

The Osseo Area Schools K-12 Magnet Brochure was developed to support the district's broader marketing objectives of increasing awareness and enrollment in its unique magnet programs. The brochure serves as a strategic tool to communicate the value of our magnet schools to prospective families, guiding them through program options and helping them make informed decisions about their child's education.

**Marketing objectives and outcomes:** The primary goal of the brochure was to promote all Osseo Area Schools' diverse magnet programs, showcasing their distinct themes and educational approaches. The brochure aimed to:

- \*Increase visibility of the district's magnet schools: Birch Grove School for the Arts, Weaver Lake: A Science, Math & Technology School, Zanewood Community: A STEAM School, Brooklyn Middle STEAM School, Osseo Senior High School's Health Magnet Program, Park Center Senior High School: International Baccalaureate World School.
- \*Provide clear, accessible information on program benefits, application processes and key differentiators of each school.
- \*Connect pathways from elementary through secondary school and beyond by highlighting how each magnet program builds on foundational learning and skills, illustrating how students can grow and develop their interests and academic strengths as they advance through the district's magnet programs and into their future careers.
- \*Engage families through a visually appealing and well-organized design, making the information easy to navigate and understand.
- \*Serve as an essential district handout, offering a full and cohesive view of all magnet schools in one resource.

**Design and content strategy:** The brochure features authentic images of students actively engaged in learning, reflecting the district's commitment to educational excellence and hands-on experiences. Thoughtful layout choices, including district-branded color-coded sections and concise copy, ensure the brochure is both informative and approachable. Graphic elements, such as school logos and infographics, were incorporated to break down complex information and support key messages.

**Impact on marketing goals:** Since its release, the brochure has been an integral part of outreach initiatives, including distribution at district, school and community events, and integration into digital marketing campaigns. Feedback has been overwhelmingly positive, with many noting the clarity of information and professional presentation. Additionally, the brochure has been an essential handout during magnet school events and tours,

reinforcing its effectiveness as a marketing tool. The K-12 Magnet Brochure reflects Osseo Area Schools' mission to provide innovative educational opportunities and supports the district's goal of growing enrollment by authentically connecting with families.