

The Portage Township Schools Annual Newsletter has been a vital component of our district's comprehensive marketing strategy, addressing specific demographic challenges while fostering community support and engagement. This publication has successfully contributed to our broader objectives in the following ways: Our newsletter reaches every household in Portage Township through direct mail service, ensuring universal access to critical district information regardless of digital connectivity. This comprehensive distribution is particularly crucial given our community's aging demographic, with a growing population of senior citizens who may prefer traditional print media over digital communications. The newsletter follows a deliberate content strategy featuring one in-depth article paired with a shorter piece highlighting a significant district achievement. This approach provides our senior community members with accessible, memorable talking points about our schools. Building this knowledge base is essential for maintaining community support, particularly as we cultivate understanding that could prove valuable should we need to pursue a referendum in the future. We've strategically timed the newsletter's distribution to early summer—a critical decision window when families consider educational options for the upcoming year. With an increasing number of students transferring to virtual schools, the newsletter directly addresses this challenge by prominently featuring enrollment information for our district schools. This targeted content serves to remind families of the comprehensive educational experience our schools provide before they finalize decisions about alternative programs. The included school-year calendar serves multiple purposes in our communication strategy. For current families, it provides convenient planning information that supplements our digital calendar available through our website and mobile alerts. For prospective families, it offers a tangible representation of school activities and community engagement opportunities that distinguish our district from virtual alternatives. The newsletter's physical format creates a lasting presence in homes throughout our community. Unlike digital communications that can be quickly deleted or overlooked, the newsletter remains visible on coffee tables and refrigerators, continuously reinforcing our messaging and creating ongoing opportunities for discussion among family members. Through careful design and content planning, our newsletter transforms standard district information into an effective marketing tool that addresses specific

challenges in our community. The publication builds bridges between generations, connects with less digitally-engaged populations, combats enrollment competition, and maintains community support for our educational mission. Its success demonstrates how traditional communication methods, when thoughtfully implemented, remain powerful components of a modern school district's marketing strategy.