



Celebrating the Denver Public Schools Experience: A Storytelling and Recruitment Campaign

**NSPRA Gold Medallion Award Entry:
Marketing Communication Campaign**

ENTRY PREPARED BY:
Brittany Cowan, Director of Marketing

COMMUNICATIONS STAFF SIZE: 35 employees
DISTRICT SIZE: 89,210 students and 16,000 employees



**DENVER
PUBLIC
SCHOOLS**

Communications



Synopsis

Denver Public Schools (DPS) is the largest urban district in Colorado, serving over 89,000 students across 197 schools. Like many districts nationwide, DPS is experiencing demographic shifts driven by declining birth rates, reduced housing development and the rising cost of living. **Enrollment has declined 4% since 2019, with another 10% decrease projected by 2029.**

At the same time, DPS operates in a highly competitive environment for student enrollment. The district has a longstanding SchoolChoice system, and Colorado's open enrollment laws allow families to enroll in public, private and homeschool options. This broad landscape of choice paired with fewer students overall means that DPS must actively communicate the value of its schools to attract and retain students.

To address these challenges, the DPS Communications team launched a \$250,000 multi-channel storytelling campaign designed to strengthen public perception of DPS, increase visibility of positive student and educator stories and drive SchoolChoice enrollment.

After thoughtful research and planning, the **DPS Stories** campaign was born. The campaign introduced a creative tagline framework that reimaged the word "Public" in "Denver Public Schools" through five empowering "P" words: **Passionate, Powerful, Proud, Prestigious and Personalized**. Each story features a real DPS student, educator or community member sharing how they embody the DPS experience.

The campaign supported the district's **most successful SchoolChoice Round 1 recruitment cycle** in five years. **Overall applications** reached their highest level since 2021, with increases across all transition grades. We received the largest number of **out-of-district applicants** this year in district history.

By using UTM parameters on all campaign links, DPS measured application conversions that directly resulted from campaign tactics. The campaign generated **4,509 SchoolChoice applications**, including **2,608 students new to DPS and 254 students returning after leaving the district**. With each enrolled student representing approximately **\$12,000 of funding**, the campaign produced more than **\$31 million in potential revenue**, demonstrating the measurable impact of strategic communications on student enrollment. By helping schools reach sustainable enrollment levels, the campaign ultimately supports the district's ability to provide excellent schools with robust, high-quality student experiences.



Summary

Research

Research was pivotal to ensuring this campaign would resonate with families and address DPS' enrollment challenges. We developed a [comprehensive research plan](#) that combined external benchmarking, internal data analysis and gathering stakeholder feedback to guide campaign planning and implementation and establish measurable objectives.

Goals and Objectives

After thorough research to guide campaign direction, we determined that the ultimate goal of the campaign was to attract 1,250 applicants in Round 1 of SchoolChoice from December 2025 to January 2026. We set a goal of 1,250 applicants based on a target cost-per-enrollment of \$200, which was informed by performance data from previous smaller campaigns that demonstrated this benchmark was achievable. We were provided a \$250,000 budget, which equated to that goal of \$200 spend per applicant. Secondary goals included achieving a 5% increase in positive sentiment scores for DPS from local media, and achieving a 15% increase in campaign impressions and engagements compared to a [2025-26 ECE Campaign baseline](#).

With DPS's projected [per-pupil funding of \\$12,000](#) for the 2025-26 school year, we knew that the campaign would break even by recruiting a minimum of 21 students; hitting the 1,250-applicant target would represent approximately \$15 million in funding for the district that could be used to support excellent schools for every DPS student.

Planning

Planning within the Educational Landscape

The campaign planning process was grounded in the current education landscape in Denver, which faces declining birth rates, a robust school choice environment and reduced housing development which led to increasing competition among neighboring districts, private schools and homeschool options. These conditions required DPS to proactively communicate the strengths of its schools to attract and retain all types of students and learners to enroll in DPS.

Project Planning and Coordination

The campaign was guided by a detailed [project planning document](#) that outlined key messages, timelines, roles, budget and communication tactics. Planning efforts included:

1. Developing [key messages and story guidelines](#) to demonstrate how each “P-word” reflects the DPS experience and aligns with the district’s Strategic Roadmap.
2. Establishing campaign goals and key performance indicators aligned with enrollment and reputation objectives.
3. Identifying [primary and secondary audiences](#).
4. Defining budget allocations and key campaign milestones.
5. Developing multilingual and intercultural communication strategies.
6. Creating an overarching project map to coordinate work across departments and track progress.

Roles, Responsibilities and Training

We used project management software, Asana, to map and assign out tactics. This tool easily allowed the team to [track the stage of each project](#), identify [when each tactic would be sent out](#), via which platforms and who was responsible.

Key stakeholders across the district and community were involved throughout the research and planning process. Story subjects were nominated by educators, staff, students and community members, ensuring authentic representation of the DPS experience. All content was created in-house, including interviews, writing, filming, designing and publishing content for the campaign.

District leadership — including the superintendent, the Board of Education and district leadership team — participated in concept review and campaign alignment with the district’s Strategic Roadmap. Communications staff and content creators created internal guidance on storytelling standards, brand voice and campaign messaging to ensure consistency across platforms. Shared design elements (including colors assigned to each “P word”, unified graphics for videos and print and digital templates) were created in a shared Canva folder, and staff were trained on how to access and use the appropriate branding in a digitally accessible way.

Translations and Accessibility

Equity and accessibility were central to campaign planning. Approximately [30,246 DPS families speak Spanish](#), encompassing 34% of the DPS population. The campaign’s five empowering adjectives were translated and adapted into Spanish as Perseverantes, Personalizadas, Poderosas, Prestigiosas and Prósperas to ensure resonance with Spanish-speaking audiences. Our [nomination form](#) also has an option for nominations

to be submitted in Spanish, and some of our published stories are bilingual or completely in Spanish for Spanish-speaking audiences.

All written content published on the DPS website can be automatically translated into the district's eight most commonly spoken languages. Videos were hosted on YouTube with captioning and transcript functionality to support accessibility. Additionally, [web accessibility tools](#) were used to ensure campaign executions were compliant with Colorado's House Bill 21-1110.

Strategies and Tactics

To address challenges identified through our research and planning, the team created an innovative storytelling campaign that reimagined the word "Public" in Denver Public Schools through five empowering "P-words." Our budget was \$250,000. Our campaign tactics included:

Organic

- Long-form storytelling via written articles, podcasts and videos posted on the DPS website, and our Youtube and podcasting channels.
- Short-form clipped versions of videos and podcasts were posted on social media sites like Instagram and Facebook.
- Dedicated campaign website.
- District newsletters and email communications.

Paid

- AudioGo (music and podcasts streamed in Denver) and Colorado Public Radio (Denver radio stations).
- [Print advertisements with 12 local media outlets](#) (including El Semanario, Front Porch, Lantern, Kids Out and About, Denver North Star, Jeffco Transcript, Denverite, Westword, Denver Post, Bucket List Community Cafe, Denver Relocation Guide and Colorado Sun).
- Bus wraps and ad placements within the light rails.
- Billboards across Denver.
- Meta advertising (Instagram and Facebook).
- Reddit advertising.
- Broadcast and video streaming placements including Univision and 9News commercials.
- Commercials during previews at four Denver movie theatres.
- Advertising on streaming services (Hulu, Disney +, etc. in Denver).
- Paid search advertising through Google.

Salesforce Marketing Cloud

To strengthen enrollment recruitment, improve follow-up with prospective families and support student retention with current DPS families, the team implemented Salesforce Marketing Cloud to support a more sophisticated engagement strategy. Previously, we identified several challenges with our 2024-25 system of communicating to families, such as:

- Families interacted with stories and content but there was no efficient method to follow up with them.
- There was no system for contacting families who were not already in the DPS system.
- Messaging was not customized for various audiences, so information may have been irrelevant for families.
- We lacked an automated process to identify and nudge current families with missing or incomplete SchoolChoice applications. Messaging was not automated, requiring significant time and effort to manage manually.
- Stories were not connected to enrollment outcomes.

We shifted our approach to treat stories as the beginning of a “family engagement journey” by:

- Capturing interest in a simple, friendly way through forms.
- Responding quickly at a regular cadence with automated follow-up.
- Creating dynamic and customized content and audience segments based on program interest.
- Measuring our end goal (applications) not just impressions.

Seven automated audience journeys were developed within Salesforce Marketing Cloud to deliver targeted messaging. These included communication flows for transition-grade families, out-of-district prospects, incomplete applications, former DPS families and families seeking additional information about programs.

Emails with personalized content were sent on a structured cadence throughout the SchoolChoice window, with SMS follow-ups for families who did not open emails. Once a family submitted a SchoolChoice application, automated exit rules ensured they stopped receiving reminder messages.

We added UTM parameters to each marketing link shared, and we directed most campaign advertising to enrollment forms and the Salesforce application portal. These data points were logged in Salesforce and later analyzed to determine which campaign tactics most effectively drove applications. View more details on [Salesforce and its impact](#), and for a full analysis of Salesforce impact, [visit our Round 1 marketing dashboard](#).

Implementation

Implementation of the [DPS Stories](#) campaign began in September 2025 when the communications team opened nominations across the district to identify students, educators and community members who embodied the campaign's five "P-word" themes. The campaign officially launched in October 2025 with the publication of the first three stories.

Following the launch, the team maintained a consistent publishing cadence of two to three stories per week across campaign platforms. Weekly Friday planning meetings were used to [coordinate upcoming stories, confirm interview schedules and adjust timelines as needed](#). This flexible structure allowed the team to maintain momentum while adapting to the scheduling realities of school communities. Campaign milestones were intentionally aligned with SchoolChoice recruitment timelines, including enrollment window openings and application deadlines, ensuring that storytelling content was released when families were actively researching school options.

The [graphic design elements](#) and [language for the five adjectives](#) were clearly outlined to ensure all campaign elements were cohesive, clear and an authentic reflection of our unique district community.

Audience engagement and response to campaign content were monitored throughout implementation. The team's media and public relations team tracked [comments, reactions](#), sharing behavior and engagement metrics across platforms to gauge public response and identify high-performing stories. These insights informed ongoing adjustments to story promotion and distribution strategies, allowing the team to amplify content that resonated most strongly with target audiences.

Evaluation

[SchoolChoice Round 1 enrollment figures](#) show that the storytelling campaign has been extremely successful. Despite declining enrollment projections and a SchoolChoice window that opened more than a month earlier than in previous years, the campaign supported the district's most successful SchoolChoice Round 1 recruitment cycle in five years. Overall applications reached their highest level since 2021, with increases across all transition grades. We received the largest number of out-of-district applicants this year in district history. [A full analysis of every campaign tactic is detailed here](#).

Key Performance Indicator Reporting

This campaign was able to achieve all three KPIs outlined during the project planning phase. See the [full details of our KPI results here](#). We received the largest number of out-of-district applicants this year in district history. The campaign generated **4,509 SchoolChoice applications**, including 2,608 students new to DPS. These applications also included 254 students returning after leaving the district! While returning students was not a specific goal we set out to achieve, it is a great indicator of this campaign's ability to shift perception.

Sentiment Growth



+17.6%

Increase in positive media
(Goal: 5%)

Engagement Efficiency



+31.9%

Google Ads CTR
(Goal: 15%)

Enrollment Success



4,509

Applications Submitted
(Goal:1,250)

Next Steps

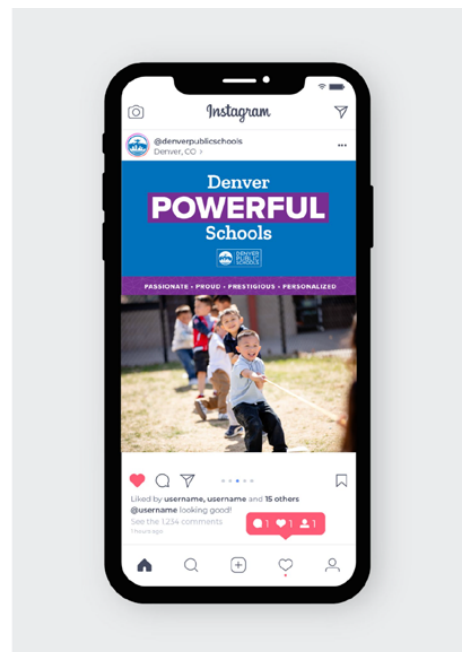
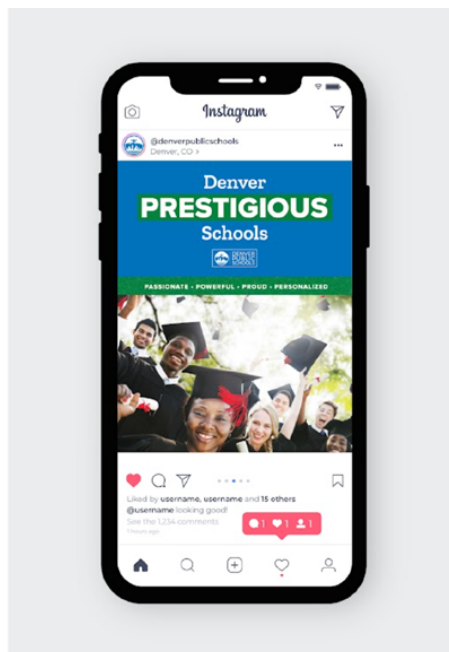
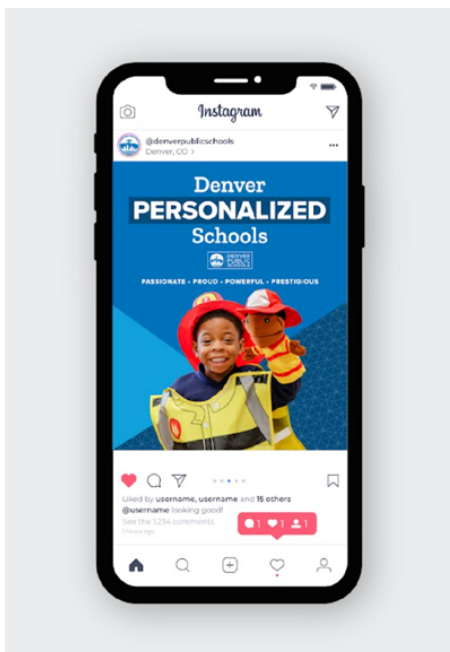
- **Expand high-performing content categories.** Across both written and video articles, "Proud" stories had the best engagement metrics. These stories had the highest amount of viewer duration among new, regular and casual viewers on Youtube, and the written articles had the highest average engagement time. We want to highlight more "Proud" stories in the future, as right now we only have three published stories. The team will also identify someone to interview for the Prósperas category so that every "P-word" in both English and Spanish has at least one story featured.
- **Optimize advertising flight windows.** Campaign performance indicated spikes in engagement toward the end of each advertising flight window. Future campaigns will concentrate media spending into shorter, more focused flight periods to increase visibility and impact rather than spreading the budget across longer timeframes.
- **Strengthen community engagement through trusted voices.** Hire local parents and influencers as community organizers to engage in social media, Reddit, in-person events, parent/neighborhood groups and other community spaces where parents seek information about SchoolChoice and share experiences about DPS.
- **Audit enrollment touchpoints for clarity and consistency.** Conduct a review of key enrollment touchpoints — including school tours, front office interactions and school-based communication channels — to identify opportunities to improve clarity, consistency and the overall experience for prospective families.

Additional Support Materials



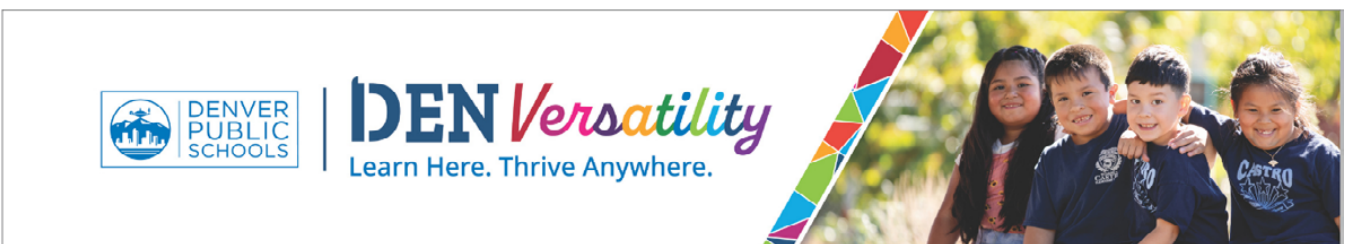
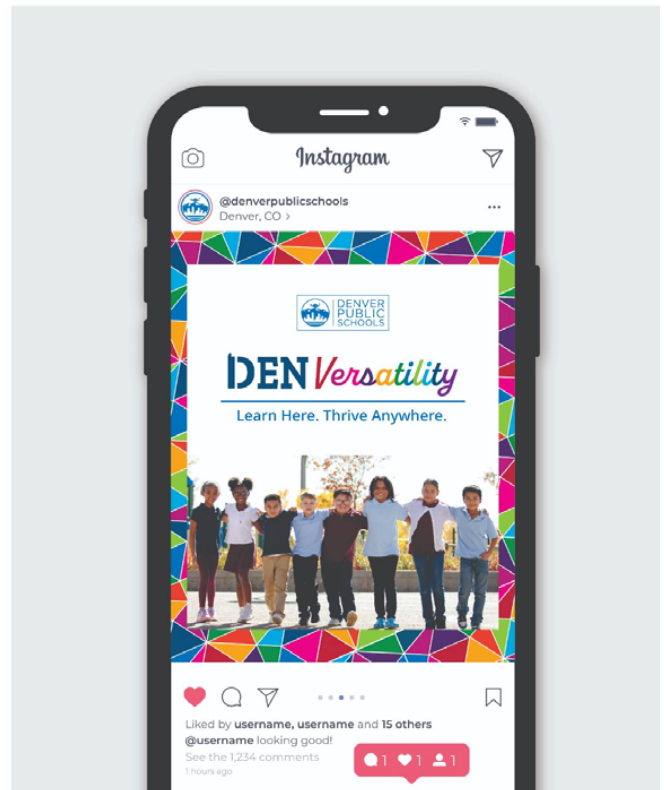
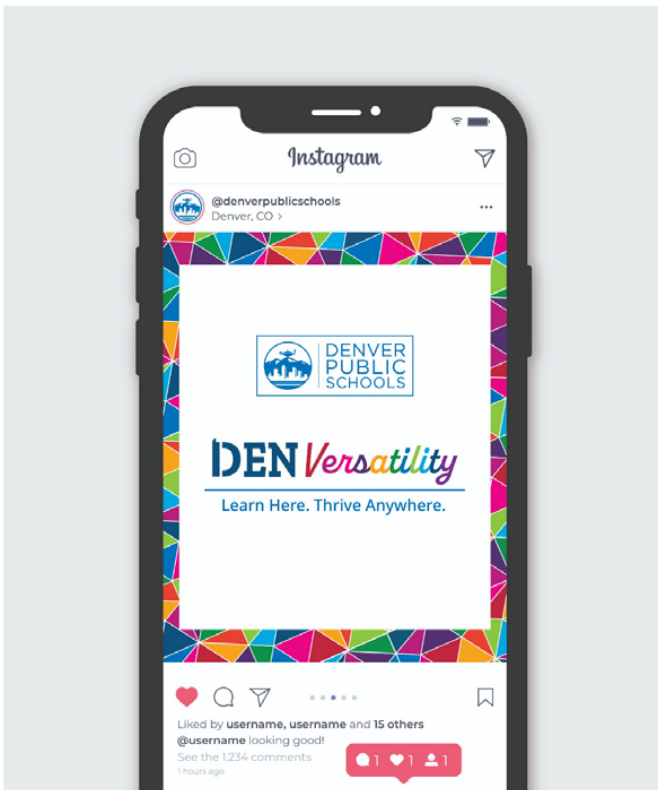
The Initial Campaign Concepts: "P" Story

This was the selected campaign. The campaign introduced a tagline framework that reimagines the word "Public" in Denver Public Schools through five empowering "P" words — Passionate, Powerful, Proud, Prestigious and Personalized — each representing a different strength across DPS. Feedback from focus groups and surveys helped refine the final creative direction, which incorporated vibrant color elements from the Denversatility concept, emphasized the "PUBLIC" watermark for brand clarity, increased the prominence of the DPS logo and replaced existing stock imagery with real students, educators and community members featured in the campaign stories.



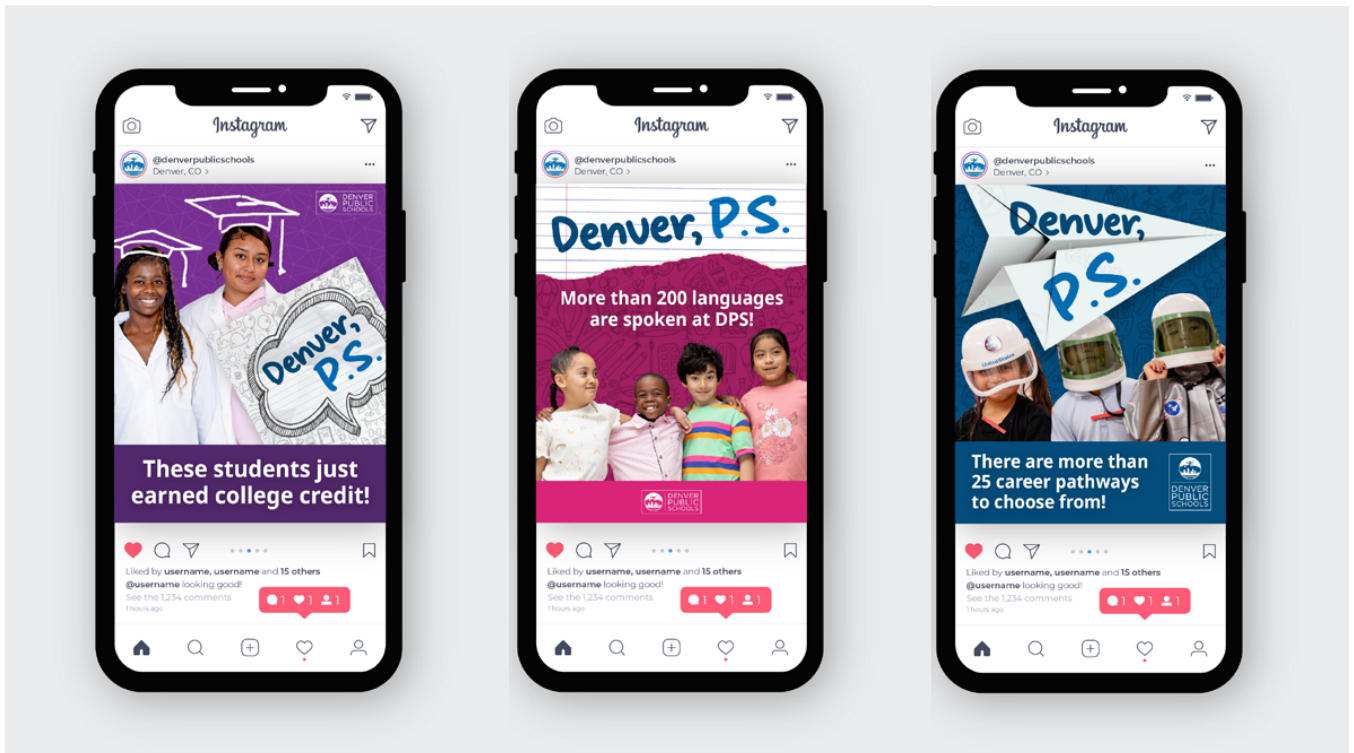
The Initial Campaign Concepts: DENVersatility

This campaign idea celebrated the diversity of DPS schools and the versatility of its students. This campaign idea fused “Denver” and “versatility” to reflect both school variety and student potential, demonstrating how they grow into adaptable, capable people ready for college, careers and life.



The Initial Campaign Concepts: Denver P.S.

This campaign idea played off the double meaning of "P.S." as both postscript and an acronym for Public Schools, showcasing the unexpected or unseen strengths of DPS. It was meant to be a heartfelt storytelling campaign where the P.S. reveals powerful insights about DPS and its impact.



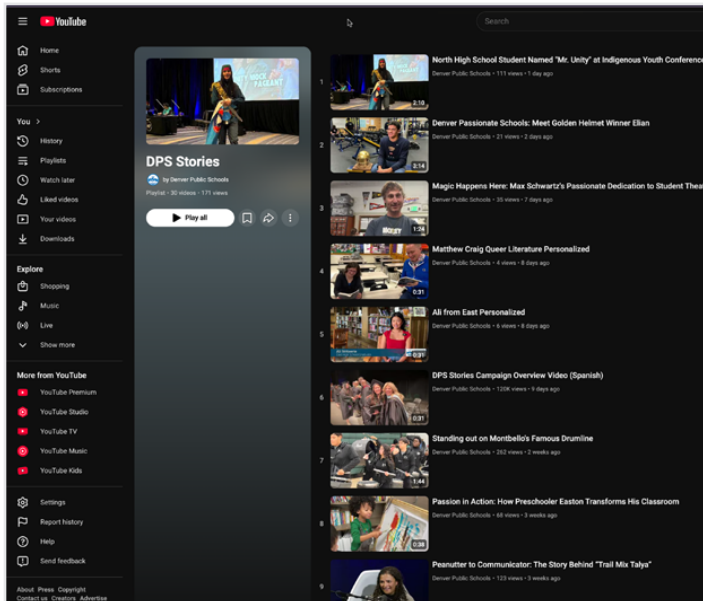
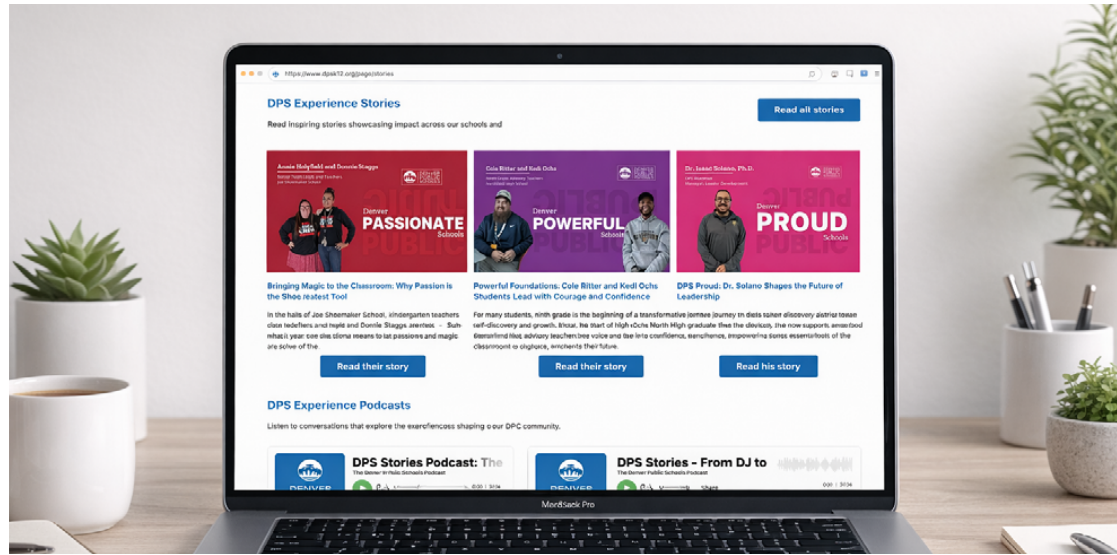
Storytelling Campaign: Organic Examples

Long-form storytelling via written articles, podcasts and videos posted on the DPS website, and our Youtube and podcasting channels.

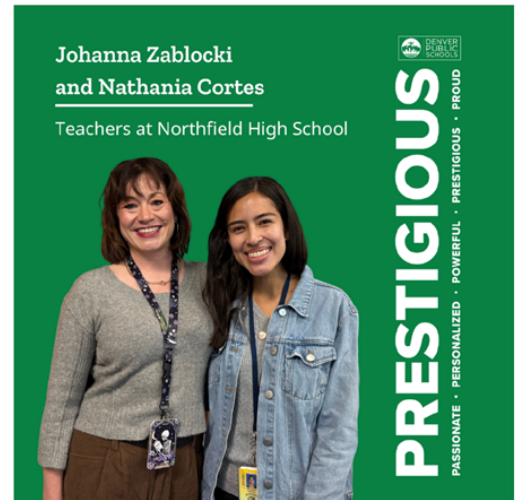
Short-form clipped versions of videos and podcasts were posted on social media sites like Instagram and Facebook.

Dedicated campaign website.

District newsletters and email communications.



Reclaiming Prestige: Turning Doubt Into Determination at Northfield High School



At Northfield High School, English teachers **Johanna Zablocki** and **Nathania Cortes** are redefining what prestige looks like in public education. Through Northfield's "IB for all" model, they ensure every student — regardless of background — has access to rigorous, college-preparatory learning. With high expectations, strong support systems and a deep belief in student potential, Johanna and Nathania turn doubt into determination and help students grow into confident, capable leaders. [Learn more](#) about how their commitment to equity and excellence is shaping prestigious outcomes for students across their school community.

Submit Nominations for Storytelling Campaign

We're looking for students, educators or teams of people to feature in our [DPS Storytelling Campaign!](#) In this campaign, we replace the word "Public" in Denver Public Schools with five empowering adjectives — Passionate, Personalized, Powerful, Prestigious and Proud — to highlight what makes DPS amazing.

Telling your story is an opportunity to share good news with the DPS community and spotlight the people behind DPS accomplishments. Stories will be shared across district channels, with the potential for additional media coverage.

Submit your nomination on the [Denver Public Schools Storytelling Nomination Form](#). Questions? Email communications@dpsk12.org.

[Submit A Nomination](#)



EMPOWERING NEWCOMER STUDENTS WITH MIAARIELA ALLEN

Denver Public Schools
December 11, 2025

MiaAriela Allen brings 28 years of dedication to education at Place Bridge Academy, where she serves in two vital roles: Middle School Newcomer Teacher and Senior Team Lead (STL). Her experience spans international teaching, work in nonprofit equity to support equitable access for multilingual language learners and various roles within DPS.

After a period away from DPS, MiaAriela was motivated to return to the classroom by the students. "Watching these students find their voice and graduate from high school reminded me of why I wanted to return," MiaAriela said.



APRENDIZAJE PERSONALIZADO: CÓMO KRISTEN SHIRVAN CONSTRUYE UN AULA DISEÑADA PARA CADA ESTUDIANTE | PERSONALIZED LEARNING: HOW KRISTEN SHIRVAN BUILDS A CLASSROOM DESIGNED FOR EVERY LEARNER

Denver Public Schools
November 25, 2025



En una apacible tarde de otoño en el aula de Inglés 3 de Kristen Shirvan en la Escuela Preparatoria Lincoln, la clase comienza con la presentación de un estudiante. De pie al frente del salón, comparte su interpretación de un fragmento de El gran Gatsby, completamente en español. Este momento define el tono de la clase: aquí, la voz y la identidad de cada estudiante son importantes.

Mientras los estudiantes se separan en grupos, el bullicio en inglés y español vibra en el aula. Kristen circula de un grupo a otro, orientando el razonamiento de los estudiantes y, a menudo, hablando ella misma en español, aunque todavía está aprendiendo.

"En realidad, el español no es mi lengua materna", indicó Kristen. "Pero parte de lo que esa habilidad generó es la posibilidad de ser vulnerable ante los estudiantes y mostrarles mi propio aprendizaje del español. Es importante que puedan sentirse vulnerables en el aula y animarse a asumir riesgos".

Esa vulnerabilidad compartida es la base del aula profundamente personalizada de Kristen, construida sobre la confianza, la identidad y la creencia de que cada estudiante merece un recorrido adaptado a sus objetivos.

Carpetas de aprendizaje individualizado

Los estudiantes de Kristen vienen de cinco países diferentes y están aprendiendo el idioma inglés y el contenido de Inglés 3 al mismo tiempo. Un aspecto personalizado del aula de Kristen son las carpetas de aprendizaje individualizado de los estudiantes.

"Cada estudiante creó y decoró una carpeta personal que refleja sus intereses y metas", explicó Kristen. "Allí llevan un seguimiento de sus metas individualizadas, acceden a recursos específicos y siguen de cerca su progreso durante el año".

Algunas carpetas incluyen muchas prácticas con enunciados de tesis, mientras que otras se enfocan en el vocabulario o la estructura de

Drill is Life: The Prestigious Legacy of JFK High School's Most Decorated Leaders



John F. Kennedy High School's reign over Denver Public Schools' JROTC program is not new knowledge. For decades, JFK has held the legacy as one of the best teams in the entire nation. Seniors **Mia and Brooke** reflect on their experience as they prepare to graduate as some of the most decorated leaders in DPS history.

[Read Mia and Brooke's Story](#)



PASSIONATE TEACHING, POWERFUL RESULTS: INSIDE CHERYL CORDOVA'S CLASSROOM

Denver Public Schools
November 24, 2025

Serving the same DPS community for 14 years, Cheryl Cordova knows a thing or two about how to get results from her students. A DPS Blue Ribbon Recipient in Reading, Writing and Intervention, she was able to improve her students' READ data by 84% during the 2024-25 school year. Learn more about her passion for excelling our youth in learning!

How do you strive to impact students' learning experiences?

I strive to impact students' learning experiences by meeting them where they are — academically, socially and emotionally — and then

Denver PERSONALIZED Schools

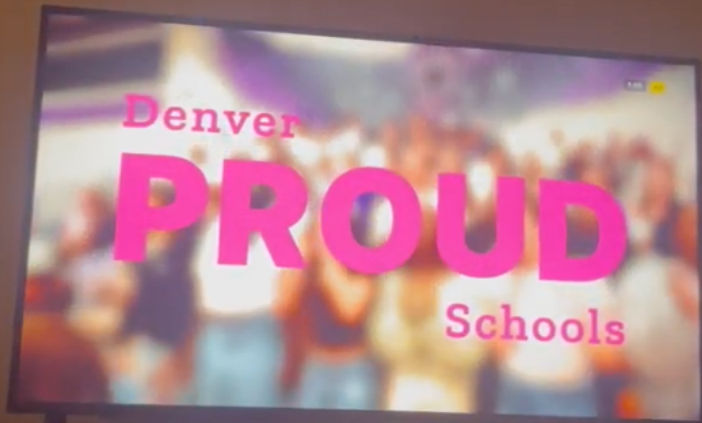
Matthew Craig Queer Literature Personalized

Denver Public Schools
3.45K subscribers

4 views · 8 days ago
No description has been added to this video.

DPS Stories
Denver Public Schools · 4 / 30

- North High School Student Named "Mr. U... Indigenous Youth Conference
Denver Public Schools · 2:10
- Denver Passionate Schools: Meet Golden Winner Elan
Denver Public Schools · 2:14
- Magic Happens Here: Max Schwartz's Pas... Dedication to Student Theater
Denver Public Schools · 1:24
- Matthew Craig Queer Literature Personal...
Denver Public Schools · 0:31
- All from East Personalized
Denver Public Schools · 0:31
- DPS Stories Campaign Overview Video (S...
Denver Public Schools · 0:21
- Standing out on Montebello's Famous Drum...
Denver Public Schools · 1:44
- Passion in Action: How Preschooler Easto... Transforms His Classroom
Denver Public Schools · 0:28
- Peasutler to Communicator: The Story Be... "Trail Mix Talya"
Denver Public Schools · 0:37
- Drill is Life: The Prestigious Legacy of J... Decorated Leaders
Denver Public Schools · 2:05
- The Pool is for Everyone — The Manual H... Swim Team
Denver Public Schools · 2:09
- A Passion Project: Cherie Eckstardt Mak... Hubs to Keep Students Warm
Denver Public Schools · 1:30
- Knowledge is Power: Fifth Grader Brand... a Leader Both In and Outside the Classroo...
Denver Public Schools · 1:53
- Bringing Magic to the Classroom: Why Pa... the Shoe Crew's Greatest Tool
Denver Public Schools · 1:53



“Doing things that are helpful to your community is something that everyone can do.”



Olivia Viola

Fifth Grade Student
Cory Elementary



Escuelas
PERSONALIZADAS
de Denver

dpsk12.org/historiassobredps



Denver
PASSIONATE
Schools

dpsk12.org/dpsstorytelling



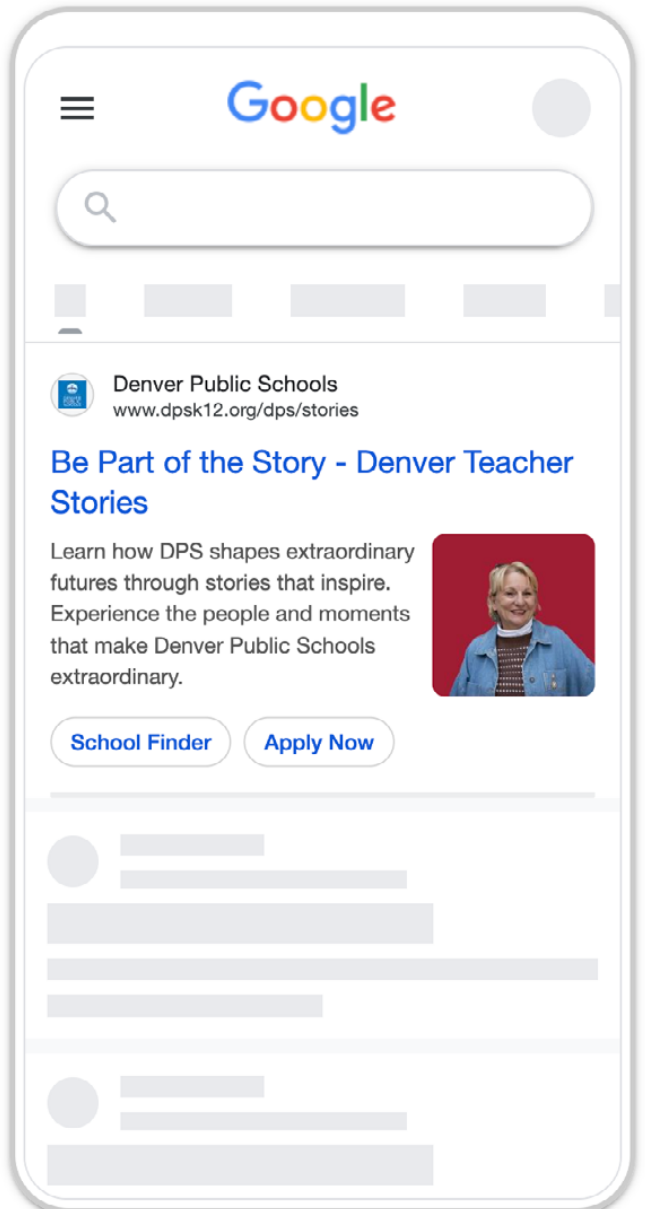
Denver
PROUD
Schools

dpsk12.org/dpsstorytelling



Denver
POWERFUL
Schools

dpsk12.org/dpsstorytelling







Denver Public Schools Sponsored · Ad ·

★ We're Passionate, Personalized, Powerful, Prestigious and Proud. Discover the DPS Experience.

Denver Passionate... Learn more

Denver Person Be Part

42 2 comments

Like Comment Share

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★ Somos perseverantes, personalizadas, poderosas, prestigiosas y prósperas Descubran la experiencia de DPS.

Escuelas Perseverante... Learn more

Escuela Person Sean parte de...

8 comments

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8 comments

Like Comment Share

Denver Public Schools Ad ·

Martin no solo encontró una escuela. Encontró un lugar donde lo escuchan, lo apoyan y creen en él. [...See more](#)

0:00 / 0:31

Escuelas Perseverantes de... Learn more

1.1K 23 comments 52 shares

Like Comment Share

Denver Public Schools Ad ·

Martin no solo encontró una escuela. Encontró un lugar donde lo escuchan, lo apoyan y creen en él. [...See more](#)

0:00 / 0:31

Escuelas Perseverantes de... Learn more

1.1K 23 comments 52 shares

Like Comment Share

Instagram

denverpublicschools Ad ·

Mi plan es terminar la escuela y trabajar un poco

Learn more

denverpublicschools Martin no solo encontró una escuela.... [more](#)

denverpublicschools Keep watching

Mi plan es terminar la escuela y trabajar un poco

Martin no solo encontró una escuela. Encontró un lugar donde lo escuchan, lo apoyan y creen en él. Un lugar donde puede perseverar, superar desafíos y convertirse en la mejor versión de sí mismo. Eso es lo que significa ser parte de Escuelas Perseverantes de Denver. [... more](#)

Learn more

Ways your ad will be seen

We'll show variations of your ad we predict will resonate with different people to improve performance and prevent creative fatigue. [Learn more](#)

Facebook Feed ... Facebook Feed Collection ... Facebook Feed Vary aspect ratio ... Instagram feed ... Instagram Stories ...

Denver Public Schools Ad ·

★ We're Passionate, Personalized, Powerful, Prestigious and Proud. Discover the DPS experience.

Be Part of the DPS Experience

347 24 comments 12 shares

Like Comment Share



Denver Public Schools

Sponsored · 🌐



👧 Leah es la prueba de que el liderazgo estudiantil puede transformar un vecindario. ✨ Al dirigir el Consejo Estudiantil ...See more



dpsk12.org

Denver Public Schools

Learn more

411

6 comments 16 shares

Instagram



denverpublicschools

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Me llamo Leah y soy Escuelas Poderosas de Denver. Soy un artista muy bien y que pinto

Learn more



denverpublicschools 👧 Leah es la prueba de que el liderazgo estudiantil puede transformar un veci... more



u/denverpublicschools · Promoted



Passionate life advice from a fifth grader

As a fifth grader, the world is full of possibilities. For Olivia, one student at Denver Public Schools, her elementary experience has been the journey of self-discovery. Exploring her...



Vote 0 Share



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SchoolChoice is open. Enroll your student today.

4/5

Denver PUBLIC Schools

PASSIONATE · PERSONALIZED
POWERFUL · PRESTIGIOUS · PROUD

Prestige is a tradition of excellence ... Learn More

Vote 0 Share



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Taking the field with confidence, teamwork and joy.



u/denverpublicschools · Promoted



Enroll now at Denver Public Schools, where we encourage your child to explore their passions.



Salesforce Marketing



**Submit your SchoolChoice application by
Jan. 20 at 4 p.m.**

**Envíen la solicitud EscojoMiEscuela, a más
tardar, el 20 de enero a las 4 p. m.**



Hi [\[First Name 3\]](#),

Thank you for starting your SchoolChoice application! Be sure to submit your completed application by 4 p.m. on Jan. 20.

[Sign back in](#) using your Parent Portal username and password, rank your schools in order of preference and submit your application anytime before 4 p.m. on Jan. 20. You'll be notified of your results in late February.

[Submit Your Application](#)

We have multiple resources available to help you with the SchoolChoice process:

- [School Finder](#) - Find your neighborhood school or enrollment zone and explore schools based on interest.
- [Enrollment Zone Information](#) - Learn how enrollment zones work and which schools are included in each.



[Sender Code]

The DPS SchoolChoice application closes **TOMORROW** at 4 p.m.! Apply now at tinyurl.com/apply-to-DPS.

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El período para enviar la solicitud EscojoMiEscuela de DPS termina **MAÑANA** a las 4 p. m. Envíen la solicitud hoy mismo a través de tinyurl.com/apply-to-DPS.



[Sender Code]

DPS SchoolChoice is now open!
Learn more at
tinyurl.com/DPSschoolchoice.

--
¡Ya está abierto el período EscojoMiEscuela de DPS! Obtén más información en tinyurl.com/DPSschoolchoice.



The UPK application is open!

¡Ya está abierto el plazo de solicitud para UPK!



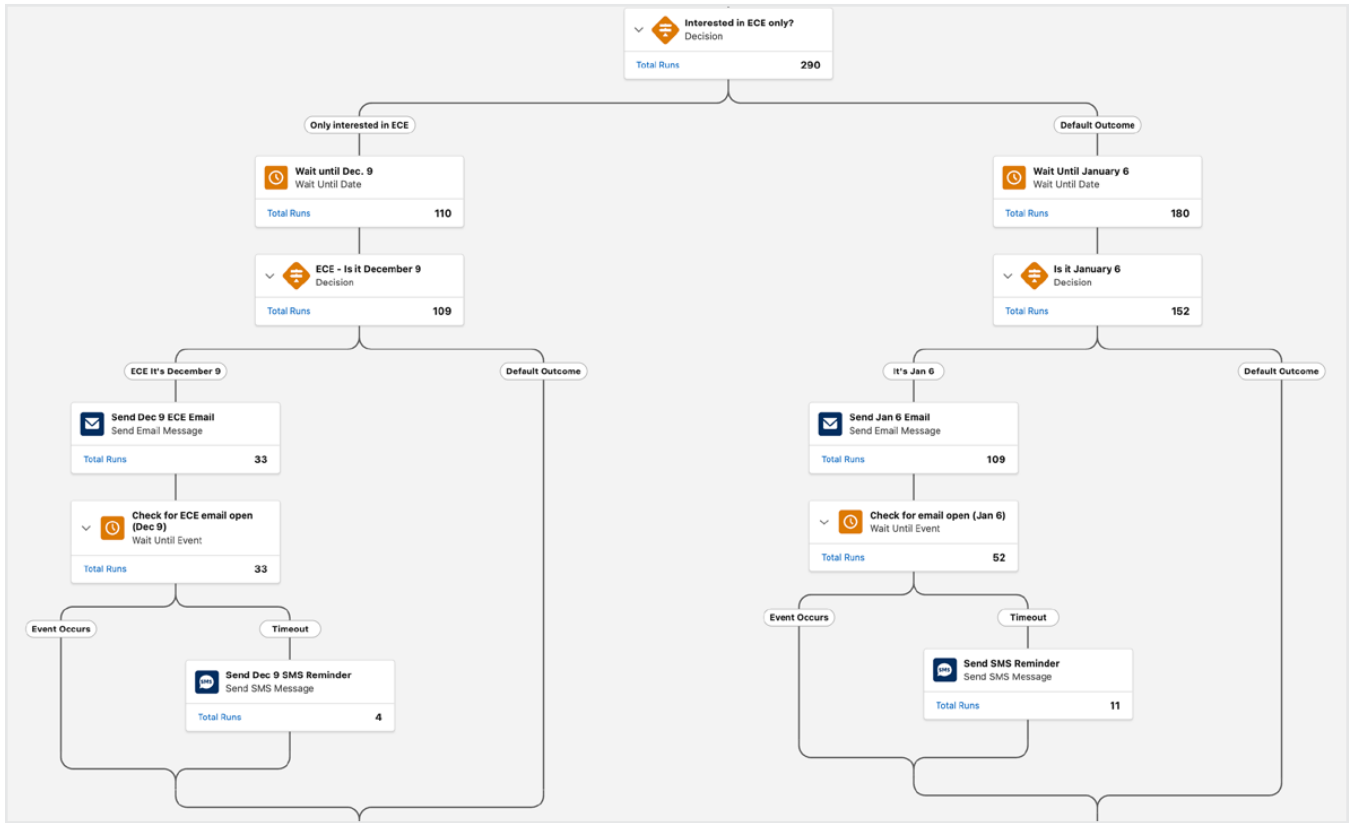
Hi [\[First Name 3\]](#),

The first round of the [Colorado Universal Preschool \(UPK\) application](#) is now open through Feb. 2. As a reminder, submitting the UPK application is one of two steps required to [apply to an ECE-4 program](#) for the 2026-27 school year. We strongly recommend that families submit their application during this round for the best chance of getting matched to their preferred school.

[Submit the UPK Application](#)

If you would like to request that your child continues in ECE-4 at their current school, be sure to submit your UPK application as soon as possible. Because you are requesting a Continuity of Care placement, your application will receive priority consideration during the [pre-registration window](#).

A Note for Students with an IEP: If your student has an Individualized Education Program (IEP) from the DPS Department of Special Education, the UPK application will ask you to submit your application without making school



Welcome to SchoolChoice!

Equity is at the heart of SchoolChoice. DPS believes all families should have equitable access to the schools they feel are the best fit for their students, regardless of their background or address.

The SchoolChoice Round 2 window will open on March 10, 2026 at 10 a.m. Sign up to receive more information and resources to help you through DPS enrollment process.

¡Les damos la bienvenida a EscojoMiEscuela!

La equidad es la esencia de EscojoMiEscuela. DPS cree que todas las familias deben tener un acceso equitativo a las escuelas que consideren más adecuadas para sus estudiantes, independientemente de sus antecedentes o domicilio.

El plazo de la 2.ª ronda de EscojoMiEscuela abre el 10 de marzo de 2026 a las 10 a. m. Inscribense para recibir más información y recursos para ayudarles durante el proceso de inscripciones de DPS.



Get More Information / Obtengan más información

* First Name / Nombre

* Last Name / Apellido

* Email Address / Dirección de correo electrónico

Mobile Phone / Teléfono Celular

Which grade(s) are you interested in learning more about? / ¿Sobre qué grados le interesaría obtener más información?

- Preschool/Early Childhood Education (ECE) / Prescolar (ECE, por su sigla en inglés)
- Kindergarten to 12th grade (K-12) / Kindergarten a 12.º grado (K-12.º)

Get Started / Empecen por aquí

Once you submit this form, DPS will send you the latest information and updates about your school options and the SchoolChoice application process. We may use artificial intelligence (AI) to ensure our communications are timely and relevant; however, this AI will not make any consequential decisions about your student's enrollment or educational opportunities. Denver Public Schools respects your **privacy** and will never share your information with non-DPS affiliated entities.

Una vez que hayan presentado esta solicitud, DPS les enviará la información más reciente y los actualizará sobre sus opciones escolares y el proceso de solicitud EscojoMiEscuela. Es posible que empleemos inteligencia artificial (IA) para garantizar que las comunicaciones sean puntuales y relevantes; sin embargo, esta IA no tomará ninguna decisión importante sobre las inscripciones o las oportunidades educativas de su estudiante. Las Escuelas Públicas de Denver respetan su **privacidad** y nunca compartirán su información con entidades no afiliadas a DPS. (form v4)

Comprehensive Research and Analysis

Read the details of our [comprehensive research plan](#).



Research and Opportunities

Data to show marketing → enrollment

Read the details of our [full campaign analysis](#).

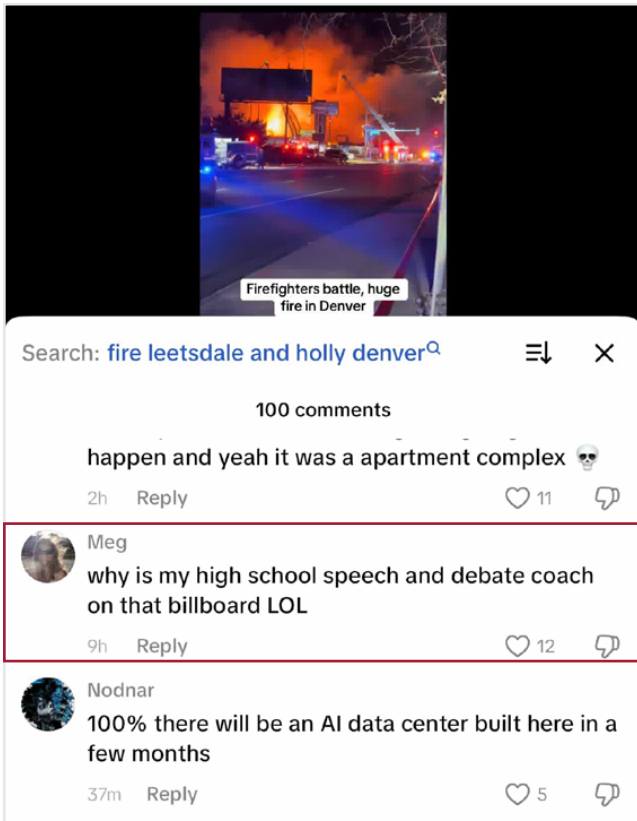


Campaign Analysis

Deep dive into the analysis of each marketing tactic.

Storytelling Campaign: Unexpected Press

One of the most unexpected ways that our campaign got coverage was through a fire at a building nearby one of our billboards. Our billboard was featured predominately in citywide news coverage about the fire. Gratefully, no one was hurt, however we did notice some comments about the campaign on social media coverage about the incident. Read more details about the [fire event here](#).



Search: **fire leetsdale and holly denver**

100 comments

happen and yeah it was a apartment complex

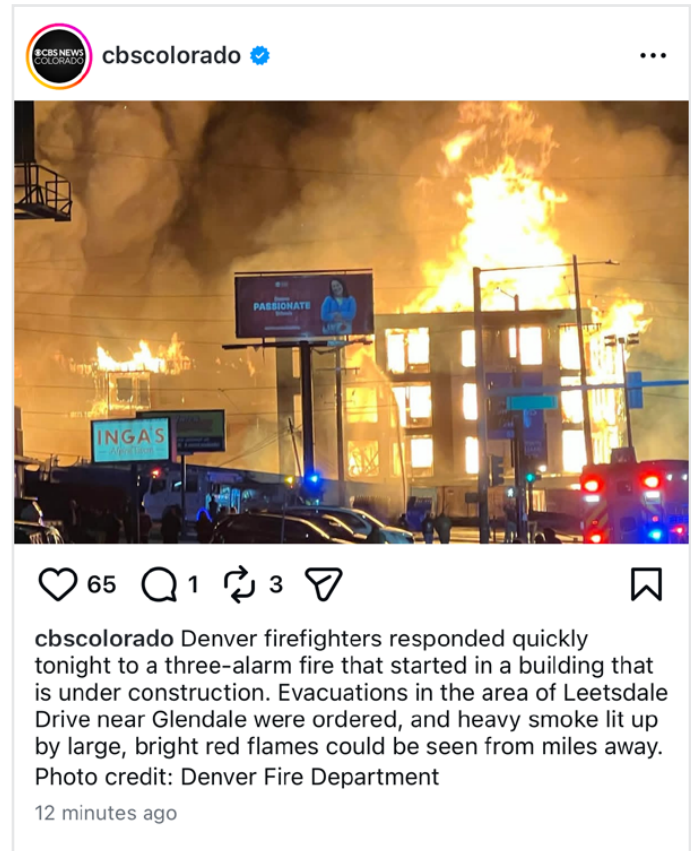
2h Reply 11

Meg
why is my high school speech and debate coach on that billboard LOL

9h Reply 12

Nodnar
100% there will be an AI data center built here in a few months

37m Reply 5

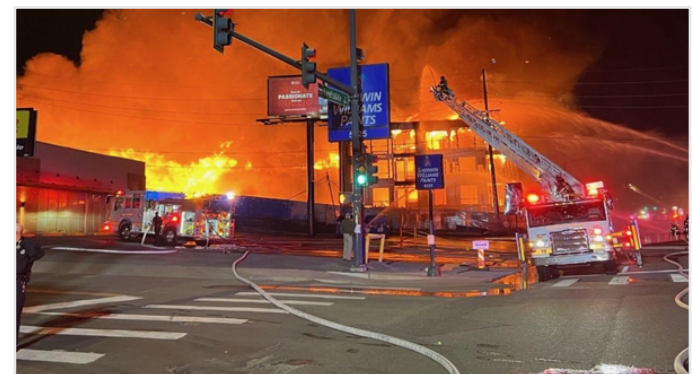


cbscolorado

65 1 3

cbscolorado Denver firefighters responded quickly tonight to a three-alarm fire that started in a building that is under construction. Evacuations in the area of Leetsdale Drive near Glendale were ordered, and heavy smoke lit up by large, bright red flames could be seen from miles away. Photo credit: Denver Fire Department

12 minutes ago



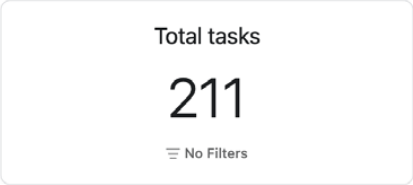
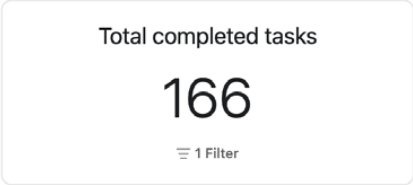
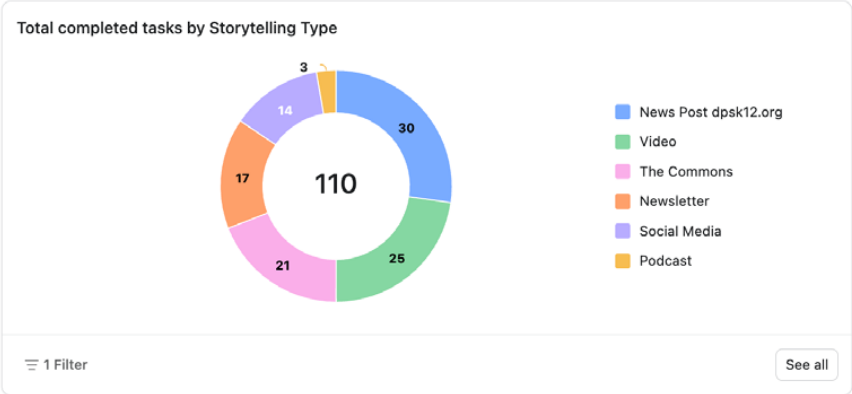
Denver firefighters respond to a fire at... [More](#)

Massive five-alarm fire still burning after consuming Denver apartment complex under construction

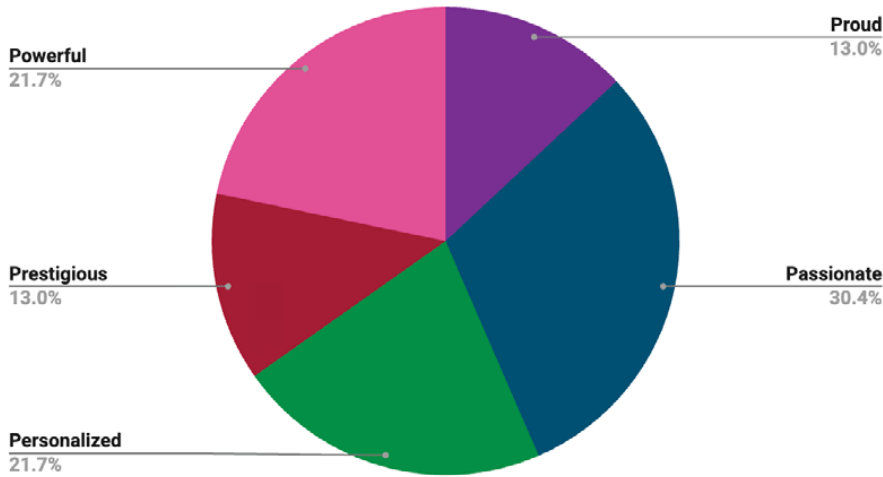
By Katie Langford: Marco Cummings
UPDATED: January 3, 2026 at 4:34 PM MT

Storytelling Campaign: Evaluation and Results

Asana Project Showing Completed Tasks

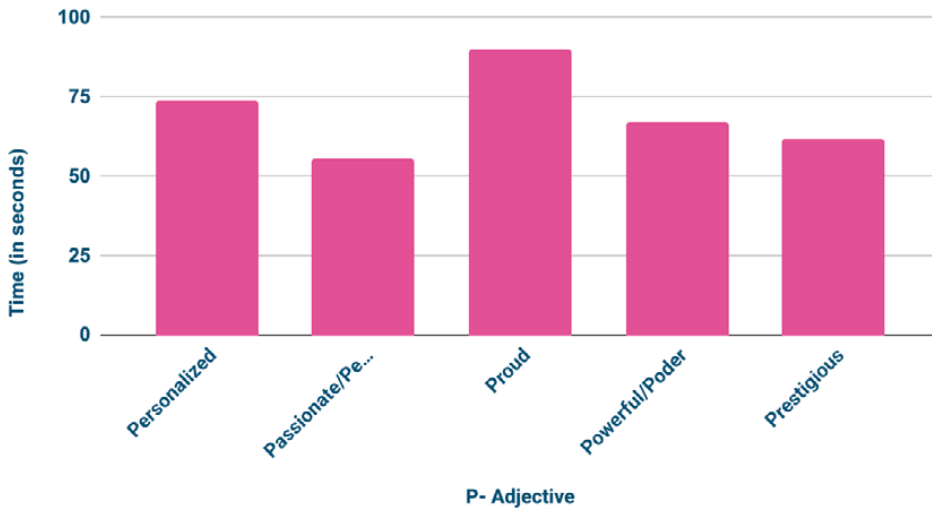


Break Out Of Adjectives: Written Articles

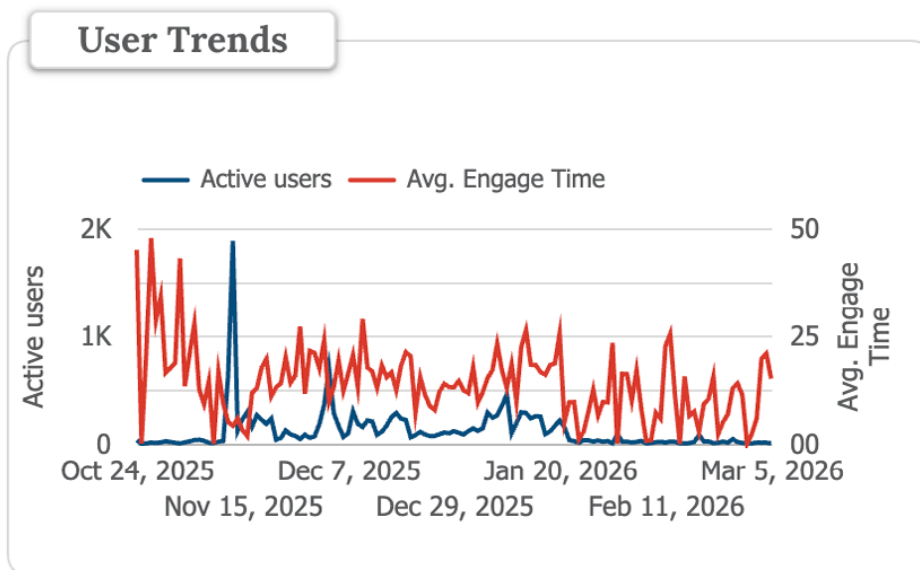


DPS Video Stories Organized by Adjective and Average Watch Time on DPS Stories Website

Avg. Time Viewing Each Video- Broken Out by Adjective



DPS Stories Webpage: Active Site Users and Average Engagement Time Per Session



Google Ads: Top Keywords

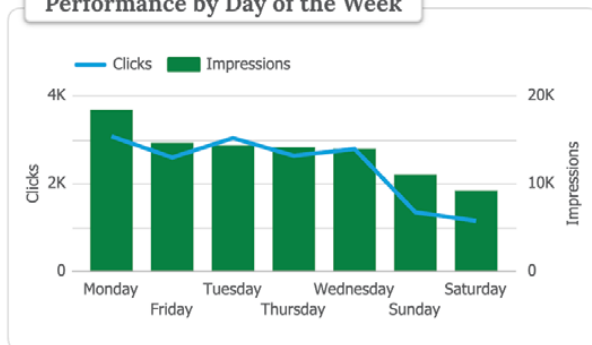
Top Keywords

Search Keyword	Impressions	Clicks	Cost/Click
Denver Public Schools	50,003	11,396	\$0.84
K-12 Schools Near Me	10,015	2,129	\$0.89
Elementary Schools Near...	5,714	1,051	\$0.93
Early Childhood Education	6,386	708	\$1.41
Denver public schools	1,146	125	\$3.08

1 - 5 / 204 < >

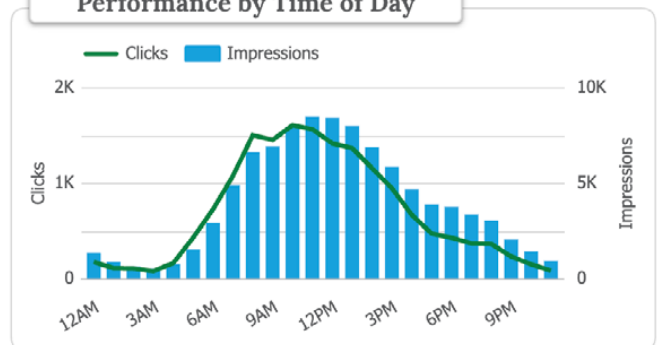
Google Ads: Performance by Day of Week

Performance by Day of the Week



Google Ads: Performance by Time of Day

Performance by Time of Day



Meta Ads: Accounts Reached and Number of Link Clicks

Trends

