



**SALINA**  
Public Schools

# Greatness grows here

MARKETING COMMUNICATION CAMPAIGN  
FOR SALINA PUBLIC SCHOOLS

## ENTRANT INFORMATION

Salina Public Schools

Public Information Team of 3  
6,800 student district | 13 schools

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## SYNOPSIS

Like many school districts, Salina Public Schools (KS USD 305) suffered from an enrollment decline during the pandemic years. A fundamental shift in parent decision-making and increased competition coupled with declining birth rates across Kansas meant enrollment numbers were likely to worsen. Projections indicated future declines.

The district employed an internal and external marketing campaign to achieve three goals:

1. Establish Salina Public Schools as the schools of choice for families within district boundaries.
2. Position Salina as the leader in providing whole child education with unmatched opportunities for exploration, enrichment and acceptance.
3. Build community pride and equity, that every school in the district is a great place for students.

The team wanted simple, scalable, and memorable messaging. Campaign parameters meant this could be implemented quickly, replicated annually, and expanded in future years.

The district marketing campaign:

- Identified a dozen specific audiences
- Empowered brand ambassadors
- Increased word-of-mouth marketing
- Focused on personal connections in support of traditional and digital marketing communications strategies

The USD 350 *Greatness Grows Here* campaign achieved 4% growth in new student enrollment. A targeted *Wish You Were Here* re-enrollment strategy recaptured 10% of students who had withdrawn during the pandemic. Seeding the future, the district achieved its goal of filling all preschool classrooms for 2022-2023.

The campaign was so well received that it transformed the district's brand, with promises that align with its mission and values, an expanded color palette, pattern, designs, and ongoing storytelling.



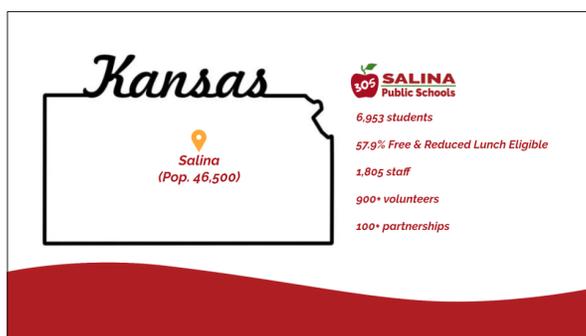
**Greatness** grows here

## SUMMARY – RESEARCH

A small city with a population of 46,500, Salina, Kansas, is surrounded by agricultural towns. Salina Public Schools enrolls 6,900 students and has lost more than 500 since the pandemic began in 2020.

Though Salina's elementary classes remained in-person throughout the entirety of the pandemic, the enrollment drop was largely attributed to the universal masking policies required by the state.

### Demographics



The Salina community includes a significant percentage of migrant families and the two largest demographic groups are 89.3% white and 8.6% Hispanic/Latino, which is reflected in the student body. The median household income is \$50,000, and the average household education level is 95% high school graduates and 25% bachelor's. Nearly 58% of students meet the requirements for free & reduced lunch eligibility. Based on these school community factors, Salina

Public Schools opted for clear, simple, and personal messages that could be easily translated and memorable for the district's 1,805 staff members, 900+ volunteers, and 100+ community partnerships.

While geographically surrounded by many small district competitors, the learning and growth opportunities Salina offers students and families are beyond compare. Using a combination of focus groups and competitive analyses, Salina developed a targeted plan to recapture enrollment from preschool and elementary-age families by establishing Salina Public Schools as the school of choice for families within district boundaries.

- Position Salina as the leader in providing whole-child education with unmatched opportunities for exploration, enrichment and acceptance
- Increase awareness of Salina Virtual Innovation Academy
- Build community perception of equity: that every school within the district is a great place for students.

The team conducted four **focus groups**: staff, district leadership, students and community members. Public Information Director Jennifer Camien conducted informal **personal interviews** to gather targeted feedback from the Salina Area Chamber of Commerce and local real estate agents. This [primary qualitative research](#) confirmed that, in public opinion, Salina offers unmatched opportunities in both academics and extracurricular activities, particularly in grades 9-12. Another key finding was that Salina excels at meeting the unique needs of students.

**Secret shopper research** indicated that the enrollment process and school office were helpful, friendly, and welcoming. A **website analysis** and **digital/SEO optimization** report identified potential improvements in the online enrollment pipeline, but ultimately, enrolling families felt supported and welcomed.

## SUMMARY – PLANNING

To recapture lost enrollment, Salina developed a [“Wish You Were Here”](#) strategy to target families who withdrew from preschool or elementary.

Measurable objectives for recapture strategy:

1. By September 20, 2022, enroll ten new students in grades 1-5.
2. By September 20, 2022, re-enroll 50% of eligible students (all grades) who stopped enrolling between June 2020-May 2022.
3. Establish a 1% growth rate year-over-year in all grades, focusing on grades preK-5.

The team set an ambitious recapture objective that was unlikely to be met in the first year of the *Wish You Were Here* strategy but laid a foundation for annual re-enrollment efforts. Salina hoped to eventually re-enroll at least half the students who left the district.

Salina's [enrollment communications plan](#) detailed six strategies for enacting the *Greatness Grows Here* brand campaign and a targeted *Wish You Were Here* re-enrollment strategy. The plan identifies tactics, budgets, and expected timelines across six strategies, culminating in a **cost-effective, scalable, and replicable plan**.



1. Internal Marketing
2. PR Communications
3. Word-of-Mouth Influence
4. Digital Marketing
5. Storytelling
6. Preschool-Aged Programming and Marketing

### Anticipated Budget:

- Research: Survey & Focus Groups: \$19,500
- Brand Package \$25,000
- Printing & Postage \$3,000
- Paid digital \$1,000
- Comm Tech Licenses: \$10,000

A strong campaign requires **memorable key messages** that speak to the desires of families and help staff frame conversations with parents. The team drafted key messages to lead the overarching *Greatness Grows Here* campaign:

- **Expanding possibilities for every child**
  - *Expanding posibilidades para todos los niños*
- **Great teachers inspiring great futures**
  - *Gran maestros que inspiran gran futuros*
- **The best place to learn and live in the heart of Kansas**
  - *El mejor lugar para aprender y vivir en el corazón de Kansas*

Through these key messages and supporting messages and keywords, Salina tells their story in a clear, memorable way through the six strategies.

# SUMMARY – PLANNING

## Strategy #1 - Internal Marketing

- Increase staff awareness of *Greatness Grows Here* key messages and district differentiators
- Include campaign-themed messages in all district communications channels: emails, newsletters, events, and other strategic media
- Monthly *Greatness Grows Here* internal bulletin highlighting a single key message per issue

## Strategy #2 - PR Communications

- *Wish You Were Here* personal outreach campaign ran during a six-week period before peak enrollment (July) to nurture district families who withdrew from Salina Public Schools and were still K-12 eligible. Moving outreach forward through May and June could potentially move the peak enrollment season forward, allowing Salina more time to adequately plan staffing and budgeting for the following years
  - Personal phone calls from school staff (teachers or principals) to families
  - Personal emails from same staff member as above
  - Direct-mail postcard
- Customer service training for frontline staff, explaining and exploring the enrollment pipeline and the re-enrollment campaign messages
- Flyers, signage, mailers and notecards that included key messages and used across the district for enrollment and hiring, recognition, and event promotion

## Strategy #3 - Word-of-Mouth Influence

- Developing district ambassadors who could speak the campaign messages and understand Salina differentiators to combat word-of-mouth enrollment loss
- Personal outreach to Hispanic and migrant families that may miss traditional marketing methods
- *Greatness Grows Here* flyer for real estate agents/offices to be included in welcome packets and open houses
- Further ambassador opportunities included spreading campaign content with local employers, business owners, and community partners
- Identify 1-2 families from each school for a Family Rep program—school administrators could provide these contacts to families considering enrollment
- Monthly newsletter sent to district ambassadors and Family Rep groups to provide testimonials, news and updates to the groups; information they could share out to their own communications channels

# SUMMARY – PLANNING

## Strategy #4 - Digital Marketing

- Updated, simplified enrollment landing page
- Increase “findability” online of Salina Public Schools through target keywords
- Dynamic website content including target keywords to maximize SEO benefit
- Developed a “contact us” form on the homepage with 24-hour turn-around time to promote the feeling of a concierge service
- Digital advertising, including Google Display Ads and Facebook/instagram advertising (not to exceed \$700/month)
- Increased online presence through soliciting reviews from district families across sites such as Google, Niche.com and Yelp

## Strategy #5 - Storytelling

- Annual content calendar with recurrent seasonal storytelling opportunities to advance key and supporting messages
- Database of testimonials and quotes from parents, families, students and staff for easy website rotation
- Series of on-brand videos to promote the district and share key messages
- Reformatting the district newsletter to advance campaign messages
- Media relations and outreach to support the campaign and spread Salina's key messages to a greater audience

## Strategy #6 - Preschool Age Programming and Marketing

- A primary measurable objective for Salina was to establish a 1% growth rate year-over-year in all grades, focusing on grades preK-5. Encouraging growth in this cohort meant targeted marketing to preschool-age families
  - *The team developed a flyer highlighting the preK/Kindergarten program for families served by the district's early learning program: Heartland Early Childhood.*
  - *Elementary principals and preK teachers sent personal notes to families, telling them, “we are excited to watch you grow in greatness and can't wait to have you in our preschool soon!”*
- Through the 2022-2023 school year, the district planned many events and collaborations for early childhood family enrichment, learning, and engagement
  - *“Come-and-see” opportunities to visit neighborhood schools, meet preschool teachers and see classrooms in a low-pressure environment*
  - *Engage in public story time or group activities*
  - *Events such as a Fall Harvest festival and other community favorites*
- Preschool-age family guide
- Expanded use of optimized website news stories, short videos and social media posts
- Series of marketing materials that support family education in topics such as developmental milestones, basic health and nutrition, learning tips for parents, when to start Kindergarten, and more

## SUMMARY – EVALUATION

In addition to overall plan goals, specific strategies were measured and evaluated based on audience-specific objectives.

- ☑ 100% of schools engaged active Ambassadors and Family Reps
- ☑ Walk-in Enrollment Event in July yielded 15% of all enrollments in one day.
- ☑ Internal and external promoter scores showed high employee engagement and favorable community impressions
- ☑ Established web tracking for enrollment and early childhood web traffic (ongoing)
- ☑ Improving online reviews and rankings (ongoing)
- ☑ Enrollment growth by school and grade level, including re-enrollments and capture rate

Salina achieved 100% of schools with active volunteers and ambassadors, plus 100% of schools with engaged Family Reps. Family Rep volunteers were so empowered by the campaign they requested to actively engage in outreach campaigns in the future.

Informal, qualitative feedback from staff and board members, community members, and business leaders reported that the brand refresh and communications strategies were a positive change; feedback was consistent with the district's quantitative communication survey.

### Improved ratings

In October 2022, the Salina communications team conducted a comprehensive communications survey to track success of the *Greatness Grows Here* campaign and overall district communication tactics. K12Excellence, a business intelligence portal, noted that Salina consistently achieves high communication scores.

- District's overall grade: 3.80/4

### Enrollment Data

- 10% of students who withdrew from Salina Public Schools between 2019-2022 re-enrolled in the district in the first year of the *Wish You Were Here* campaign.
- 4% growth in new student enrollment: 121 students from grades 1-5 enrolled as new to the district (never before enrolled with USD 305) between May 2022-October 2022.
- All preschool programs achieved full enrollment for the 2022-2023 school year.
- Moving forward, Salina Public Schools will continue scaling and replicating the program to reach more families and raise the recapture rate.

Personal phone calls and outreach received very high appreciation scores, engendering positive feedback from the vast majority of parents/guardians contacted. Personalized emails from principals also earned positive verbal feedback. A [five-email series](#) of Welcome Back emails sent during the summer weeks to families of withdrawn students measured an average 37% open rate with a low 1.2% unsubscribe rate.

# SUMMARY – EVALUATION

## Brand Expansion

The campaign expanded and updated Salina's brand and visual identity to align with its district values and allow for greater flexibility and versatility. New templates included assets such as flyers, bulletin board cards, enews headers, postcards, digital ads, social media templates, notecards, slide deck presentation templates, stickers, website graphics, and more.

## Administrative Feedback

Elementary principals are a critical link to families, and principals reported reconnection efforts with families were successful.

*Greatness Grows Here* "helped frame the question in a positive way, and the list of positives about 305 was beneficial since we often overlook those when we are having conversations off the cuff." -Scott Chrisman, Lakewood Middle School Principal

*Greatness Grows Here* "created a starting point for a standardized message. The conversations took their own path, but all had the same starting message." -Angie Dorzweiler, Oakdale Elementary School Principal

*Wish You Were Here* "scripts worked well. We were able to re-engage various families who had elected to educate their children outside of USD #305. The scripts allowed us to dive into conversations and identify the barriers that families were facing. We were able to talk through issues, and several of these students ended up enrolling in our district the following school year." -Dustin Dooley, South Middle School Principal

The 10% success rate of the campaign, coupled with positive feedback from stakeholders, ensures continued success as Salina replicates and scales the program for school years 2023-2024 and beyond.

# RESEARCH

Furthermore, a **competitive analysis** of local public school districts' websites indicated that Salina was likely losing enrollment through word of mouth and not due to enrollment marketing efforts of competitors—Salina's website optimization and web presence had room for improvement but was the strongest in the market.

### On-Page Optimization

- ✔ **Titles**  
Great! All pages of your website now have proper titles.
- ✔ **Meta Description**  
Nice! All pages of your website now have proper meta-data.
- ✔ **Heading/Subheading**  
Good! The home page of your website has a Heading Tag.
- ✔ **UrIs**  
Excellent! All pages of your website now have proper SEO friendly URIs.
- ✔ **Schema tags**  
Excellent! All pages of your website now have proper Schema tags.

### On-Page Optimization—cont.

- ✔ **Robot File**  
Good! Robots.txt file is properly set up on your website server and it points to your website's xml sitemap.
- ✔ **Sitemap Xml**  
XML sitemap is present.
- ✔ **Google Webmaster**  
Good! We've added google webmaster verification code so we can actively monitor whether your website is being actively visited by Google for indexing the content. If for some reason Google drops some of your website pages from its index, we can easily investigate using webmaster tools.
- ✔ **Analytics**  
Nice! Your website is being tracked using Google analytics so you can monitor its performance. Please contact your Sales rep if you have questions about your website traffic.

This research informed target audiences, strategies and key messaging, in addition to providing a baseline for setting objectives.

Website	# of Keywords Ranking	Organic Traffic	Digital Ad Spend?
https://www.usd305.com/	3,637	11,818/mo	None detected
https://www.usd306.org/	327	2,293/mo	None detected
http://stmarysalina.org/	408	75/mo	None detected
http://cornerstonesalina.com/	77	250/mo	None detected
https://usd239.org	252	2,000/mo	None detected
https://www.ellsaline.org/	1,017	659/mo	None detected

### SEO Opportunity

These are the types of keywords we may target to get more traffic and attention flowing to the website. The search volume is based on location city Salina.

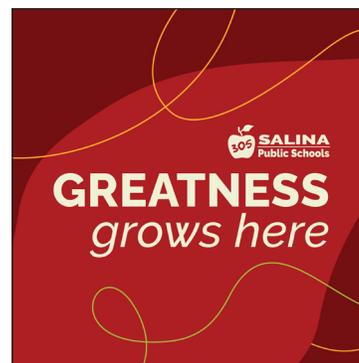
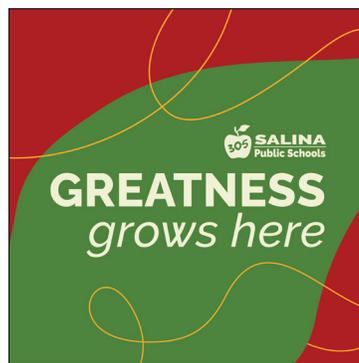
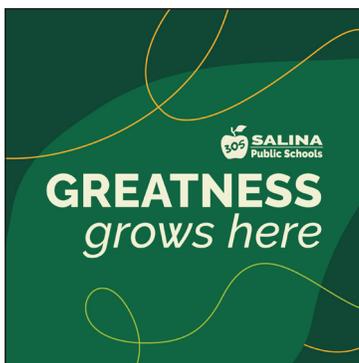
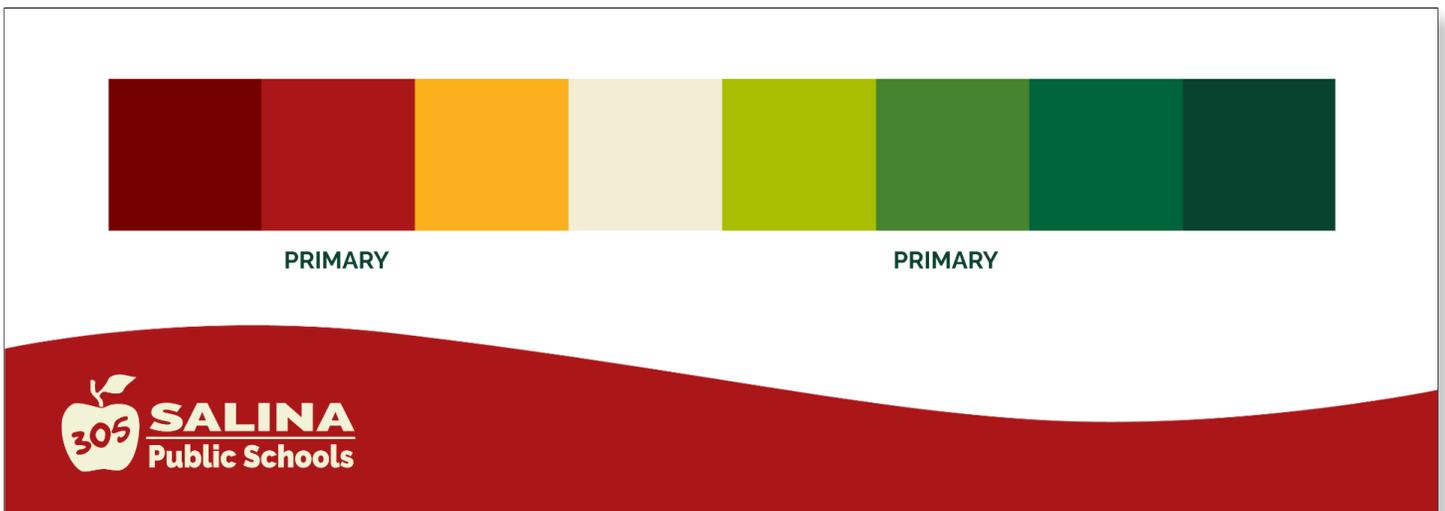
#	Organic Keyword	Avg. Monthly Searches	Google	bing
1	public school salina	Less than 10	3	8
2	schools salina	Less than 10	3	9
3	school enrollment salina	Less than 10	1	Not in page 1
4	k-12 schools salina	Less than 10	1	Not in page 1
5	kindergarten enrollment salina	Less than 10	3	1
6	kindergartens salina	Less than 10	4	8
7	elementary schools salina	Less than 10	4	Not in page 1
8	elementary school enrollment salina	Less than 10	2	4
9	middle schools salina	Less than 10	1	Not in page 1
10	middle school enrollment salina	Less than 10	1	3
11	high schools salina	Less than 10	1	Not in page 1
12	high school enrollment salina	Less than 10	4	Not in page 1

# IMPLEMENTATION

Salina expanded their brand to develop the *Greatness Grows Here* campaign. The district revitalized its color palette with a range of shades and complementary colors (adapted from the brands of individual schools within the district). Key messaging, a brand identity pattern and other graphic assets ensured brand consistency across all channels.



## OUR WORKING COLOR PALETTE



# IMPLEMENTATION

## Strategy #1 - Internal Marketing

Raising awareness amongst staff was integral to the success of *Greatness Grows Here*. Staff communications systematically included campaign messaging to provide all employees with district differentiators and speaking points when speaking externally. Campaign-themed messages appeared in emails, newsletters, events, as a mid-summer reminder, through convocation events and other strategic opportunities.

## CAMPAIGN PROMOTIONAL MATERIALS



## INCREASED STAFF AWARENESS



# IMPLEMENTATION

## CAMPAIGN THEMED MESSAGES

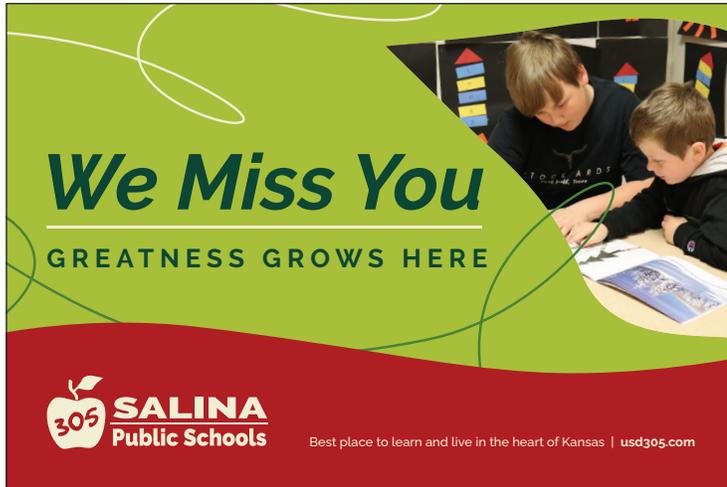


# IMPLEMENTATION

## Strategy #2 - PR Communications

Throughout the following summer, front-line district staff participated in customer service training that explored the campaign messages and enrollment pipeline. Additional outreach included planned opportunities for flyers, signage, mailers and notecards that would be deployed across the district for enrollment, hiring, recognition, and event promotion.

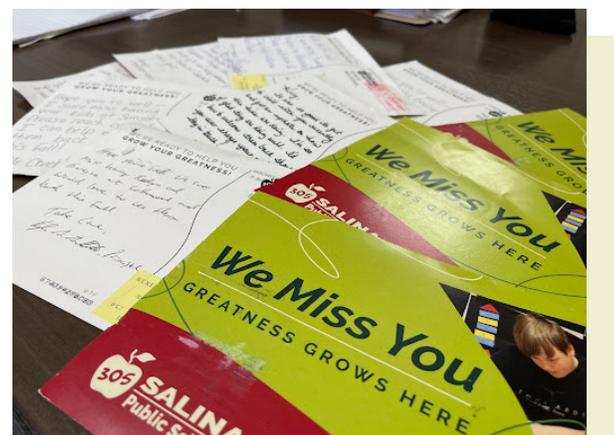
### DIRECT-MAIL POSTCARD



### CUSTOMER SERVICE TRAINING



### PERSONAL MESSAGES



# IMPLEMENTATION

## EVENT PROMOTION SIGNAGE



## SOCIAL MEDIA PROMOTION



# IMPLEMENTATION

## LEAD-NURTURING EMAIL CAMPAIGN



## EMAIL SERIES

### EMAIL 1 - sends immediately after form submission

**Subject:** Greatness Grows Here

Dear [firstname],

Thank you for your interest in Salina Public Schools child education — with unmatched opportunities.

From preschool through graduation, our students are supported and encouraged by experienced educators and staff, all along the way.

[See for yourself](#) why Salina Public Schools is the best choice for your child in Kansas. And just reply to this email or call XXX-XXX-XXXX for more questions.

**Your child is one of a kind.** Choose a school where they can thrive.

Sincerely,  
[name/position]

### EMAIL 2 - sends 2 days after Email 1

**Subject:** Opportunities

Dear [firstname],

No other school system in this area offers the opportunities, resources and flexibility that students and families love at Salina Public Schools.

- Modern, safe and welcoming schools in every neighborhood
- [K-12 virtual school based in Salina](#)
- Whole child learning and student well-being
- Music, art and physical education at every school
- Resources to support every student's unique needs
- Preschool classroom in every elementary
- Career and technical programs and college credit partnerships
- Graduates who are future-ready, whether career or college bound

We'd love to answer your questions. Reply to this email, or visit [www.usd305.com/enroll](http://www.usd305.com/enroll) to learn more and get started.

Sincerely,  
[same as Email 1]

# IMPLEMENTATION

## Strategy #3 - Word-of-Mouth Influence

Developing district ambassadors who championed the district and understood Salina differentiators was key to word-of-mouth marketing in this tight-knit community. District ambassador leveraged relationships with local employers, business owners, and community partners to join the campaign.

A Family Rep program trained volunteers to serve as points of contact for prospective families. A monthly ambassador's newsletter provided testimonials, news and updates, and shareable materials.

### FAMILY REP NEWS AND UPDATES

#### The Family Rep program

- School-based tool to help a principal or designee connect prospective families with a parent/guardian who is a champion of the school.
- Minimum of 1-2 families per school/campus who grant permission for name, phone number and email address to be shared with prospective families
- When possible, recruit at least 1 Family Rep who is comfortable speaking Spanish
- Principal reviews list annually and recruits new Reps to replace any vacancies

*Hello, this is [name] from [school]. Your child is [doing well] today — how are you?*

*[parent answer]*

*I'm calling with a favor I'd love you to consider. Every so often, I hear from families who are moving or have young kids — and they wonder what [school] is like. When I get those types of questions, I like to connect them with a current [parent/guardian] in our school who can speak personally about their experience here. Is that something you might be willing to help me out with?*

*[parent answer]*

*If yes or probable:*

*There's nothing much you need to do. I'll provide you with a few materials to make it easy to answer questions. But mostly, I think parents are looking to hear about another family's personal experience in our school. So the main thing will be to just share honestly if you are contacted.*

*Thanks so much for considering this. I'm going to follow up with an email shortly that includes our school and district information flier and my contact information, in case you have any questions.*

- Follow up with email, thanking them for [saying yes / considering becoming a Family Rep].
- Include digital copy of the District and Elementary recruiting/info fliers
- If agree, send parent email(s) to Jennifer for addition to Ambassador list in Constant Contact
- Update school Family Rep list in centralized location for principal/designee to access for sharing with a prospective family

The flyer features the Salina Public Schools logo at the top, which includes a red apple with '305' inside. Below the logo is a green banner with the text 'Greatness grows here' in white. The main body of the flyer is white with a red border. It contains text about survey results and key takeaways, followed by a list of three bullet points. At the bottom right, there are social media icons for Facebook, Twitter, and Instagram. The footer text reads: 'Salina USD 305 | 1511 Gypsum Ave., Salina, KS 67401'.

At SPS, we've been busy working with the results from our October community survey. Here are a couple of key takeaways:

- Teachers topped the list of strengths participants named. We are proud that our teachers' are recognized for their caring, knowledgeable and professional work. We will be using short form videos over the next several months to showcase our teachers and continue to raise awareness of this strength.
- Communication, critical thinking and social-emotional skills, the main goals in our Strategic Plan, were rated "very relevant" or somewhat relevant" by 99% of the survey participants. That level of community support for what our students are learning is terrific news! Growth measures to monitor student performance for these goals were developed and approved by the Board of Education at its January meeting.
- School safety measures topped the list of items participants wanted to hear more about. We responded with a print newsletter about the subject as well as a series of videos diving deeper into our proactive measures for school safety.
- And we're proud to share that 84% of survey participants felt SPS was an "excellent" or "good place to work."

Survey results are being incorporated into district plans and help inform our communications. We appreciate everyone who took the time to participate!

Salina USD 305 | 1511 Gypsum Ave., Salina, KS 67401

## RECRUIT DISTRICT AMBASSADORS



### Spread the word!

**HELP TELL OUR STORY**

**Greatness Grows Here**  
Are you proud of Salina Public Schools? We are! And we're looking for people to share good news in everyday conversations.

We welcome parents, employees, friends and neighbors. No meetings — just good, old fashioned sharing of the positive stories people love.

Become a Good News Ambassador today!

**TEXT SHARINGGOODNEWS TO 22828 TO LEARN MORE AND SIGN UP!**

**305 SALINA Public Schools**

Best place to learn and live in the heart of Kansas  
#305GrowsGreatness | usd305.com



### La Grandeza Crece Aquí

¿Está usted orgulloso de las Escuelas Públicas de Salina? ¡Nosotros sí lo estamos! Y estamos buscando personas para compartir buenas noticias en conversaciones de todos los días.

Damos la bienvenida a padres, empleados, amigos y vecinos. No hay reuniones, solo compartiremos a la antigua, las historias positivas que a la gente le encantan.

¡Conviértete en un Embajador de Buenas Noticias hoy!

**ENVÍE UN TEXTO AL XXX-XXX-XXXX PARA APRENDE MÁS Y REGÍSTRATE**

**305 SALINA Public Schools**

El mejor lugar para aprender y vivir en el corazón de Kansas  
#305CreceGrandeza | usd305.com

## FLYERS FOR REAL ESTATE AGENTS AND BUSINESSES



### Greatness grows here

**SALINA PUBLIC SCHOOLS**

**EXPANDING POSSIBILITIES FOR EVERY CHILD**  
Salina Public Schools leads the area in providing whole child education with unmatched opportunities for exploration, enrichment and acceptance.  
*Your child is one of a kind.* Choose a school where greatness grows — for every student.

**GREAT TEACHERS INSPIRING GREAT FUTURES**  
From preschool through graduation, our students are challenged to explore, learn and grow in greatness. And they are supported and encouraged by a caring team of highly experienced educators and staff, all along the way.

At Salina Public Schools, we are proud of who we are, and we are proud of what we do.

- Extraordinary opportunities for academic excellence, arts, music, activities and athletics
- Whole child learning and student well-being
- Hands-on project-based learning in every grade
- Music, art and PE at every school
- Preschool classes in every elementary school
- Career and technical programs and college credit partnerships
- Resources to support every child's unique needs
- Graduates who are future-ready, whether career or college bound

**OUR DISTRICT AT A GLANCE**  
Every USD 305 school offers unmatched opportunities and personalized support for each student, from preschool through graduation.

- 8** NEIGHBORHOOD ELEMENTARY SCHOOLS
- 2** MIDDLE SCHOOLS
- 2** HIGH SCHOOLS
- 1** K-12 VIRTUAL SCHOOL BASED IN SALINA
- 22** KANSAS MASTER TEACHERS
- 91%** GRADUATION RATE

**305 SALINA Public Schools**

#305GROWSGREATNESS  
LEARN MORE AT USD305.COM/ENROLL



### La Grandeza Crece Aquí

**ESCUELAS PÚBLICAS**

**305 SALINA Public Schools**

#305CRECEGRANDEZA  
MÁS INFORMACIÓN EN USD305.COM/ENROLL

**AMPLIANDO POSIBILIDADES PARA CADA ESTUDIANTE**  
Las Escuelas Públicas de Salina son líderes en el área en brindar educación integral para niños con oportunidades inigualables para la exploración, el enriquecimiento y la aceptación.  
*Su hijo es único.* Elija una escuela donde crezca la grandeza - para cada estudiante.

**GRANDES MAESTROS INSPIRANDO GRANDES FUTUROS**  
Desde el preescolar hasta la graduación, nuestros estudiantes tienen el desafío de explorar, aprender y crecer en grandeza. Y son apoyados y alentados por un equipo atento de educadores y personal altamente experimentados, a lo largo del camino.

En las Escuelas Públicas de Salina, estamos orgullosos de lo que somos y estamos orgullosos de lo que hacemos.

- Oportunidades extraordinarias para la excelencia académica, las artes, la música, las actividades y el atletismo
- Aprendizaje integral del niño y bienestar de los estudiantes
- Aprendizaje práctico basado en proyectos en todos los grados
- Música, arte y educación física en cada escuela
- Clases de preescolar en todas las escuelas primarias
- Programas profesionales y técnicos y asociaciones de créditos de colegio
- Recursos para apoyar las necesidades únicas de cada niño
- Graduados que están preparados para el futuro, ya sea que se dirijan a una carrera o al colegio

**NUESTRO DISTRITO A PRIMERA VISTA**  
Cada escuela de USD 305 ofrece oportunidades inigualables y apoyo personalizado para cada estudiante, desde el preescolar hasta la graduación.

- 8** ESCUELAS PRIMARIAS DEL VECINDARIO
- 2** ESCUELAS SECUNDARIAS
- 2** ESCUELAS PREPARATORIAS
- 1** ESCUELA VIRTUAL K-12 BASADO EN SALINA
- 22** GRAN MAESTROS DE KANSAS
- 91%** TASA DE GRADUACIÓN

**305 SALINA Public Schools**

#305CRECEGRANDEZA  
MÁS INFORMACIÓN EN USD305.COM/ENROLL

# IMPLEMENTATION

## Strategy #4 - Digital Marketing

Salina created an updated enrollment landing page that was clear, friendly and welcoming to all audiences. The "findability" of Salina Public Schools through search engines was increased through target keywords. Salina's communications team also created dynamic website content that included the same target keywords to maximize SEO benefit.

### WEBSITE LANDING PAGE



### TARGET KEYWORDS

public schools Salina KS  
 schools Salina KS  
 kindergartens Salina KS  
 elementary schools Salina KS  
 middle schools Salina KS  
 high schools Salina KS  
 virtual schools Salina KS  
 k-12 schools Salina KS  
 kindergarten enrollment Salina KS  
 school enrollment Salina KS

### SEO SUMMARY REPORT



# IMPLEMENTATION

## Strategy #4 - Digital Marketing

Digital advertising, including Google Display Ads and Facebook/Instagram advertising, also reached Salina's target audiences and increased outreach and awareness in the community. Simultaneously, Salina increased their online presence through positive reviews by inviting district parents to leave reviews on sites such as Google, Niche.com and Yelp.

### GOOGLE DISPLAY ADS



### FACEBOOK/INSTAGRAM ADS





# IMPLEMENTATION

## PROMOTIONAL VIDEOS FOR THE DISTRICT & SCHOOLS



## REFORMATTED DISTRICT NEWSLETTER

April 2023

### Spring Newsletter

**Targeting Absenteeism: Every School Day Matters**

This fall, Salina Public Schools (SPS) refreshed its approach to addressing absenteeism. Schools have been battling poor attendance issues since the pandemic began. "Our goal is to reduce chronic absenteeism," said Linn Exline, SPS superintendent. "Attendance is a critical part of increasing a student's chances of success in school, and in life."

One important shift at SPS is toward more and earlier communication between schools and families about absences.

Last fall, each school began receiving absenteeism data about its students from a district team. The weekly deliveries of data allow leadership teams at the schools to monitor attendance patterns. Students can fall behind if they miss just one or two days every few weeks, so early intervention is key.

"When we see a student who has mounting absences, we check in with the family to make sure they connect with needed support and resources," said Jody Craddock-Iselin, director of support services.

"We talk with families to learn what we can do to support them getting their students to school every day," explained Craddock-Iselin. "We might learn about a transportation challenge or if a student is going through a difficult time – all things that school staff can help support."

Cottonwood students are ready to get onto their school bus.

Regular attendance makes sure learning opportunities are not missed and supports the development of relationships and routines.

Missing 10% or more of the days school has been in session qualifies as chronic absenteeism. Students who are chronically absent struggle to keep up with the pace at which they are expected to learn and grow, causing the student to fall behind.

Falling behind can have serious consequences. Without a high school diploma it can be a struggle to find work that provides the means to make ends meet. Education helps students have choices about their lives and different options to choose.

Salina Public Schools know that a number of factors can contribute to chronic absenteeism and that collaboration between the schools, parents and students is key. Building and maintaining an open line of communication is helping school staff work with families to build good attendance habits.

December 2022

### Fall Newsletter

**School Safety Initiatives Front and Center**

Salina Public Schools continues to review and build processes to support school safety because we know how important a safe learning environment is to academic achievement.

The School Safety Working Group Report to the Attorney General identified 10 actions to take to improve school safety. We are creating a series of videos about the 10 items and how they apply to Salina Public Schools. As they are created, they will be posted on our Salina Public Schools YouTube channel.

Below are some of our school safety strategies. Please understand that we cannot list everything because of the need to protect some of the information from broad circulation.

Sunset leadership team reviews plans.

1. **Our safety plan is regularly reviewed and practiced at the district and building levels.** Schools practice tornado, fire, evacuation and other drills. Communication plans during crises include alerts and information sent by email, text and phone. Post-crisis plans include activating support from counselors, social workers, building and district crisis teams.
2. **A culture of connectedness, the school climate, is supported by multiple initiatives and programs including:** Belonging training and Belonging Councils in schools, bullying prevention (CAPS), social-emotional curriculum, advisory and ELOs at secondary schools, morning meetings, Positive Behavior Interventions and Supports and social workers.
3. **Our school security** includes access controlled systems, video surveillance and active assailant training in all schools.
4. **Anonymous reporting** now can be made to the school CRIMESTOPPER number. Through STOPit Solutions, an alert mobile app will soon be implemented and more anonymous reporting will be introduced in early 2023.
5. **Coordination with first responders** includes district presence on the Local Emergency Planning Committee for Saline County, a protocol for communicating between the district and the police department and arrangements for emergency responders to gain immediate access to schools.
6. **Behavior threat assessment and management** involves access to a counselor, social worker, psychologist and mental health liaison at every school. Informal threat analysis is part of the schools' response to incidents, with debriefs afterward. Both the police department and the Kansas Highway Patrol school safety hotline share information about threats with the district.
7. **School-based law enforcement** was introduced in 1997 with school resource officers. Each year, administrators meet with the Salina Police Department to review board policy, crisis plans, expectations and responsibilities.
8. **Mental health resources are a priority.** Each school has at least one counselor and social worker and a partnership with CKMHC places a behavioral health school liaison in every building. Strategies to support a positive culture of problem solving and reflection are in place.
9. **Drills** are practiced in schools and administrators participate in tabletop exercises to practice emergency responses. Every school has a crisis plan that includes procedures for lockdown, evacuation and active assailant. Ongoing support and training are provided for schools to refine their plans.
10. **Social Media monitoring** (when using a district-provided device) is currently under discussion.

We know that preparation and communication are key to our school safety plan. Thank you for supporting our students, schools and community as we work together to maintain our excellent learning environments.

# IMPLEMENTATION

## Strategy #6 - Programming for Preschool Age Families

A primary measurable objective for Salina was to establish a 1% growth rate year-over-year in all grades, focusing on grades preK-5. Encouraging growth in this cohort meant targeted marketing to preschool-age families. Print materials highlighted the Heartland Early Childhood. Elementary principals or preK teachers sent personal notes to families, telling them, "We are excited to watch you grow in greatness and can't wait to have you in our preschool soon!"

Through the 2022-2023 school year, the district promoted many events and collaborations for early childhood family enrichment, learning, and engagement. Information from the programming was repurposed into a parent guide, expanded optimized website news stories, short videos, social media posts, and a series of marketing materials to support family education.

## PRESCHOOL ENROLLMENT FLYER



**Preschool Families**  
ENROLLING FOR 2023-2024

*Preschool in Every Salina Elementary and at Heartland Early Education*

Enrolling now! Your preschool age child may qualify for a free high-quality early learning program.

USD 305 has openings for *qualifying* preschool students at each neighborhood elementary school. Children turning 3 or 4 years old by August 31, 2023 are eligible to apply. Spaces are limited for elementary classrooms.

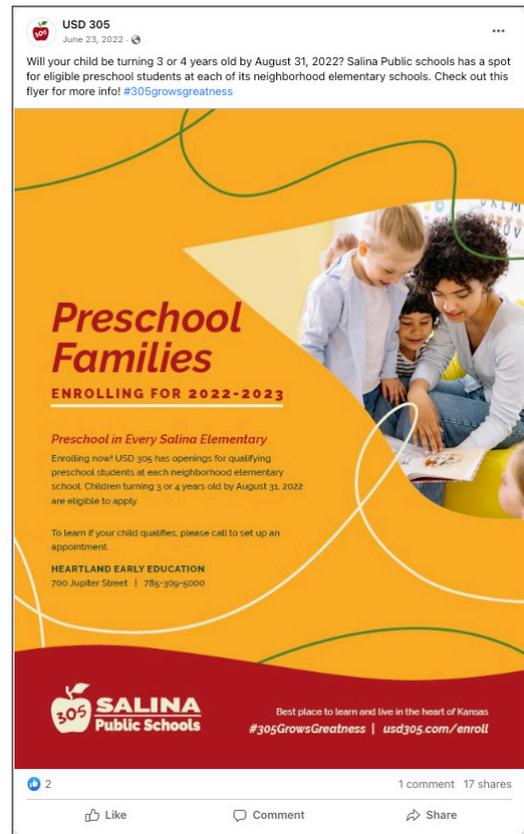
Preschool applications are processed at Heartland Early Education.

**HEARTLAND EARLY EDUCATION**  
700 Jupiter Street | 785-309-5000

**Apply Here**



**SALINA Public Schools**  
Best place to learn and live in the heart of Kansas  
#305GrowsGreatness | [usd305.com](http://usd305.com)



USD 305  
June 23, 2022

Will your child be turning 3 or 4 years old by August 31, 2022? Salina Public Schools has a spot for eligible preschool students at each of its neighborhood elementary schools. Check out this flyer for more info! [#305growsgreatness](https://www.usd305.com/enroll)

**Preschool Families**  
ENROLLING FOR 2022-2023

*Preschool in Every Salina Elementary*

Enrolling now! USD 305 has openings for *qualifying* preschool students at each neighborhood elementary school. Children turning 3 or 4 years old by August 31, 2022 are eligible to apply.

To learn if your child qualifies, please call to set up an appointment.

**HEARTLAND EARLY EDUCATION**  
700 Jupiter Street | 785-309-5000

**SALINA Public Schools**  
Best place to learn and live in the heart of Kansas  
#305GrowsGreatness | [usd305.com/enroll](http://usd305.com/enroll)

2 | 1 comment 17 shares

Like Comment Share

# IMPLEMENTATION

## ORGANIC SOCIAL MEDIA FOR EVENT PROMOTION

**USD 305**  
August 9, 2022 · 🌐

Getting ready to go back to school? Check out our list of great tips from Salina Public Schools teachers, principals and more on the district website here: [https://www.usd305.com/.../featured.../tips\\_for\\_a\\_great\\_year](https://www.usd305.com/.../featured.../tips_for_a_great_year)

Today's tip comes from Jessica Steele, a Kindergarten teacher at Cottonwood. She knows the importance of routines and how they help your student excel! #305GrowsGreatness

**“**  
a family evening routine. With work schedules, after-school activities and work, life can be unpredictable and every day. However, having a regular routine, like reading every night or having a set bedtime can help your student excel both physically and mentally.

Establish a morning routine, an "I love school" ritual. For instance, when you drop your student off, give them a quick hug and kiss. Tell them, "I love you, have a great day at school, and I can't wait to see you when you get home!" This makes mornings predictable for your student, and they can help start the day off smoothly.

- Jessica Steele, Cottonwood Kindergarten Teacher

55 likes · 5 comments · 6 shares

Like

**USD 305**  
June 9, 2022 · 🌐

It may be summer, but learning and growing never stop. This cutie's attention is devoted to what she is experiencing and learning. Wonderful!

Heartland Early Education of Salina  
June 9, 2022 · 🌐

Ms. Angela's Early Head Start class is busy exploring and learning through play! #heartlandcutie #HeadStartCute @heartstart @usd305 See more

Like · Comment

**USD 305**  
May 15, 2022 · 🌐

Heartland Preschool programs and our elementary schools do a great job helping students transition from PreK into kindergarten.

Heartland Early Education of Salina  
May 15, 2022 · 🌐

Many of our preschool students are getting ready for kindergarten! To help children feel more comfortable as they transition to their new school, students attend... See more

15 likes · Like · Comment · Share

**USD 305**  
August 8, 2022 · 🌐

Getting ready to start a great school year begins with our Back to School Events! Each of our elementary schools is hosting a night where you and your child will meet their teacher and visit the classroom. Correction: SUNSET PreK and K Meet the Teacher Night is August 11, Thursday, 4:30-5:30. #305GrowsGreatness

School	Name	Date	Time
Cottonwood	Back to School Night	Aug 10	5:30-6:00
Cottonwood	Meet the Teacher Night	Aug 10	4:30-5:00
Cottonwood	Meet the Teacher Night	Aug 10	6:00-6:30
Cottonwood	Kindergarten Parent Orientation	Aug 16	2:00-3:00
Cottonwood	Back to School Night	Aug 10	3:30-4:00
Cottonwood	Meet the Teacher	Aug 10	5:00-5:30
Cottonwood	Back to School Night	Aug 10	4:30-5:00
Cottonwood	Meet Your Teacher, Pre-K, 1st through 5th	Aug 10	4:30-5:00
Cottonwood	Meet Your Teacher, KDG	Aug 16	4:30-5:00
Cottonwood	1st- 5th Meet the Teacher	Aug 10	4:30-5:00
Cottonwood	Pre-K and K Meet the Teacher	Aug 12	4:30-5:00

26 likes · 5 comments · 26 shares

Like · Comment · Share

# EVALUATION

## Lessons Learned

The team recognized that a 50% re-enrollment goal was ambitious and unlikely to be realized in the campaign's first year. For the continued rollout of Wish You Were Here, Salina will continue to track and disaggregate data to understand lost enrollment better. Families who relocate outside the district differ from those who selected a competitor or chose home school options. By better understanding the data, Salina will set narrower, more concrete goals and better target families who are more likely to re-engage with Salina Public Schools.

