

Hickman Mills C-1 Schools transformed its Summer School marketing in 2024, moving from traditional flyers to a dynamic, multi-platform campaign centered on the "Hands-On" project-based learning theme. Recognizing parents' desire for information in multiple formats, we implemented a comprehensive strategy combining print, digital, and social media outreach to maximize visibility and drive enrollment. Research revealed that previous Summer School programs suffered from low awareness, leading to under-enrollment. Parents valued quality education, engaging programs, and a welcoming school environment. The successful 2023 campaign reached capacity with a waiting list after a marketing refresh and underscored the need for a strategic, multi-faceted approach. Our objectives for 2024 were twofold: generate excitement and awareness for the revamped Summer School program and achieve full enrollment in both elementary and secondary levels. We targeted all district families, including incoming kindergarten students, emphasizing the program's innovative format and hands-on curriculum. Building on the 2023 success, we incorporated guest visits and field trips to complement classroom learning, creating a genuinely engaging summer experience. Implementation involved a layered approach: printed flyers for elementary schools, PeachJar distribution for direct email delivery, teacher email outreach, a robust social media campaign with branded graphics and video reels, and a dedicated website. This integrated strategy ensured families were well-informed and excited about the program. The evaluation demonstrated significant success. In 2022, enrollment was below capacity. In 2023, after refreshing marketing efforts, enrollment increased by 28%, reaching capacity in elementary and middle schools. In 2024, by expanding program offerings and classes, we achieved another 14% increase in enrollment, with waitlists for elementary and middle school programs. High school programs reached 90% capacity, a notable achievement. The "Get Hands-On This Summer" campaign directly contributed to the district's marketing objectives by increasing program awareness, driving enrollment, and strengthening brand recognition. The multi-platform approach effectively engaged families, demonstrating the power of strategic communication in achieving district goals. The campaign's success highlights the importance of adapting marketing strategies to meet the evolving needs of our community, ultimately fostering a more engaged and informed school district.