

Purpose & Background With 13% of students (10,294 total) utilizing school choice options to support their college and career aspirations, our district faces both an influx of applications at some schools and declining enrollment at others. In particular, public schools are experiencing increased competition from charter and private schools. To address these challenges, the Community Relations team partnered with Educational Choices and Innovation to create a comprehensive video series showcasing the unique academic and extracurricular offerings at all 60 district schools. By prioritizing schools facing declining enrollment, this initiative helps them strategically market their programs and attract prospective students and families who might otherwise explore alternative education options or settle for their traditionally zoned school. Each video captures a traditional school day, providing an authentic and compelling look into the learning environment, student engagement, and available resources. To maximize reach and accessibility, the videos are strategically distributed across multiple platforms:

- Districts YouTube Channel - A permanent, on-demand resource for parents and students.
- Districts Social Media (Facebook & Instagram) Engages parents and students in their natural digital spaces, fostering community interaction and organic sharing.
- Direct Communication via Remind Ensures direct outreach to families about available school choice options.
- District Website & School-Specific Pages - Each school's video receives dedicated visibility, with a week-long feature on the main district site before being stored on a school showcase page and the individual school's website for continued access.
- In-Person Information Nights & Tours Schools use the videos to provide prospective families with a firsthand look at their programs during recruitment events.

Target Audience & Communication Strategy The video series two key demographics:

- Mothers of school-aged children - Representing 80% of our social media audience, these decision-makers play a crucial role in school selection.
- Pre-teens & High School Students - As students gain independence, they are increasingly involved in their education choices, making social media engagement a vital strategy. By using high-quality, engaging video content, the campaign effectively communicates each school's unique strengths, programs, and culture, helping families make informed enrollment decisions.

Outcomes & Impact Feedback from principals and school administrators has underscored the effectiveness of these

videos in attracting the right students to the right schools. One key success story is Professional and Technical High School (PATHS): - With 150 openings for the 2024-2025 school year, PATHS was one of the first schools prioritized for this initiative. - A targeted social media advertising campaign complemented the video release and achieved a click-through rate of 1.63%. - Applications for the 2025-2026 school year increased by 56, while overall denials were reduced by 67%, ensuring a better match between applicants and program offerings. This data-driven approach ensures that the school choice video series not only increases awareness but directly impacts enrollment trends, supporting district schools in maintaining strong student populations and thriving educational environments.