



# Choose sUSD!



## GOLD MEDALLION

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- Marketing Campaign: Choose SUSD
- 5 Communications Staff
- Public School District
- 29 Schools, 1 Online High School
- 20,000 Students
- 3,100 District Staff

**Engaging** all students in **world-class, future-focused** learning.

## SYNOPSIS

Scottsdale Unified School District (SUSD) is facing declining enrollment, threatening the viability of some schools. Enrollment has been on a steady decline since 2010/11, dropping by an average of 1.8 percent per year. These declines are linked primarily to our community's aging population, its high cost of living, and increased competition in the education marketplace. Out-of-district enrollment continues to be a significant factor, hovering between 4,500 and 4,600 students every year since 2014/15, while in-district enrollment has dropped by about 4,400 students (a 21 percent decline) during the same period. Increased competition from state-sponsored Educational Savings Accounts (ESAs, aka, vouchers) and charter schools, along with a lack of knowledge among parents about the benefits of SUSD, have also contributed to this decline. Our district offers an immense amount of choice to families: 30 schools, each with unique programs and communities. That variety is a strength, but at the same time we identify it, as an obstacle that can be overwhelming for parents. Our campaign needed to simplify and clarify not only why SUSD is the best educational choice in our region but also how to identify the best school pathway for one's family.

## PROBLEM STATEMENT

Enrollment in SUSD is decreasing due to increased competition and a gap in awareness among parents about SUSD's unique programs and advantages. SUSD must clearly distinguish itself as the top educational choice and help families understand why they should **#ChooseSUSD**.



## RESEARCH

Research is the foundation of an effective, well-thought-out campaign. We reviewed the following data to help inform the target audience, its values, and what messaging would most resonate.

### Historical Research (Formal; Secondary/Primary; Qualitative/Quantitative)

- Research from the [Brookings Institution](#), [The National Center for Education Statistics](#), [The New York Times](#), and many more reports explained the post-pandemic shift away from public schools and increased choice.

However, our data reveals a compelling counterpoint: while many districts are still struggling to recover, **SUSD is bucking the trend**. Many SUSD students have already returned to pre-pandemic levels in both attendance and achievement. Even more striking, the longer a student remains enrolled in SUSD, the higher their GPA is and state assessment proficiency. This presents a powerful opportunity to position SUSD as a district where stability, academic excellence, and long-term student success are the norm—making it the clear choice for families seeking proven results.

- Reviewed **Census Data** to determine how many school-aged children actually live within Scottsdale city limits. Only 14% of the population is under 18 (versus 20% statewide) and only 3.4% of women of childbearing age gave birth in the last year (about two-thirds of the state rate). SUSD's district also includes parts of Phoenix, Tempe, and Paradise Valley. Those areas were also considered. Notably, our community is highly educated (61% have a bachelor's degree or higher, vs. about 30% nationally). This suggests local families value education and should value SUSD's high-quality programs. We also reviewed the **SCOTTSDALE UNIFIED SCHOOL DISTRICT DEMOGRAPHIC AND ENROLLMENT ANALYSIS 2022/23**, conducted by Applied Economics, which projects a continued 1.8% decline in enrollment for the next 10 years and demonstrated a 57% capture rate of in-district students.

While the proportion of school-aged children in Scottsdale is lower than in other parts of Arizona, the families who do reside here are deeply invested in academic excellence. This creates a prime opportunity to position SUSD as the premier choice for families seeking high-quality education, innovative programs, and a district that aligns with their values. Additionally, SUSD is a destination school district that attracts families from all across the Valley.

- Considered the **Heritage Foundation's survey: Education Choice at a Crossroads: A Survey of Arizona Parents Who Use Empowerment Scholarship Accounts (ESAs)**. This provided great insight into a parent's reason for participating in the ESA program and what they believe they are getting that a public school district does not provide.

This research not only clarified what families seek in alternative education options but also highlighted common misconceptions about SUSD. Understanding these motivations allows us to address those misperceptions, showcase our district's strengths, and refine our messaging to better align with the priorities of families considering ESAs.

- Weekly enrollment reports**, along with **Governing Board Presentations outlining budget constraints** tied to Average Daily Membership (ADM), underscore the importance of increasing our district enrollment.

#### Focus Groups (Informal; Primary; Qualitative)

- We met with the Student Advisory Board (SAB) to help understand why they, as students, Choose SUSD.
- We met with the Scottsdale Parent Council to determine reasons why parents Choose SUSD.
- We attended monthly administrative meetings and bi-monthly principal meetings (elementary, middle, and high school principal breakouts), as well as visited schools to meet one-on-one with principals to determine individual site needs, plans, program offerings, and opportunities.
- Principals reached out to parents to ascertain why they Choose SUSD. Parent responses later served as testimonials woven into our marketing.

#### Surveys (Formal; Primary; Qualitative/Quantitative)

- The annual **SUSD Climate Survey** helped us recognize parent perceptions and decision-making factors, and our **Thought Exchange survey data** from a previous economic impact study reminds us how our stakeholders value public education
- Exit Survey data** is collected monthly.
- Tour Survey**

Yes, enrollment is declining (as research shows nationally and regionally), but SUSD has strong points (rebounding performance, high-community educational values) which we can leverage. Through a refreshed communications campaign, we can plan to move the needle to benefit our schools.



## PLANNING



### Situations Analysis:

Research shows that families are making choices based on what they think they know, and it will take a coordinated campaign that engages all stakeholders to successfully inform, as well as correct misinformation related to SUSD's competitive advantage and market differential. Increasing enrollment is a shared responsibility and must include students, staff, parents, and partners.

### Goal Statement:

Increase awareness and enrollment by ensuring families in and around the SUSD boundary recognize the district's premier academics, arts, and athletics programs, positioning SUSD as the top choice for their child's education and ultimately **#ChooseSUSD**.

### Objectives:

We identified SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives to support the overarching goal.

1. District Wildly Important Goal (WIG) - Enrollment from May 23, 2024, to the 100th day of fiscal year 2024-2025, enrollment in grades 1-12 will increase a minimum of 1% (not including early graduates).
2. Prevent the closure of any schools in the 2025-26 school year based on the 2024-25 100-day ADM data.
3. Increase open enrollment inquiries by 15% during the month of November 2024 for the 2025-26 school year through targeted marketing efforts, including digital advertising, social media, and community outreach.
4. Increase school tours by 25%, showcasing SUSD's premier academics, arts, and athletics through digital campaigns and parent testimonials.
5. Ensure 100% of school principals actively participate in the campaign by attending community enrollment events and engaging in school marketing efforts.

### Key Publics:

1. Prospective families – In- and out-of-district families with children aged 1-16 years who, because of this campaign, will **#ChooseSUSD**.
2. Current families – this campaign is as much about retaining enrollment and making sure that families continue to **#ChooseSUSD**.
3. Former district families that have withdrawn students from SUSD since 2020 that we can recapture and will once again **#ChooseSUSD**.

### Roles & Responsibilities:

-  **Superintendent:** Dr. Scott Menzel is the district's primary brand ambassador. He highlighted our campaign in multiple meetings and community gatherings, as well as in all his external and internal district communications. He also co-hosts the SUSD *Spotlight* podcast with the Director of Communications that focuses on unique offerings, open enrollment and community events.
-  **Cabinet Members:** Held leaders and staff accountable for engaging and assisting in the creation of marketing material and the delivery of messaging on social media and in newsletters.
-  **Director of Communications & Marketing:** Kristine Harrington was responsible for developing and overseeing all aspects of the Choose SUSD campaign, including research, data reviews, and asset development. She also created the district's first-ever SUSD Education Expo. She met with the superintendent and district leadership to determine the feasibility of implementing such a campaign, as well as plan for how it might be received by the staff and public.



Additionally, she was responsible for meeting regularly with principals/district staff to train them and engage them in the planning/marketing process. She was also charged with organizing/staffing community events (i.e., Scottsdale Family ArtsFest, the city of Scottsdale's Ultimate Playdate, Trunk or Treat, Parada del Sol Parade, and Bunnanza events, and the McDowell Sonoran Conservancy's Children's Learning and Play Festival) and creating tactics like the branding professional development and Expo planning toolkit.

- 🌟 **Communications Manager:** Nancy Norman helped identify the earned-media campaign components, drafting media releases and advisories. She is also the campaign's copywriter and ensures that all elements land in employee and parent newsletters and are shared with our community partners.
- 🌟 **Digital Content Manager:** Emilio Torres created school profile videos, as well as OTT and streaming ads, for our campaign. He also created social media posts and produces the SUSD *Spotlight* podcast. He developed story ideas and helped ensure that all unique programs and schools were highlighted.
- 🌟 **Art Director:** Victor Bobbett created the look and logo for the campaign. He also created step-and-repeat backdrops for each school (featuring each school's mascot and logo), as well as pop-up banners and tablecloths. He updated each school's tri-fold pamphlet to ensure schools were ready for increased foot traffic from prospective families. These visual elements, as well as advertising #ChooseSUSD assets, were featured in the SUSD *Showcase* magazine, which he designs.
- 🌟 **Web Content Strategy Manager:** Steven Paluch was instrumental in reworking the district website's enrollment page and school pages to align with the campaign. He launched pop-up reminders about enrollment, as well as events (such as Kindergarten Round-up, i.e., "Grow with SUSD", and the SUSD Expo). He also automated school-tour requests and launched post-tour surveys to measure conversion (to track how many families who toured eventually enrolled).
- 🌟 **School Principals:** Principals were a critical part of the execution of this overall enrollment campaign. This was the first time there were clearly articulated expectations for them to help plan and participate in an enrollment campaign. They were instrumental in building a groundswell of support from students, staff, and parents.
- 🌟 **Students:** Developed a *Grow with SUSD* coloring book, illustrated by a current SUSD student enrolled at Chaparral High School, known for its strong arts program, which became a tactic in our Choose SUSD campaign.

## Key Messages:

### Choose SUSD

- 🌟 **Choose SUSD Academics** – Engaging all students in world-class, future-focused learning. From Dual Language Immersion and Gifted programs to International Baccalaureate and cutting-edge STEM initiatives, SUSD offers innovative, high-quality academics that prepare students for success in college and beyond.
- 🌟 **Choose SUSD Arts** – SUSD is the premier destination for arts education, offering a comprehensive, K-12 experience in music, marching band, orchestra, choir, visual arts, and performing arts, empowering students to create, perform, and excel.
- 🌟 **Choose SUSD Athletics** – With competitive middle school sports and championship-winning high school athletics, SUSD provides student athletes with top-tier coaching, state-of-the-art facilities, and pathways to collegiate and professional success.
- 🌟 **Choose SUSD Community** – At SUSD, parents are more than spectators: they're our partners in the education of their children. Strong family engagement, district safety and support, and community collaboration create an environment where students thrive.

### Strategy I – Digital Marketing

We prioritized search engine optimization (SEO) to capture families actively searching online for schools. We were strategic as it related to identifying **school search terms** in advance of launching Google ad words. We launched targeted email marketing campaigns to prospective families and separate, nurturing emails to current families to encourage retention. We ran OTT ads on YouTube and Hulu, audio ads on Spotify, and a series of social media ads (Facebook & Instagram) using the #ChooseSUSD theme. We geo-fenced the competition (charter and private schools, as well as schools that had announced they were closing or that are on our district's border).

### Strategy II – Traditional Marketing

We ran print ads in parenting magazines and three local community newspapers (*Scottsdale Progress*, *Scottsdale / Paradise Valley Independent* and *CITYSunTimes*). We also secured a sponsored, full-page article with an ad each month in the *CITYSunTimes* to regularly share SUSD success stories. Printed collateral (flyers, brochures) were distributed at events and in the community.

### Strategy III – Recruitment Events

SUSD engaged with the community through numerous events to build awareness and drive enrollment, such as hosting the first-ever SUSD Education Expo, a comprehensive showcase of all district schools and programs. We also participated in city-sponsored festivals, seasonal celebrations, and family-focused events, including the Scottsdale Family ArtsFest, Fall Festival, Trunk or Treat, and Ultimate Playdate, ensuring we reached prospective families where they are. These efforts provided direct engagement opportunities, allowing us to highlight SUSD's academics, arts, and athletics, while fostering meaningful conversations about enrollment.

### Budget:

Digital Marketing \$48,659	Traditional Marketing \$15,937	Recruitment Events \$0	Total \$64,596
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*\*We did not factor in the salaries of staff who are already employed and charged with helping to drive this work. Growing enrollment is a large percentage of our jobs, second only to crisis communications, and this campaign lives in nearly all that we do. We also did not account for the presentations, tool kits and earned media opportunities that were all generated by the Communications Department. \*We created all content in-house and used Davidson Belluso, a local advertising agency, to deploy our ads (Google ad words, display, social, OTT, movie theatres, streaming ads).*

## IMPLEMENTATION

### Timeline:

The campaign development and rollout spanned 12 months in total, with about 9 months of active, in-market' promotion. Implementation remained flexible and collaborative to meet the bandwidth and resources available.

Date	Action	Responsible Party
January 2024	Monthly meetings to review exit survey data and determine why families are leaving and where they are going.	Superintendent, Director of Communications, and Director of Assessment and Accountability
February 2024	Started drafting campaign ideas and plans	Communications Team
March 2024	Presented to Principals and started soliciting parent testimonials	Communications and Principals

Date	Action	Responsible Party
March 2024	Attended City of Scottsdale Bunnanza and Truck Town	Schools, Communications, and Transportation
March 2024	Scottsdale Family Arts Festival	Every School, Comms, and Arts
April 2024	SUSD Spotlight Podcast goes live	Comms, Superintendent, & Guests
April – May 2024	Worked with Principals to update their websites, identify specific needs/opportunities.	Web Content Strategy Manager, Director of Communications, and Principals
May – August 2024	Worked with Principals to update their school tri-fold brochures	Art Director and Principals
June 2024	Children's Learning Play Festival	District – Presenting Sponsor
July 2024	Launched new website (updated enrollment pages/enhanced school pages and upgraded school tour tool)	Web Content Strategy Manager, Director of Communication, and Principals
July 2024	Presented at Admin Academy and took leadership headshots to build out leader bios	Web Content Strategy Manager, Director of Communications, and Principals
August 2024 & Jan 2025	Superintendent editorial & Superintendent Happy New Year	Communications
August – September 2024	Created videos, streaming ads and OTT ads, Social and Display ads	Communications
September 2024	Principal/Leadership Branding Presentation/Training & Follow-up Event Training	Communications
September 2024 – June 2025	CITYSunTimes – Monthly articles & ads	Communications
September 2024 – February 2025	Launched social media posts & ads using #ChooseSUSD	Communications
October 2024	Media release	Communications
October 2024	First eblasts launch	Communications
October 2024	Kindergarten Round-Up Events	Principals & Communications
October 2024	Fall Festival	Communications
October - November 2024	Launched Hulu, YouTube, Spotify, and Harkins Movie Theatre ads	Communications (vendor deployed our assets)
October 2024	Community Trunk or Treat	Communications
November 2024	Added pop-up alerts on website	Web Content Strategy Manager
November 2024	SUSD Expo	Communications, District Leadership and all Principals
December 2024 – February 2025	Re-launched Hulu, YouTube, and Spotify ads (without mentioning the SUSD Expo)	Communications (vendor deployed our assets)
December 2024	Ultimate Playdate	Communications, SPED, CommunityEd/Early Learning
January 2025	Showcase Magazine	Communications
January 2025	Review success with 100th day enrollment numbers	Communications, Cabinet, District Leadership, and Principals
January 2025	Kindergarten Round-Up Events	Communications and Elementary Principals
February 2025	Parada del Sol	Communications, District Leadership, and all Principals

## EVALUATION



Objective	Method	Baseline	Final Results
District Wildly Important Goal (WIG) - Enrollment from May 23, 2024, to the 100th day of fiscal year 2024-2025, enrollment in grades 1-12 will increase a minimum of 1% (not including early graduates).	Compare enrollment from baseline (May 23, 2024)	100th Day 2024 = 18,475	100th Day 2025 = 18,800 That is a difference of 325 and an increase of 1.76%
Prevent school closures in the 2025-26 school year based on the 2024 100-day Average Daily Membership (ADM) data.	Monitor 100-day ADM and school capacity projections; decision from leadership on school closures.	4 schools on the "Grow or Consolidate" list to potentially close if no improvement from 2024.	No schools will be closed for 2025-26
Increase open enrollment inquiries by 15% during the month of November 2024 for the 2025-26 school year through targeted marketing efforts, including digital advertising, social media, and community outreach.	Count and track inquiries/applications via the open enrollment portal or calls during Nov. 2024.	November 2023 – 1,068 open enrollment applications received.	November 2024 – 1,221 open enrollment application received. An increase of 14.33%.
Increase school tours by 25%, showcasing SUSD's premier academics, arts, and athletics through digital campaigns and parent testimonials.	Track school tour sign-ups.	The number of school tour requests received in 2023 was 2,877.	Calendar year 2024 saw 3,702 tour requests and so far, we have 708 in the first two months of 2025.



Objective	Method	Baseline	Final Results
Ensure 100% of school principals actively participate in the campaign (e.g., by attending community enrollment events and engaging in school marketing efforts).	Track principal attendance at events and contributions to marketing.	Previously, no coordinated principal involvement; participation was voluntary and inconsistent.	All 30 principals participated in at least one enrollment event or marketing effort. 100% attended mandatory events (Expo, etc.), although voluntary engagement remains an opportunity for improvement.

The campaign significantly boosted engagement metrics across the board: school tour requests jumped, open enrollment interest increased, and even staff engagement in marketing improved noticeably.

Families were talking about SUSD more, as evidenced by the increase in social media engagement, website traffic, and school tour requests. The hashtag #ChooseSUSD was used and shared by the district and schools in organic fashion and became a part of who we are in telling our story. The hashtag was utilized even before our paid advertising was deployed. As such, between March 2024 and February 2025, our social media posts reached more than 6 million people. They were shared 17,000 times and generated more than 8,000 comments. The SUSD Expo attracted more than 500 attendees and resulted in a dozen on-site, open enrollment sign-ups (families can enroll online from anywhere). While our objectives were met, we have yet to experience an overall enrollment increase. Enrollment on the 100th day of fiscal year 2024-2025 in grades 1-12 did increase a minimum of 1% but our projected incoming kindergarten classes are far smaller than the number of students who will graduate this year. In response to that, we spun off a second campaign, "Grow with SUSD," that focuses on early learners and kindergarten enrollment. That campaign is continuing, and we hope it will make a difference in awareness and enrollment.

We view #ChooseSUSD as more than a one-year campaign. It is a refreshing, cohesive branding framework through which our schools can thrive. We've extended the concept into #GrowWithSUSD (emphasizing early learning, as well as the full K-12 journey through our specialty programs like Gifted, STEM, Dual Language Immersion, and IB) and #JoinSUSD (to bolster employee recruitment). These were inspired by the #ChooseSUSD campaign momentum and will carry the message and vision forward.



## SUPPORT MATERIAL



### DISPLAY CREATIVE

Creative	Ad Image	Impressions	Clicks	CTR
		319,804	5,747	1.80%
SUSD Grow 728x90.png		56,425	299	0.53%
EXPO 728x90-100.jpg		32,573	196	0.60%
SUSD-7803-Choose-SUSD-Open-Enrollment-Ad-320x50-Static-Final-002.jpg		83,028	116	0.14%
SUSD-7803-Expo-Banner-Ad-320x50-Animated-Final-001.gif		71,017	106	0.15%
SUSD Choose 300x250.png		29,095	54	0.19%
EXPO 300x250-100.jpg		19,642	41	0.21%

### OTT

42,517  
Impressions

- Strong view rate at 97.23% shows viewers were engaged with the Expo video
- 41,659 completed views were delivered

41,659  
Completed Views

97.23%  
View Rate



[How did you hear about us responses.pdf](#)

## STREAMING AUDIO

- A strong listen through rate of 97.45% shows viewers were engaged with the Enrollment ad
- 27,487 ads were completed at an average frequency of 1.62
- The campaign reached 16,940 unique listeners

97.45%

LTR



Flight	Impressions	Clicks	CTR	Reach	Frequency	Completes
SUSD   Open Enrollment	28,135	11	0.04%	16,940	1.62	27,487

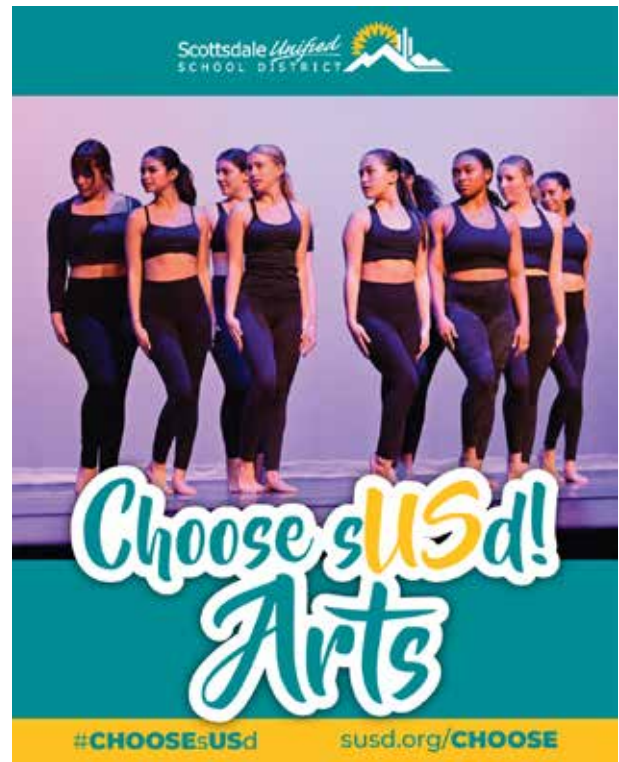


CHOOSE SUSD

Impressions	87,834
Clicks	364
CTR	0.41%







Social Media Analytics across All SUSD Accounts during the #ChooseSUSD Campaign  
March 1, 2024 – February 28, 2025

Post video views  <b>36,954</b> views	Post reach  <b>6,191,020</b> users	Average post eng...  <b>11.19%</b> engagement rate	Post shares  <b>17,098</b> shares
Post reactions & L...  <b>319,327</b> reactions	Post comments & ...  <b>8,273</b> comments		

Below is a chart that shows how the SUSD campaign compared against industry standards.

Media Tactic	Performance Benchmark (CTR/VCR/LTR)	October 1-31, 2024	November 1-30, 2024	December 1-15, 2024
Display	0.06% – 0.09%	0.95%	0.89%	1.13%
Social Media (FB&IG)	0.45% – 0.65%	0.43%	0.51%	0.28%
OTT	90% – 99%	N/A	97%	N/A
Streaming Audio	92% – 96%	N/A	97%	N/A
Google SEM	2.25% – 3.25%	5.47%	5.59%	4.79%
Targeted Email	2.0% – 2.5%	2.76%	2.43%	2.20%

October 2024:

## GOOGLE



- The campaign generated 1,155 clicks, demonstrating strong audience engagement. This high click volume suggests the ad content is effectively encouraging user interaction.
- A Top Impression Rate of 73.76% indicates that the ad was primarily displayed in top ad positions



## GOOGLE

24,943  
Impressions

1,394  
Clicks

5.59%  
CTR

58.33%  
Top Impression Rate

\$0.57  
CPC

- The campaign generated 1,394 clicks, demonstrating strong audience engagement. This high click volume suggests the ad content is effectively encouraging user interaction.
- Engagement has increased from a 5.47% CTR last month to 5.59% CTR, while CPC has decreased to a \$0.69 compared to last month

### Boosted Facebook reel



Nov 17, 2024 • Created by Kristi...  
**Link clicks**  
Next week is the SUSD Education EXPO! Whether you're already an...

Completed

5,161  
Views

6,154  
Reach

85  
Link clicks

\$47.18  
Spent of \$98.00 ⓘ

### Boosted Facebook event



Nov 14, 2024 • Created by Kristi...  
**Event responses**  
Discover the Best Educational Path for Your Child at the SUSD...

Completed

44,488  
Views

14,966  
Reach

85  
Event Responses

\$326.22  
Spent of \$400.00 ⓘ

## TARGETED EMAIL – OPEN ENROLLMENT

- Strong engagement with a 2.83% CTR and a 15.49% open rate

Campaign Summary			
Name: SUSD Open Enrollment 10-18			
From/Brand:	Scottsdale Unified School District		
Headline:	SUSD's 30 schools start enrolling Nov. 1. Secure your spot!		
Broadcast Date:	10/18/2024		
Audience:	50,000	ID:	2182767
Views:	7,745	Clicks:	1,416
View %:	15.49%	Click %:	2.83%



### CAMPAIGN STATS

Views | 15.49% Total Views 7,745

Clicks | 2.83% Total Clicks 1,416

CTVR | 18.28%

### Clicks by Device

Desktop	34.11%	483
Mobile	65.89%	933

### CLICKS BY WEB BROWSER

	469		111		68		532		236
Chrome		Edge		Firefox		Safari		Other	



Index	Link URL	Clicks	%
1	<a href="https://susd.org/enrollment?utm_source=DavidsonBelluso&amp;utm_medium=Email">https://susd.org/enrollment?utm_source=DavidsonBelluso&amp;utm_medium=Email</a>	286	20.20%
2	<a href="https://susd.org/expo?utm_source=DavidsonBelluso&amp;utm_medium=Email">https://susd.org/expo?utm_source=DavidsonBelluso&amp;utm_medium=Email</a>	158	11.16%
3	<a href="https://susd.org/expo?utm_source=DavidsonBelluso&amp;utm_medium=Email">https://susd.org/expo?utm_source=DavidsonBelluso&amp;utm_medium=Email</a>	359	25.35%
4	<a href="https://susd.org/expo?utm_source=DavidsonBelluso&amp;utm_medium=Email">https://susd.org/expo?utm_source=DavidsonBelluso&amp;utm_medium=Email</a>	385	27.19%
5	<a href="https://susdeducationexpo2024.sched.com/?utm_source=DavidsonBelluso&amp;utm_medium=Email">https://susdeducationexpo2024.sched.com/?utm_source=DavidsonBelluso&amp;utm_medium=Email</a>	89	6.29%
6	<a href="https://www.susd.org/?utm_source=DavidsonBelluso&amp;utm_medium=Email">https://www.susd.org/?utm_source=DavidsonBelluso&amp;utm_medium=Email</a>	139	9.82%
		<b>1,416</b>	

## TARGETED EMAIL – EXPO 11-7

- Strong engagement with a 2.30% CTR and 15.68% open rate



## TARGETED EMAIL – EXPO 11-14

- Strong engagement with a 2.27% CTR and 15.01% open rate



## TARGETED EMAIL – EXPO 11-18

- Strong engagement with a 2.73% CTR and 13.75% open rate



CITY Sun Times. Articles and ads run monthly with 88,000 monthly readers and 94,982 digital-page views.

## Wishing You a Happy New Year Celebrating Our Accomplishments and Looking Ahead



BY DR. SCOTT A. MENZEL,  
SUPERINTENDENT – SCOTTSDALE  
UNIFIED SCHOOL DISTRICT

As we usher in 2025, it is the perfect time to reflect on the remarkable achievements of the Scottsdale Unified School District (SUSD) in 2024 and look forward to the exciting year ahead.

We hope the new year brings health, happiness and success to all of our students, staff, families and community.

### Fall Semester Highlights

The fall semester of the 2024-2025 school year was nothing short of extraordinary. Thanks to our talented students, dedicated educators and supportive families, SUSD continues to elevate excellence.

### Here are just a few of our standout moments:

- **Championship Athletics:** Congratulations to our Desert Mountain boys swim and dive team and to Chaparral's badminton singles player and pom and cheer teams for securing state championships. Additionally, we celebrated the inaugural season of girls flag football, marking a milestone in our high school athletics program.
- **Coronado Marching Band Victory:** Under the leadership of first-year teacher Brett Bell, the Coronado High School marching band earned first place in the Arizona Band and Orchestra Directors Association (ABODA) state competition.
- **International Recognition:** Desert Mountain High School's talented marching band proudly represented SUSD on the global stage, participating in London's New Year's Day Parade.



### Excellence in Education

Our educators were recognized at the highest levels for their dedication and impact:

- **Arizona History Teacher of the Year:** The Glider Lehman Institute of American History honored Saguaro High School's Ashley Crose as its Arizona History Teacher of the Year.
- **IB Teacher of the Year:** Angie Griffith, 5th grade teacher at Anasazi Elementary, was named Arizona International Baccalaureate Primary Years Programme Teacher of the Year.
- **Theatrical Teacher of the Year:** Dr. Tim McCandless, Saguaro High School Theatre Director, was named Arizona Theatrical Central Region Theatre Teacher of the Year.
- **SUSD Students Outperform Peers:** SUSD significantly outperformed state averages on the 2024 Arizona Academic Standards Assessments (AASA): 61% of grade 3-8 students tested passed the ELA measurement (AZ, 40%) and 56% passed the math assessment (AZ, 33%), making SUSD a top performer in Maricopa County. Additionally, all SUSD school sites earned an A or B state letter grade for the 2023-24 school year from the Arizona State Board of Education. The district itself received an A for the second year in a row.
- **Anasazi Elementary School Blue Zones-Approved:** Recognized for contributing to a healthier Scottsdale, Anasazi Elementary joins SUSD's Echo Canyon K-8 School in achieving Blue Zones-Approved School status.

### Innovative Programs

- **SUSD continues to expand opportunities for our students to grow and thrive:**
- **Fire Science Academy:** Coronado High School, in partnership with the EVIT Fire Science program and the Scottsdale Fire Department, will launch a Fire Science Academy to inspire the next generation of first responders.
- **Expansion of the Scottsdale Math and Science Academy (SMSA):** The highly regarded SMSA program will expand to Mohave Middle School in the fall, providing a premier STEM education to even more SUSD students.



### Spotlight on Safety and Security

In November, SUSD conducted a Safety and Security Town Hall, bringing together families, law enforcement, and district leaders to discuss and strengthen our shared commitment to further secure our campuses. Together, we are enhancing the safety of our schools where students can learn and grow.

### Honors and Recognition

It is a profound honor to have been named 2024-25 Superintendent of the Year by the Arizona School Administrators association. This recognition reflects the hard work and dedication of our entire SUSD community. Together, we are elevating excellence and inspiring a brighter future for our students.

We are also proud that Scottsdale Unified School District was named the winner of the Scottsdale Area Chamber of Commerce Sterling Award in the Big Business category. This award is based on business excellence and positive community impact. We are grateful to the students, staff, parents, and partners who work tirelessly each day to provide wonderful opportunities for all students.

### Looking Ahead

With a strong foundation from the fall semester, we are excited to continue building on our successes in 2025. We invite you to join us. From award-winning academics and athletics to exceptional arts and innovative programs, SUSD truly has something for every student. We encourage you to "Grow with SUSD" and "Choose SUSD" for the 2025-2026 school year. Visit [sUSD.org/enrollment](https://sUSD.org/enrollment) and enroll now.

Wishing you a happy and prosperous new year.

SUSD is a member of the CITYSunTimes Preferred Business Program.



## Print Ad:

*Raising Arizona Kids*: 20,000 magazines, 1.5 million page views annually, e-newsletter has 14,000 subscribers

*Arizona Parenting*: Monthly reach of 172,000+

*CITY Sun Times* (monthly): 88,000 monthly readers and 94,982 digital-page views

*Scottsdale/Paradise Valley Independent* (Oct., Nov. Jan., Feb.) 75,000 homes

*Scottsdale Progress*: 84,000 total market reach

ASU Gammage *Playbill*

# Choose sUSD!



Enroll in SUSD's full-day kindergarten to provide your child with a nurturing and enriching environment that fosters lifelong learning. With comprehensive academic programs, arts, athletics, and specialized support, SUSD positions students for success from the start. #ChooseSUSD

### REASONS TO CHOOSE SUSD FOR YOUR CHILD:

- ▶ **Full-Day Kindergarten:** Provides a strong foundation for lifelong learning, offering more time for in-depth instruction and hands-on activities
- ▶ **Gifted Programs:** Tailored to challenge and engage advanced learners, nurturing their potential and encouraging intellectual growth
- ▶ **Special Education Services:** Individualized support to meet the unique needs of each child, ensuring every student can thrive
- ▶ **Dual Language Opportunities:** Immersive programs that promote bilingualism, enhancing cognitive abilities and cultural understanding

## Enroll Today!



Open the door to your child's bright future with SUSD! Visit [sUSD.org/Choose](https://sUSD.org/Choose) to learn more and enroll today.





**SUSD's YouTube channel** hosts several videos that have been shared in tandem with our #ChooseSUSD campaign to help illustrate the unique value of our programs and attract our parent community to schedule a tour or attend our events.



[#ChooseSUSD Spanish DLI](#)

[#ChooseSUSD Mandarin DLI](#)

[#ChooseSUSD Avid-Schoolwide](#)



[#ChooseSUSD Arts](#)

[#ChooseSUSD Community](#)

[#ChooseSUSD Expo Recap](#)



[#ChooseSUSD STEAM](#)

[#ChooseSUSD Gifted](#)

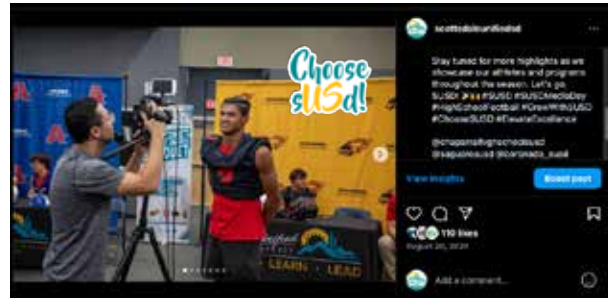
[#ChooseSUSD Community](#)

**[View Even MORE #ChooseSUSD-related Content HERE](#)**



Video title	Published	Impressions	Views	Watch time (hours)	Average view duration
	<b>TOTAL:</b>	104041	22553	279.1018	0:00:44
#ChooseSUSDArts: Gold Dust Avenue sings "Goldwing / Don't Blame Me"	Apr 4, 2024	13458	433	10.7741	0:01:29
"Mean Girls" at Chaparral High School	Apr 1, 2024	7049	515	7.727	0:00:54
#ChooseSUSD Arcadia High School (AVID Schoolwide)   SUSD Profile Video	Feb 27, 2024	5474	1028	27.8997	0:01:37
SUSD's Native American Education Program Celebrates Graduates	Jun 5, 2024	4334	153	2.8436	0:01:06
#ChooseSUSD Spanish Dual Language Immersion (DLI) At Pueblo Elementary   SUSD Profile Video	Feb 23, 2024	3987	413	11.8029	0:01:42
SUSD Spotlight Episode 1: Gold Dust Avenue	Apr 5, 2024	3700	84	1.4056	0:01:00
#ChooseSUSD Celebrating Chinese New Year in SUSD   Desert Canyon Mandarin DLI Program	Feb 27, 2024	3535	216	4.6567	0:01:17
#ChooseSUSDArts: All SUSD HS Marching Bands Join Together to Perform "Sweet Caroline"	Nov 14, 2024	3399	100	1.4087	0:00:50
#ChooseSUSDCommunity Scottsdale Unified Back-to-School Rally 2024	Aug 1, 2024	3327	253	4.8103	0:01:08
SUSD Spotlight Episode 8: Igniting Entrepreneurship with Early College Campus at Coronado	May 23, 2024	3284	74	1.0783	0:00:52
#ChooseSUSDCommunity: Transforming School-Home Communications and Engagement (SUSD)	Jun 5, 2024	3203	237	6.2157	0:01:34
PAL Builds Student Leaders in SUSD   Scottsdale Police Department Partnership Highlight	May 2, 2024	3048	176	3.0645	0:01:02
Together, We Elevate Excellence #ChooseSUSD 2024-2025 Hype Video	Jul 30, 2024	3013	712	6.9412	0:00:35
Redfield Elementary   SUSD Profile Video #ChooseSUSD	Jun 26, 2024	2896	370	11.0255	0:01:47
Navajo Elementary is a Cognia STEAM Certified School #ChooseSUSD	Jul 11, 2024	2246	273	7.0353	0:01:32
SUSD Spotlight Episode 10: From Scottsdale to England - Rabbi Adam Zagoria-Moffet's Journey	Jun 12, 2024	2126	29	0.2693	0:00:33
SUSD Spotlight Episode 2: The Eclipse at Laguna Elementary	Apr 12, 2024	2060	37	0.4778	0:00:46
SUSD Spotlight Episode 11: The "Grow with sUSD" Coloring Book w/Chap Student Artist Jackson Washburr	Jun 14, 2024	1899	26	0.3541	0:00:49
SUSD Spotlight Episode 17: Melody Makers   Students Integrating STEM and Music	Aug 2, 2024	1816	32	1.3373	0:02:30
SUSD Spotlight Ep. 40: Empowering Parents: How Scottsdale Parent Council Connects Families & Schools	Jan 30, 2025	1756	24	0.6264	0:01:33
SUSD Spotlight   Podcast Trailer	Jul 3, 2024	1726	99	1.8635	0:01:07
SUSD Spotlight Episode 26: Celebrating 65 Years of Panther Pride at Pima Elementary School	Oct 4, 2024	1671	44	0.6101	0:00:49
SUSD Spotlight Episode 35: Building Leaders and Innovators in a STEAM-Focused Community at Laguna	Dec 13, 2024	1393	28	0.8431	0:01:48
SUSD Spotlight Episode 39: How SUSD Drives Economic Growth: Insights with Jim Rounds	Jan 24, 2025	1383	21	0.1981	0:00:33
SUSD Spotlight Episode 16: From Scottsdale to Broadway: Chap Alum Sam Primack Joins the Pod	Jul 26, 2024	1326	23	0.5456	0:01:25
SUSD Spotlight Episode 34: Increasing Attendance: SUSD's Strategies & Why It Matters	Dec 6, 2024	1304	31	0.952	0:01:50
SUSD Spotlight Ep 31: Celebrating Native American Heritage: SUSD's Native American Education Program	Nov 15, 2024	1298	19	0.7466	0:02:21
SUSD Education Expo Recap Video #ChooseSUSD	Dec 3, 2024	1246	113	2.6845	0:01:25
#ChooseSUSDCommunity First Day of School 2024 in Scottsdale Unified #ElevateExcellence	Aug 5, 2024	1243	177	3.0206	0:01:01
SUSD Spotlight Episode 33: Power of Inclusion: Mohave Middle School's New Student President	Nov 22, 2024	1234	50	1.392	0:01:40
SUSD Spotlight Episode 20: Lea Mitchell, Our New Assistant Superintendent of Educational Services	Aug 23, 2024	1211	34	1.2551	0:02:12
SUSD Spotlight Episode 36: IB Day of Service with Anasazi: Celebrating Community and Gratitude	Dec 20, 2024	1202	70	2.7761	0:02:22
SUSD Spotlight Ep 30: Supporting Excellence: The SUSD Foundation with Kristen Shroyer	Nov 14, 2024	1117	14	0.2518	0:01:04
SUSD Spotlight Episode 27: Sisters in STEM	Oct 11, 2024	1079	32	0.2125	0:00:23
SUSD Spotlight Episode 19: Former Scottsdale Unified Superintendent, Dr. Duane Sheldon	Aug 23, 2024	1026	24	0.8416	0:02:06
SUSD Spotlight Episode 38: Desert Mountain High School: 30 Years of Excellence and Opportunity	Jan 17, 2025	1013	32	1.537	0:02:52
#ChooseSUSD Our Gifted Services   CGP, Gifted, Honors Informational Video	Jan 17, 2025	1012	107	2.7022	0:01:30
SUSD Spotlight Episode 42: Empowering Student Voices   SAB 24-25 Update	Feb 14, 2025	1007	23	0.747	0:01:56
Pima Elementary   SUSD Profile Video #ChooseSUSD	Feb 12, 2025	961	206	6.1938	0:01:48
SUSD Spotlight Episode 24: Fostering Educational Leadership: Paul Ferrero and John Corte's Journey	Sep 26, 2024	936	33	1.1512	0:02:05
SUSD Spotlight Episode 37: 50 Years of Cherokee Elementary	Jan 10, 2025	908	37	1.8853	0:03:03
Join Us for the SUSD Expo! November 21 at Coronado High School	Nov 14, 2024	892	28	0.1776	0:00:22
Choose SUSD   Enroll Today	Feb 14, 2025	780	16077	133.4542	0:00:29
SUSD Spotlight Ep 32: SUSD Education Expo: A One-Stop Shop for Families	Nov 15, 2024	779	19	0.3517	0:01:06
SUSD Spotlight Episode 41: Classroom to Career   CTE & SRYP Shaping the Future	Feb 20, 2025	454	13	0.4513	0:02:04
SUSD Spotlight Ep. 43: Building the Next Generation of First Responders with Coronado Fire Science	Feb 20, 2025	230	14	0.5031	0:02:09

## #ChooseSUSD Digital Content



#ChooseSUSD Expo Paid Reel on IG & FB

### IG & FB #ChooseSUSD CONTENT:

**Choose SUSD Athletics:** <https://www.facebook.com/ScottsdaleUSD/posts/993964259407142> |

**Choose SUSD Community:** <https://www.facebook.com/ScottsdaleUSD/posts/996026842534217> |

[https://www.instagram.com/p/C\\_BZlI9u2T/?fbclid=IwY2xjawl1VeRleHRuA2FlbQlXMAABHUUsEKTH6tWh5sorsD7A5YHaum6BehoPIJ\\_DBdORDVqrbkvuJzrh9epMNQ\\_aem\\_kCMsd-Bldfbd4OS-a35t1g](https://www.instagram.com/p/C_BZlI9u2T/?fbclid=IwY2xjawl1VeRleHRuA2FlbQlXMAABHUUsEKTH6tWh5sorsD7A5YHaum6BehoPIJ_DBdORDVqrbkvuJzrh9epMNQ_aem_kCMsd-Bldfbd4OS-a35t1g)

**Choose SUSD Academics:** <https://www.facebook.com/ScottsdaleUSD/posts/996127795857455> |

[https://www.instagram.com/p/C\\_BuKlPt8\\_\\_\\_/?fbclid=IwY2xjawl1VghleHRuA2FlbQlXMAABHVs3AQEWtt\\_eJGuCIm2SQaKSGgTAJ4NRFB-isD8NeV7n70ebyqnPsC0QKA\\_aem\\_Rkc1zc0iMuWsiPAS\\_L1cWA](https://www.instagram.com/p/C_BuKlPt8___/?fbclid=IwY2xjawl1VghleHRuA2FlbQlXMAABHVs3AQEWtt_eJGuCIm2SQaKSGgTAJ4NRFB-isD8NeV7n70ebyqnPsC0QKA_aem_Rkc1zc0iMuWsiPAS_L1cWA)

**Choose SUSD Community:** <https://www.facebook.com/share/v/1GgXuYpEBS/> |

[https://www.instagram.com/reel/C\\_wRjF5NUJN/?fbclid=IwY2xjawl1VohleHRuA2FlbQlXMAABHZ0JDEt7fizwnu5AoGhfLdDjJmPRS8AW38VVTCq8eDHWYyECbMV43bkT3A\\_aem\\_EmidU6nJieiT1rmLHJyeJQ](https://www.instagram.com/reel/C_wRjF5NUJN/?fbclid=IwY2xjawl1VohleHRuA2FlbQlXMAABHZ0JDEt7fizwnu5AoGhfLdDjJmPRS8AW38VVTCq8eDHWYyECbMV43bkT3A_aem_EmidU6nJieiT1rmLHJyeJQ)

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[https://www.instagram.com/p/C\\_3aNbwnZSL/?fbclid=IwY2xjawl1Vq5leHRuA2FlbQlXMAABHc6FFZudDSWcGtvYnDfpmTZOFOAuwyzeEeQ0jGvLkqsQDmPkj9ebafUe3A\\_aem\\_HOvBgDUTGMKNzi0krPcm1A](https://www.instagram.com/p/C_3aNbwnZSL/?fbclid=IwY2xjawl1Vq5leHRuA2FlbQlXMAABHc6FFZudDSWcGtvYnDfpmTZOFOAuwyzeEeQ0jGvLkqsQDmPkj9ebafUe3A_aem_HOvBgDUTGMKNzi0krPcm1A)

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[https://www.instagram.com/p/DAHV9kiOZF/?fbclid=IwY2xjawl1Vu9leHRuA2FlbQlXMAABHd9qmiMwO3x4clrlN-vOFv\\_b-9O2QSFQI7FXQnpq21VN\\_W3ZhdPYgs4yPw\\_aem\\_A7323BMN1TDIMeHKMfeXyA](https://www.instagram.com/p/DAHV9kiOZF/?fbclid=IwY2xjawl1Vu9leHRuA2FlbQlXMAABHd9qmiMwO3x4clrlN-vOFv_b-9O2QSFQI7FXQnpq21VN_W3ZhdPYgs4yPw_aem_A7323BMN1TDIMeHKMfeXyA)

**SUSD Expo:**

[https://www.instagram.com/reel/DBNBGGGSChy8/?fbclid=IwY2xjawl1YhxleHRuA2FlbQlXMAABHZ0JDEt7fizwnu5AoGhfLdDjJmPRS8AW38VVTCq8eDHWYyECbMV43bkT3A\\_aem\\_EmidU6nJieiT1rmLHJyeJQ](https://www.instagram.com/reel/DBNBGGGSChy8/?fbclid=IwY2xjawl1YhxleHRuA2FlbQlXMAABHZ0JDEt7fizwnu5AoGhfLdDjJmPRS8AW38VVTCq8eDHWYyECbMV43bkT3A_aem_EmidU6nJieiT1rmLHJyeJQ) |

<https://www.facebook.com/watch/?v=360222003840608>

**Grow with SUSD:** <https://www.facebook.com/ScottsdaleUSD/posts/1039279094875658> |

[https://www.instagram.com/p/DBPKzj7ATam/?fbclid=IwY2xjawl1Yj5leHRuA2FlbQlXMAABHWen7kNGk5BXHCqrs44Lit6ooKOJlbtCzIRJTr6LSxFn3rff7r98C5cfw\\_aem\\_KdidxV5iEeH2d5xy-Py2Sg](https://www.instagram.com/p/DBPKzj7ATam/?fbclid=IwY2xjawl1Yj5leHRuA2FlbQlXMAABHWen7kNGk5BXHCqrs44Lit6ooKOJlbtCzIRJTr6LSxFn3rff7r98C5cfw_aem_KdidxV5iEeH2d5xy-Py2Sg)

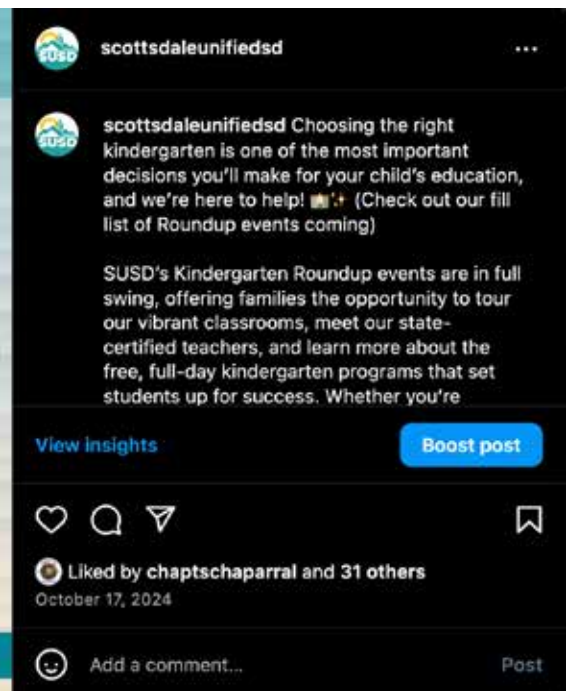


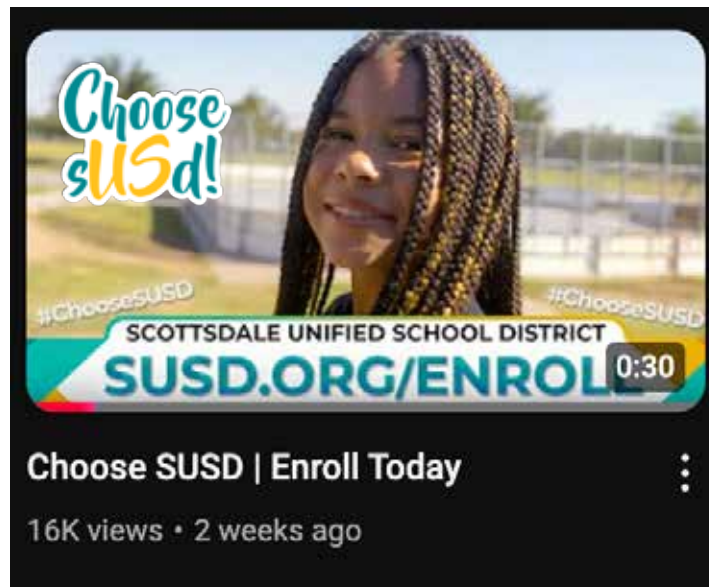
**Choose SUSD Academics:** <https://www.facebook.com/ScottsdaleUSD/posts/1055900696546831> | [https://www.instagram.com/p/DCFg4URzv06/?fbclid=IwY2xjawl1YmxleHRuA2FlbQlXMAABHWen7kNGk5BXHCqrs44Lit6ooKOJlbtCZIRJTr6LSxFn3rff7r98C5cfw\\_aem\\_KdidxV5iEeH2d5xy-Py2Sg](https://www.instagram.com/p/DCFg4URzv06/?fbclid=IwY2xjawl1YmxleHRuA2FlbQlXMAABHWen7kNGk5BXHCqrs44Lit6ooKOJlbtCZIRJTr6LSxFn3rff7r98C5cfw_aem_KdidxV5iEeH2d5xy-Py2Sg)

**SUSD Expo:** <https://www.facebook.com/ScottsdaleUSD/posts/1061970515939849> | [https://www.instagram.com/p/DCZTr6Vv40S/?fbclid=IwY2xjawl1YpFleHRuA2FlbQlXMAABHRe6wloy2F0Tq1MCyaMKH0iO83mT-Ud1-l6xHN7bma-pGkVOBVw7Bf8VKw\\_aem\\_SZ2HlBldK45gtnZmBCcOuQ](https://www.instagram.com/p/DCZTr6Vv40S/?fbclid=IwY2xjawl1YpFleHRuA2FlbQlXMAABHRe6wloy2F0Tq1MCyaMKH0iO83mT-Ud1-l6xHN7bma-pGkVOBVw7Bf8VKw_aem_SZ2HlBldK45gtnZmBCcOuQ)

**SUSD Expo:** <https://www.facebook.com/ScottsdaleUSD/posts/1076222674514633> | [https://www.instagram.com/p/DDI2NCMczy/?fbclid=IwY2xjawl1bapleHRuA2FlbQlXMAABHUUsEKTH6tWh5sorsD7A5YHaum6BehoPIJ\\_DbdORDVqrbkvuJzrh9epMNQ\\_aem\\_kCMsd-Bldfbd4OS-a35t1g](https://www.instagram.com/p/DDI2NCMczy/?fbclid=IwY2xjawl1bapleHRuA2FlbQlXMAABHUUsEKTH6tWh5sorsD7A5YHaum6BehoPIJ_DbdORDVqrbkvuJzrh9epMNQ_aem_kCMsd-Bldfbd4OS-a35t1g)

**Grow with SUSD:** [https://www.instagram.com/p/DDaukVczKMo/?fbclid=IwY2xjawl1bclleHRuA2FlbQlXMAABHc6FfZudDSWcGtvYnDfqmTZOFOAuwyzeEeQ0jGvLKqsQDmPkj9ebafUe3A\\_aem\\_HOvBgDUTGMKNzi0krPcm1A](https://www.instagram.com/p/DDaukVczKMo/?fbclid=IwY2xjawl1bclleHRuA2FlbQlXMAABHc6FfZudDSWcGtvYnDfqmTZOFOAuwyzeEeQ0jGvLKqsQDmPkj9ebafUe3A_aem_HOvBgDUTGMKNzi0krPcm1A) | <https://www.facebook.com/ScottsdaleUSD/posts/1081585920644975>





## 30s OTT/Pre-Roll Ad



## 30s OTT/Movie Theatre Ad

**Harkins**  
THEATRES

**amc**  
THEATRES





**SUSD Spotlight** is Supt. Scott Menzel's Weekly Podcast to Connect with Students, Staff, and the greater Scottsdale Community. Through this platform, Dr. Menzel is able to highlight unique offerings and uplift community moments that help parents #ChooseSUSD. See featured episodes below:

**#ChooseSUSD Arts**  
**\*Student Voice\***



**#ChooseSUSD**  
**Academics**



**#ChooseSUSD**  
**Athletics**



**#ChooseSUSD**  
**Community**



**#ChooseSUSD STEM**  
**\*Student Voice\***



**#ChooseSUSD**  
**Academics**



**#ChooseSUSD Expo**



**#ChooseSUSD**  
**Community**





## Samples of Earned Media:



<https://www.fox10phoenix.com/news/scottsdale-unified-school-district-hosts-expo-showcasing-its-public-schools-amid-declining-enrollment>



<https://arizonadigitalfreepress.com/scottsdale-unified-school-district-hosts-education-expo-thursday-nov-21-at-coronado-high-school/>



<https://arizonadigitalfreepress.com/open-enrollment-at-scottsdale-unified-school-district-begins-nov-1/>