

In order to create interest and increase enrollment in our magnet and specialty programs, designed/updated all logos and branding for magnet and specialty programs. We created and hosted a Magnet and Specialty Program Preview night to allow returning and potential families and students visit the programs in one area on one night to learn more about our offerings. We partnered this event while promoting our Open house schedule that occurs at the actual schools where the programs are housed. Table overlays, retractable banners, social media posts, tv ads, billboards, new logos, handouts, etc. were all used and developed to market and promote the programs. Created/updated logos for each magnet and specialty program in NNPS. Created coordinating table over lays and retractable banners to create a marketing table for each program at the 1st annual Magnet and Specialty Preview Night. Marketed the preview night along with the program open house nights to create excitement and interest to boost enrollment numbers through the use of printed materials, onsite events, social media, the web, tv and building marquees and a billboard.