

The registration promotion was a strategic advertising campaign designed to kick off the enrollment process for our Pre-Kindergarten and all programs in SISD. Its primary objective was to inform parents about the upcoming registration date and encourage them to sign up their children for the 2024-2025 school year in Socorro ISD. The campaign featured captivating video that offered a glimpse into the daily experiences of our Pre-K classrooms, highlighting the enriching environment and hands-on learning opportunities available to young students. It also incorporated information and footage on our other programs for students from elementary through high school since registration was also open to all students at all grade levels. To maximize its reach and impact, the promotional video was produced in several formats. It included two distinct fifteen-second spots, a thirty-second version, and two additional fifteen-second spots in Spanish, which was produced to ensure we connected with a diverse audience. The ads were targeted toward parents in the El Paso community and shared across all our social media platforms. They were also broadcast on television, reaching a wide range of families in the community. Music licensing was by tripplescoopmusic.com. The response from the community was overwhelmingly positive, particularly in reaction to the heartwarming footage of children actively participating in classroom activities. This promotional campaign successfully engaged the community with hundreds of views and played a vital role in encouraging early enrollment at SISD schools.