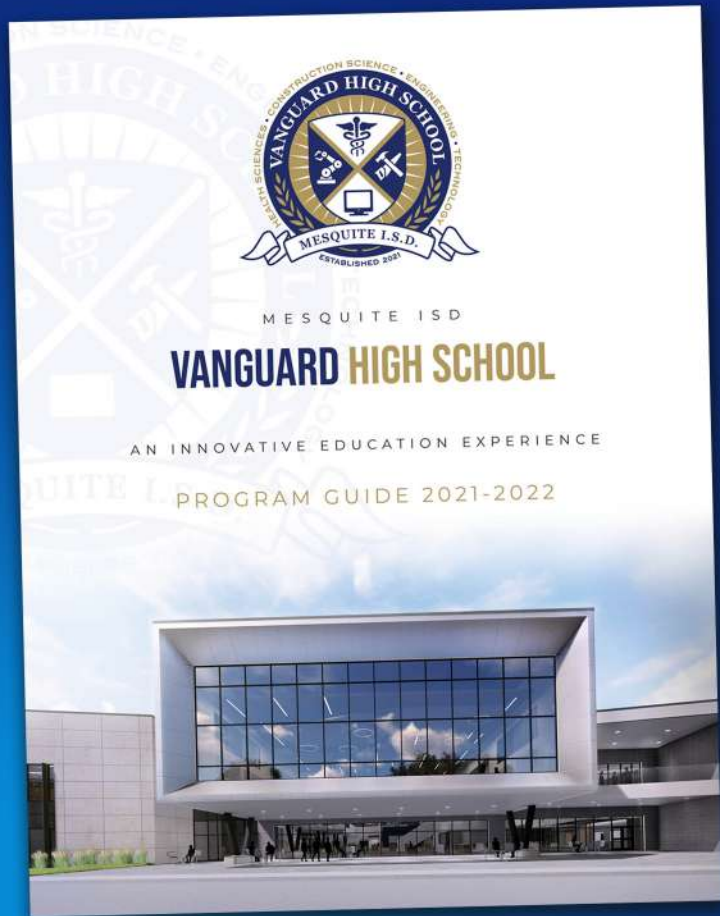
- INDUSTRY CERTIFICATIONS
- DUAL CREDIT
- COLLEGE VISITS
- CAREER FAIRS
- BLENDED LEARNING
- COLLEGE RESEARCH
- CAPSTONE PROJECTS
- JOB SHADOWING
- MOCK INTERVIEWS

At the bottom right, there are social media icons for Facebook, Twitter, and Instagram, with the handle @MSDVanguardHS. The footer text reads: "LEARN MORE AT VANGUARDHIGHSCHOOL.MESQUITEISD.ORG"

Displayed on campuses during CTE visits.

VANGUARD PROGRAM GUIDE

- digital version displayed on website
- mailed to virtual learners homes
- handed out in-person



SCHOOL OF ENGINEERING

LOGISTICS

ENDORSEMENT: BUSINESS & INDUSTRY

SUMMARY
The Logistics program prepares students for careers in warehousing, transportation and materials management. Distribution and logistics focus on the movement of people, materials and goods by road, pipeline, air and water. Students will use software programs to develop a systematic plan to achieve effective inventory management and move inventory from location to location.

PARTNERSHIPS
Coming soon

DUAL CREDIT
N/A

POSSIBLE CERTIFICATIONS
MSC (Manufacturing Quality Control)

SCHOOL OF ENGINEERING

ROBOTICS

ENDORSEMENT: STEM

SUMMARY
This program of study is ideal for students who wish to explore how industries use robots and automated systems. Basic programming skills will be used to complete projects, and students will gain an understanding of programmable circuits. Mastering how systems use electronic building blocks as inputs and outputs will be studied as well as maintenance and testing of robots. The current job market for robotics continues to increase, making this program an in-demand career field where students can get a leg up and stand out from the competition.

PARTNERSHIPS

SCHOOL OF ENGINEERING

MESQUITE ISD

VANGUARD HIGH SCHOOL

UNA EXPERIENCIA EDUCATIVA INNOVADORA

GUÍA DEL PROGRAMA 2021-2022

BIENVENIDOS

EL VISIÓN

Es verdaderamente fantástico inaugurar la primera escuela de opciones profesionales del Distrito Escolar Independiente de Mesquite. Nominada Escuela Secundaria Superior Vanguard por nuestro Consejo Escolar, en agosto de 2020, como su miembro lo indica, esta escuela y secundaria liderará el camino en nuevos desarrollos y nuevas ideas en torno al aprendizaje y la preparación para la vida después de la escuela secundaria.

Diseñada para estimular una participación más a fondo de los estudiantes en campos incógnitos por ellos mismos, ya sea tecnología, ingeniería, ciencias de la salud o ciencias de la construcción, la Escuela Secundaria Superior Vanguard les ofrecerá el tiempo para dedicarse a más lecciones basadas en proyectos. Además, los estudiantes de secundaria superior podrán explorar su rama de estudio mediante más experiencias de colaboración y oportunidades para contextualizar su aprendizaje en las asignaturas básicas de la trayectoria profesional que elijan. La Escuela Secundaria Superior Vanguard también es la precursora en Mesquite ISD en ofrecer los programas pioneros de carreras P-TECH. En estos programas P-TECH, los estudiantes se gradúan con un título de grado de asociado (Associate Degree) y con los certificados necesarios que los preparan para obtener empleos con salario mínimo desde que terminen la escuela secundaria superior. Aunque las oportunidades extracurriculares para los estudiantes de la Escuela Secundaria Superior Vanguard pueden ser diferentes a las de una escuela secundaria superior tradicional, seguirán siendo parte de una comunidad dinámica y esencial para la experiencia académica de todos los estudiantes de secundaria superior. Con toda certeza, podrán participar en actividades que fomenten la colaboración en equipo y participarán en oportunidades competitivas emocionantes en representación de su escuela.

Dr. David Vroomland
Superintendent

MENSAJE DEL DECANO ELSASSER

Bienvenidos a la Escuela Secundaria Superior Vanguard, un plantel de vanguardia con 250,000 pies cuadrados de espacio educativo, tecnología y equipo innovadores. Aquí, los estudiantes en todo Mesquite ISD explorarán sus opciones profesionales, mientras obtienen certificaciones basadas en la industria, créditos universitarios y mucho más.

Pero es nuestra cultura la que hace que Vanguard sea especial. Vanguard ofrece a nuestros estudiantes la oportunidad de integrar sus trayectorias profesionales en todos los aspectos de su educación secundaria superior mientras aprenden de los expertos en la industria. Nuestros instructores apasionados, creativos e innovadores guían a los estudiantes mediante lecciones estimulantes y enriquecedoras orientadas a sus futuras carreras. Nuestros socios en la industria, quienes añaden perspectivas y experiencias únicas para nuestros estudiantes, también ayudan a prepararlos para sus carreras. Los estudiantes tendrán la oportunidad de conocer e interactuar con algunas de las empresas más importantes de nuestra comunidad, mientras aprenden las habilidades necesarias para emprender una carrera próspera.

Los estudiantes de Vanguard no solo gozarán de la ventaja de estar preparados para trabajos de alta demanda, sino que su experiencia académica en la escuela secundaria superior también podría contribuir a su trayectoria de éxito en la vida.

Clint Elsasser
Dean of Schools

DISCOVER VANGUARD

NOW ACCEPTING ENROLLMENT REQUESTS

An Innovative Education Experience - Vanguard High School



DISCOVER MESQUITE ISD'S BRAND NEW CHOICE HIGH SCHOOL

Vanguard High School is a brand new school of choice serving students in Mesquite ISD who are interested in a non-traditional high school experience while pursuing one of 16 different programs of study and earning multiple industry certifications as well as dual credit.

Vanguard will open in the fall of 2021 with 500 freshmen and 500 sophomores organized into four schools based on their selected program of study. MISD students from any of our five high school attendance zones can attend Vanguard, and the district will provide transportation.

From Oct. 1 through Nov. 20, current MISD eighth or ninth graders may submit an interest form in Skyward to enroll at Vanguard.

Space is limited. If more students select a program than seats are available, a matrix will be used to rank all students on the same criteria for admission to limited enrollment programs.

DISCOVER THE PROGRAMS OF STUDY AT VANGUARD

SCHOOL OF CONSTRUCTION SCIENCE

The demand for housing in the state of Texas continues to skyrocket. It seems like everywhere you look new commercial development is springing up throughout the metroplex. An education from the School of Construction Science is just the place to cultivate the skills to thrive in the construction industry. Those interested in carpentry can earn multiple certifications that will immediately distinguish them from other candidates entering the workforce. Students will have the opportunity to focus on each of the elements of building while working with the very equipment that professionals on construction sites use all over the country. Those with an affinity for architectural design stand to benefit from the certifications offered with this program as well. The Vanguard School of Construction Science offers two programs of study that will build the foundation of a successful future: **Architectural Design** and **Construction Technology**.



SCHOOL OF ENGINEERING

Equipping students with hands-on experience combined with the use of industry standard tools is the backdrop for the School of Engineering. With five courses of study to choose from, students will be given a real-world vantage point in learning what it takes to pursue careers in fields such as automotive maintenance and restoration, industrial technology or logistics and supply chain operations. If your student is gifted with the innate ability to build things and problem solve, he or she might be interested in one of these School of Engineering programs of study: **Automotive Collision**, **Automotive Technology**, **Engineering**, **Logistics** and **Robotics**.



SCHOOL OF HEALTH SCIENCE

In 2020, we've seen firsthand the long-lasting impacts of a global pandemic on our health care system. There is no doubt that our next generation of health care providers will be a valuable asset to our society. The Vanguard School of Health Science caters to developing the skills students will need using both simulated and real-world environments. We've partnered with multiple hospitals, rehabilitation facilities, pharmacies and fire departments throughout the community to expand the classroom—providing an enhanced curriculum and an opportunity to earn multiple industry certifications. If your student is passionate about serving and caring for others, one of these programs of study at the School of Health Science could be the pathway to a rewarding future: **Dental Assistant**, **Emergency Medical Technician**, **Firefighter**, **Medical Assistant**, **Medical Technician**, **Pharmacy Technician** or **Therapy Occupations**.



SCHOOL OF TECHNOLOGY

An ever-changing field that will always need inquisitive and resourceful problem solvers is technology. Our lives are heavily impacted by the use of various technological advances so there will never cease to be a demand for highly skilled candidates. The Vanguard School of Technology specializes in preparing students to think critically with innovative learning experiences and a curriculum that focuses on foundations, information acquisition, problem solving and communications. With a variety of certifications available in **Computer Science** as well as **Graphic Design**, students will have a jump start on pursuing a career that can take them into a myriad of industries.



ENROLLMENT INSTRUCTIONS

Vanguard Program Selection



INSTRUCCIONES DE INSCRIPCIÓN EN ESPAÑOL

LAST CHANCE TO DISCOVER VANGUARD

ENROLLMENT CLOSES NOVEMBER 20TH

IS YOUR CHILD A VANGUARD?

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Space is limited. If more students select a program than seats are available, a matrix will be used to rank all students on the same criteria for admission to limited enrollment programs.

PROGRAM SPOTLIGHT

Discover a Future in Logistics at Vanguard!



ENROLLMENT INSTRUCTIONS

Vanguard Program Selection



INSTRUCCIONES DE INSCRIPCIÓN EN ESPAÑOL

Vanguard Program Selection (Spanish)



VANGUARD HIGH SCHOOL

Facebook @MISDVanguardHS

4201 Fakhori P Lucas Sr Blvd,
972.882.8768

vanguardhs@mesquiteisd.org
vanguardhighschool.mesquite...

INTERNAL COMMUNICATION



- Created Google folder and resource document for counselors with FAQ and talking points about Vanguard
- Met with all secondary counselors to introduce them to the programs at VHS and train them regarding the impact on CTE pathways
- Conducted an online focus group with potential students to find out what messages will resonate with potential families
- Created public address announcements for middle school and sub varsity athletic events
- CTE counselors and Dean of Vanguard visited 8th and 9th grade English classes at all middle and high schools to talk to students about enrollment opportunities
- Used Google classroom assignments to connect with virtual learning students and share information about Vanguard

EVALUATION

1,528 total applications submitted

In the most popular programs there were nearly double as many applicants as seats available.

1st Choice Program	8th Requests	Seats	9th Requests	Seats
Architectural Design	93	40	68	40
Automotive Collision	26	32	18	32
Automotive Technology	51	32	46	32
Computer Science	77	50	45	50
Construction Technology	23	35	12	18
Engineering	91	30	51	30
Firefighting	34	25	24	22
Graphic Design	95	50	50	50
Health Science	339	150	285	150
Logistics	7	12	7	7
Robotics	59	30	27	30
Grand Totals	895	486	633	461



VANGUARD HIGH SCHOOL WEBSITE LAUNCHED ON SEPTEMBER 14, 2020

5,943 Users
21,829 page views



VANGUARD SOCIAL MEDIA LAUNCHED ON SEPTEMBER 15, 2020

811 Total Followers
645 Facebook
97 Instagram
69 Twitter

41%

of parents indicated that they first learned about Vanguard from a digital, print or social media communication



#DiscoverVanguard Posts on Vanguard Social Media

76 Unique Posts
135,390 Impressions
115,770 Reach
1,074 Engagements



MISD Social Media Campaign

31 Unique Posts
224,502 Impressions
4,591 Engagements



Marketing Survey

Sent to 1,341 Emails
Collected from Student Applications to Vanguard
286 Responses

15 **CAMPUS PRESENTATIONS**

62% of students were face-to-face learners

48% of students were virtual learners

60%

of parents selected the Vanguard catalog as the most helpful piece of information

4



Survey respondents gave a 4 star rating for material received about enrolling in Vanguard