

To increase awareness and enrollment in Visalia Unified's Dual Language Immersion (DLI) program, we launched a targeted marketing campaign using high-visibility materials, including banners, car magnets, and bilingual stickers. In recent years, interest in the DLI program had declined, making it critical to refresh our approach and create messaging that was both engaging and easily accessible to families. The campaign's success was driven by the placement and visibility of our materials. Large banners, displayed prominently at school sites, reinforced the identity of DLI campuses and signaled a welcoming environment for bilingual education. These banners emphasized our district's commitment to multilingual learning, making DLI a recognizable and respected option for families. Car magnets featuring the program's branding extended our reach beyond school campuses, turning everyday vehicles into mobile billboards that spread awareness throughout the community. Bilingual stickers, designed to celebrate students and families in the program, fostered a sense of pride and word-of-mouth promotion, further expanding our reach. The campaign's effectiveness was clear: for the first time in years, DLI applications reached maximum capacity within the first week of enrollment. The surge in interest was so significant that we implemented a lottery system to manage demand. The materials helped shift perception and build excitement around bilingual education, making it a sought-after opportunity for families. Beyond driving enrollment, this campaign strengthened the district's overall branding and commitment to inclusive, multilingual education. The increased visibility and community engagement reinforced the value of the DLI program, ensuring its continued growth and success in future years. By utilizing strategic, high-impact materials, we transformed our outreach efforts and positioned DLI as a premier program within the district.