

As part of our new enrollment marketing plan, we identified open enrollment as a key growth opportunity. Our goal was to reach families beyond district boundaries at pivotal transition points—kindergarten, middle school, and high school—where parents are actively considering educational options, as well as families new to the area. We decided to place an ad in Twin Cities Living, a relocation guide with an annual distribution of 30,000, because it allowed us to connect with families new to the region. This was one of only two print ads placed last year, and its success exceeded expectations—demand surged, leading us to close open enrollment this fall (a story that hit several local news outlets).

Key Contributions to Marketing Success:

- Engaging Visual & Messaging:** Featuring a joyful, excited kindergartener, the ad used a human-centered approach to connect emotionally with parents. The tagline "Inspire. Empower. Excel." reinforced our commitment to student success.
- What Makes RPS Unique:** The ad emphasized our PreK-12 Spanish dual language immersion program, STEM/STEAM education, and our award-winning high school—key strengths that distinguish Richfield Public Schools from neighboring districts. This approach resonated with families seeking high-quality, specialized education rather than just convenience.
- Measurable Impact on Open Enrollment:** The ad drove increased traffic to our enrollment website and heightened inquiries from prospective families. Open enrollment demand grew to the point that we had to close it for the year, a clear sign of success.