



Choices are Worth It.

**National School Public Relations Association
Gold Medallion Entry**

Special Communication Project/Campaign

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67,705 students | 16 Communications and Community Partnerships Staff Members

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Synopsis

In the heart of North Texas, Fort Worth ISD serves nearly 70,000 students across more than 130 schools, offering families a wide range of educational pathways—including Gold Seal Choice Programs designed around specialized learning experiences and college/career readiness.

Fort Worth ISD's Choices are Worth It campaign was a strategic enrollment marketing effort designed to increase awareness of Gold Seal Choice Programs and convert interest into action through the district's annual FWISD Choices Expo. As part of the district's larger, year-round Worth It platform (e.g., Attendance is Worth It, Pre-K is Worth It), this initiative focused on a critical challenge: while the Expo had historically generated strong interest, it produced only a small share of total program applications. For the November 2025 Expo, Fort Worth ISD's Communications and Community Partnerships team repositioned the event from a broad awareness opportunity to a targeted enrollment funnel. Developed and executed in-house, the campaign paired outreach to prospective families with a clearer, more intentional path from discovery to RSVP to application.

Key tactics included a new RSVP process to capture contact information before the event, scheduled follow-up communications to reinforce key messages and prompt next steps, and on-site application support in partnership with district enrollment teams to reduce barriers at the point of decision. The campaign also expanded use of owned channels and directed families to a centralized web hub with Expo details, program resources, and campus-ready recruitment materials.

The result was a measurable increase in immediate action. Day-of Expo applications increased 34% year over year (from 520 to 786), demonstrating stronger conversion at the moment of highest family intent. More importantly, the campaign strengthened the district's ability to translate family interest into completed applications, showing how strategic messaging, targeted outreach, and a streamlined user experience can directly support enrollment goals.

The choice
is yours!



Fort Worth ISD's Gold Seal Choice Programs offered high-value pathways for students, but families struggled to understand program terminology, locate clear application steps, and discover key opportunities. Although the FWISD Choices Expo served as the district's signature recruitment event, it historically reached only a small share of potential families and did not consistently convert interest into completed applications. In a more competitive school-choice environment and heightened public scrutiny, Fort Worth ISD needed a clearer, more centralized, conversion-focused communications approach that reduced friction and moved families from discovery to action during the critical Expo and application-opening window.

Research

In summer and fall 2025, Fort Worth ISD's Communications and Community Partnerships new leadership team reviewed the district's promotion of Gold Seal Choice Programs and the FWISD Choices Expo in a rapidly shifting education environment. The research combined secondary and primary sources, using both quantitative and qualitative methods to define the communications challenge and guide campaign direction.

Secondary research included review of external factors affecting family decision-making and public confidence, including the Texas Education Agency's Oct. 23, 2025 announcement of state intervention in Fort Worth ISD and passage of Senate Bill 2 (May 3, 2025), which created Texas' Education Savings Account program and increased competitive school-choice pressure. Internal quantitative review confirmed the scale and urgency of the work: approximately 53 programs, 4,900 seats, a 44% vacancy rate, and 80 low-demand programs, alongside public-facing messaging that referenced 50+ programs across 25+ campuses. An informal audit of prior-year communications (website, email/text, social, external promotion) found messaging emphasized awareness and attendance more than a clear, centralized path to apply.

Primary research combined baseline application analysis, a parent survey, and operational input to pinpoint where families were getting stuck and what would move them to action. Prior-cycle daily application counts confirmed the opening weekend and immediate post-Expo period represented the district's highest-intent conversion window. A Gold Seal parent survey showed strong interest but widespread confusion: 59% planned to apply and 31% were unsure, yet 132 respondents did not know the difference between a School of Choice and a Program of Choice. When terminology was explained, understanding improved quickly (187 said it became "very easy"), indicating the barrier was clarity and wayfinding, not demand. The survey also revealed limited reach and discovery and persistent friction finding application information (83 "couldn't find what I needed"). Enrollment and operations staff reinforced these findings and identified real-time friction points families experienced at the moment they were ready to apply.

59%
Plan to apply

31%
Unsure

79%
Never attended

Research Conclusion

Collectively, the research identified a clear challenge and opportunity: Fort Worth ISD operated in a high-visibility, competitive environment, and the Choices Expo reliably produced peak intent, but many families experienced confusion, low awareness of key pathways, and friction finding and completing application steps. The district needed a conversion-focused communications strategy that improved clarity and reduced barriers so interest translated into measurable engagement and completed applications.

Based on this conclusion, Fort Worth ISD established one overarching campaign goal: **to increase completed applications for Gold Seal Choice Programs by using the 2025 FWISD Choices Expo and related communications as a strategic, conversion-focused enrollment campaign.**

Planning

Based on the research, Fort Worth ISD positioned Choices are Worth It as a focused enrollment campaign within the district's larger Worth It communications platform. The campaign was designed to reinforce a simple idea: choosing the right school experience is a meaningful family decision, and Fort Worth ISD offers high-quality Gold Seal Choice Programs that are worth exploring, attending, and applying for.

The campaign's message platform emphasized both opportunity and action. Core messaging highlighted the value of specialized academic pathways, the range of choices available to families, and the importance of taking the next step during the application window. Because research showed that previous efforts generated awareness but did not consistently drive immediate action, this campaign intentionally paired brand messaging with direct, repeated calls to action.

Key Messages

- Fort Worth ISD offers diverse Gold Seal Choice Programs designed to meet a wide range of student interests, strengths, and future goals.
- Families have meaningful choices within Fort Worth ISD, including programs focused on academics, college and career pathways, language, leadership, and innovation.
- The FWISD Choices Expo is the district's signature opportunity for families to explore programs, ask questions, and compare options in one place.
- Applying during the enrollment window is the critical next step for families interested in securing a Gold Seal Choice Program seat.
- Fort Worth ISD provides tools, information, and support to help families navigate the process and apply with confidence.

The goal of the campaign is to strengthen Fort Worth ISD's position as a competitive, family-centered destination for specialized academic programming by increasing awareness, interest, and enrollment in Gold Seal Choice Programs.

The campaign also focuses on a related organizational goal to improve how effectively the district filled available seats in choice programs by reducing barriers to discovery, access, and application.

Primary Publics

- Prospective and current families of students eligible for Gold Seal Choice Programs, especially those making key transition decisions at Pre-K, elementary, middle, and high school entry points
- Families inside and outside Fort Worth ISD attendance boundaries who were actively comparing school options
- Families seeking specialized pathways such as dual language, Montessori, fine arts, STEM, P-TECH, and other college/career-focused opportunities

Planning

Secondary Publics

- Campus principals, front office staff, and campus support teams who help answer family questions and reinforce district messaging
- District enrollment staff and program leaders responsible for application support and family guidance
- Community members and influencers who help extend awareness through district channels, school networks, and public-facing promotion

Objective 1

Secure at least 400 registrations from prospective families prior to the November 8, 2025 Choices Expo.

Publics

- Prospective and current families of students eligible for Gold Seal Choice Programs
- Families making school-transition decisions at elementary, middle, and high school entry points
- Families inside and outside Fort Worth ISD attendance boundaries exploring school options

Strategy

Create a clear, centralized pre-event pathway that drives families to register for the Expo by making information easy to find, program options easy to understand, and the next step (RSVP) simple and prominent.

Tactics

- Refresh the district's Choices web hub with clearer "how to apply" language, stronger calls to action, and updated homepage promotion that directs families to RSVP.
- Develop and promote a digital Gold Seal catalog (English and Spanish) that supports decision-making and consistently points families to the RSVP link.
- Launch an RSVP experience designed to capture contact information and reduce friction (mobile-friendly form, simple fields, clear confirmation).
- Deploy trackable links/QR codes across campaign materials that route families directly to the RSVP page and allow source attribution.
- Use paid digital advertising, organic social promotion, and website features to drive traffic to the RSVP page as the primary pre-event action.

Objective 2

Drive at least 20,000 landing page visits during the pre-Expo campaign period by using a multi-channel promotional strategy that positions the Choices landing page as the central hub for program discovery and Expo information.

Publics

- Families already considering Gold Seal Choice Programs
- Families who had not yet engaged but were reachable through district and community-facing promotion
- Campus-based staff who could help reinforce attendance messaging with families

Planning

Strategy

Use repeated, multi-channel promotion and trusted messengers to position the Choices landing page as the central hub for program discovery, event information, and next steps.

Tactics

- Schedule coordinated pre-event email and text reminders that link directly to the Choices landing page and digital catalog.
- Create organic social content promoting the Expo, key dates, and program opportunities, consistently driving traffic to the landing page as the primary action.
- Use out-of-home tactics—marquees, billboards, yard signs, bus-related placements, and community visibility assets—to reinforce awareness and point families to the landing page via a short URL/QR code.
- Produce updated posters, flyers, bookmarks, and campus-ready promotional materials that route families to the landing page.
- Develop editable campus templates so schools can extend reach locally while maintaining consistent branding and messaging.
- Prioritize English and Spanish family-facing assets to support broader access and participation.

Objective 3

Increase completed applications during the Expo and immediate follow-up period, including increasing day-of Expo applications by 15% compared with the prior year.

Publics

- High-intent families attending the Expo
- Families who engaged with the campaign but needed a prompt or support to complete an application
- Internal enrollment and support staff responsible for reducing barriers at the point of application

Strategy

Reduce friction at the moment of decision by pairing strong calls to action with immediate access to information, application tools, and on-site support.

Tactics

- Plan the Expo as a conversion event, not just an awareness event.
- Coordinate on-site application support with enrollment and operational teams so families could take action while engaged.
- Create event signage, maps, directional materials, and branded visuals to make navigation easier and reduce confusion.
- Use day-of reminders, event coverage, and immediate post-event follow-up messages to reinforce “apply now” behavior.
- Keep application messaging consistent across web, email, social, print, catalog, and event materials to guide families toward completion.

Implementation

Infrastructure, Roles, and Resources

Fort Worth ISD implemented Choices are Worth It as a multi-channel enrollment campaign focused on converting family interest into action during the 2025 Gold Seal recruitment window. Guided by a defined timeline and project plan, the district coordinated communications, enrollment, operations, and campus teams to deliver consistent messaging, cohesive visuals, and a clear path from program discovery to Expo engagement to application completion. Real-time monitoring (RSVPs, web traffic, QR activity, and application counts) informed adjustments, including the shift from promoting the Expo to reinforcing “apply now” after Nov. 8.

Budget

Budget Category	Purpose	Cost
Paid digital advertising	Meta ads promoting the Expo, application opening, and registration period	\$1,500
Outdoor advertising	Billboard promotion to build visibility for the Expo and Gold Seal application campaign	\$5,000
Print production	Yard signs, bookmarks, posters, flyers, campus-ready print materials	\$12,000
Translation and bilingual adaptation	Spanish-language flyers, catalog content, and related family-facing materials	In-house
Event production	AV support, pipe-and-drape, signage production, setup materials	\$6,000
Signage and branded materials	Expo directional signage, welcome signs, table signs, banners, reusable displays	\$18,000
In-house staff time	Strategy, creative development, web, social, email, analytics, project management	In-kind
Total Documented/Estimated Budget		\$42,500

Timeline Phases

- **Sept. 2025:** Research, planning, and early infrastructure improvements to support digital access.
- **Late Sept.–Oct. 2025:** Core asset development (web hub updates, digital catalog production).
- **Oct. 2025:** Public rollout begins; campus toolkits and bilingual materials activate; paid/organic promotion ramps up.
- **Late Oct.–Nov. 7:** Countdown period with high-frequency reminders, final web QA, and event readiness.
- **Nov. 8, 2025:** Peak execution—applications open and Choices Expo hosted (conversion-focused).
- **Nov. 9–Jan. 9, 2026:** Post-Expo conversion messaging and sustained application push through deadline; results review informs next cycle.

Evaluation

Evaluation aligned directly to campaign objectives and emphasized outcomes—whether communications moved families toward application completion: using RSVP performance, owned-channel engagement, and application activity.

Objective 1

Indicator: RSVPs prior to the Expo: 452

Result: The campaign exceeded the goal (452 vs. 400). RSVP capture was new in 2025, providing a first-time, objective measure of pre-event intent and a qualified contact list for targeted reminders and follow-up.

Objective 2

Indicators: Landing page visits 27,000; catalog views/downloads 900; paid + organic reach 175,000

Result: The campaign exceeded the traffic goal (27,000 vs. 20,000). Supporting metrics showed active exploration (900 catalog views/downloads) and broad awareness (175,000 reach), confirming multi-channel promotion successfully directed families to a centralized information hub.

Objective 3

Indicators: Day-of applications 786 vs. 520 prior year (+266; +34%); follow-up applications (Nov. 9–Nov. 14) 634; total landing page views Aug. 1–Jan. 9 78,000 with 55,500 (71%) after Nov. 8; catalog views Nov. 8–Jan. 9 8,000

Result: Day-of applications exceeded the objective (+34% vs. +15%). The week after the Expo produced 634 additional applications, and post-Expo digital engagement remained strong (71% of total landing page views occurred after Nov. 8), indicating the Expo served as a catalytic conversion moment sustained through the deadline.

Overall Campaign Success Indicators

Across objectives, Fort Worth ISD evaluated campaign success through a combined scorecard of (1) pre-event RSVPs and owned-channel engagement, (2) pre-Expo program discovery through the Choices landing page and digital catalog, and (3) application outcomes—especially day-of and immediate post-Expo applications. This objective-aligned evaluation approach demonstrated that the campaign generated measurable engagement and significantly improved the district's ability to convert interest into completed Gold Seal Choice Program applications.

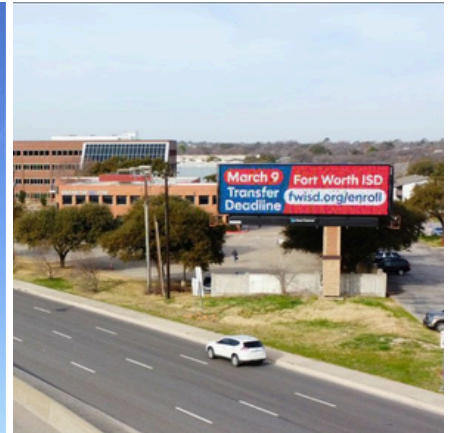
Continuous Improvement and Next Steps

Evaluation findings were incorporated into future planning for Gold Seal recruitment and other Worth It campaigns. Channel and content performance data informed refinements to messaging cadence, strengthened the highest-performing discovery and RSVP drivers, and supported continued improvements to the digital user journey. Operational lessons from Expo day, especially those related to on-site application support, clarity of instructions, and next-step messaging, were used to guide revisions to future event planning, materials, and follow-up communications so Fort Worth ISD could continue improving conversion and family experience year over year.

Supplemental Materials

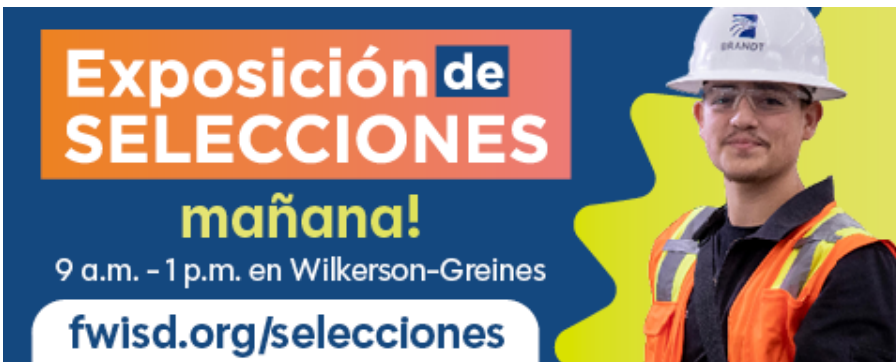
Billboards

High-visibility outdoor placements built broad awareness and repeated recognition for Choices are Worth It, directing families to the Choices hub and reinforcing key dates during the pre-Expo and application-opening window.



District Screens and Athletic Marquees

Screens at administrative offices and campuses and athletic marquees in high-traffic areas provided timely, deadline-driven reminders. Messaging rotated between Expo promotion and the broader Worth It platform to sustain recognition and action.



Supplemental Materials

Buses

Bus advertising extended reach across neighborhoods and commuter corridors, keeping the campaign visible in daily routines and driving families to explore options and take the next step online.



Playbills

Program placements expanded campaign visibility in trusted community settings, such as the Fort Worth Symphony Orchestra and Casa Mañana and introduced FWISD choice options to families who may not already be connected to district channels.



Supplemental Materials

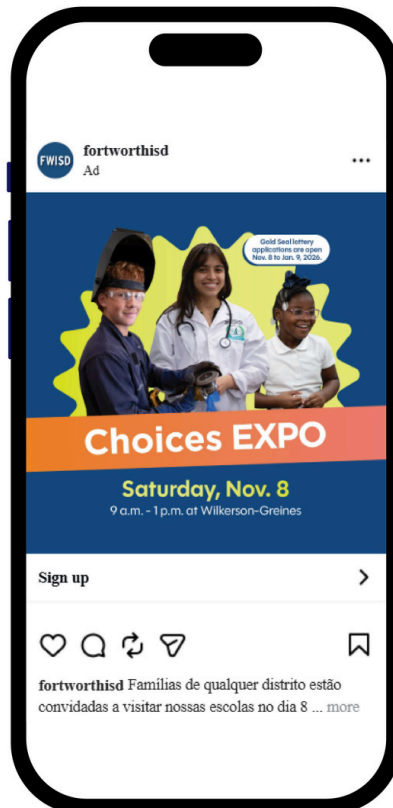
Print Materials

Flyers, brochures, and bookmarks provided campus-ready, easy-to-share resources—often QR-enabled—to simplify program discovery, reinforce calls to action, and support bilingual access.



Social Media

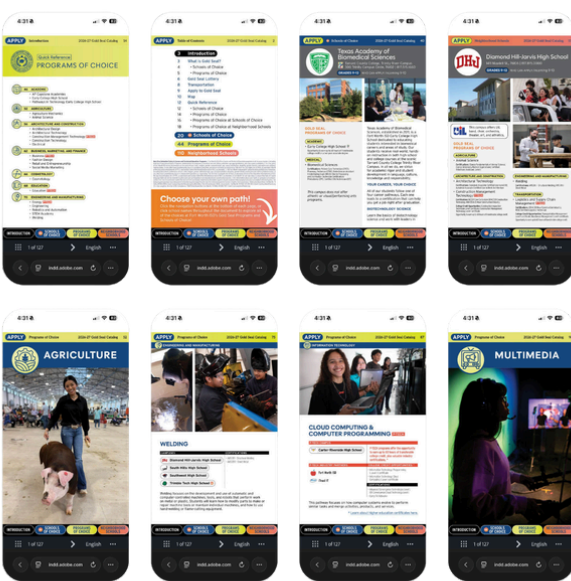
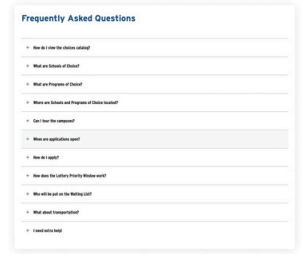
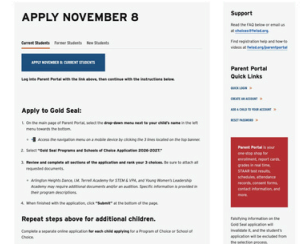
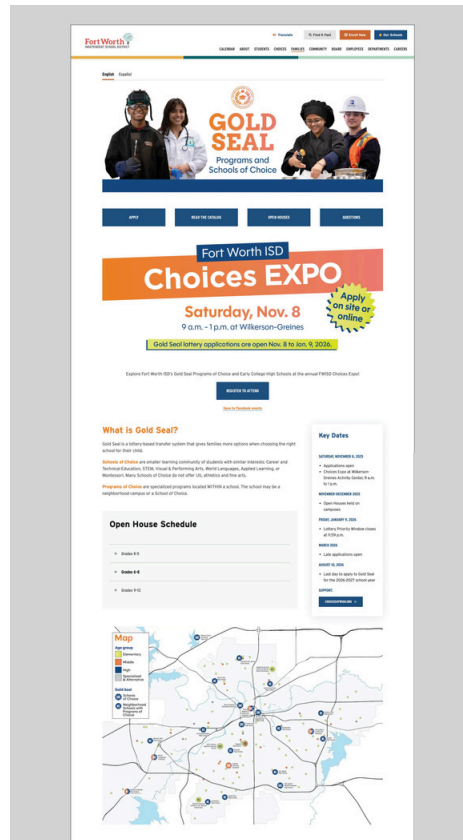
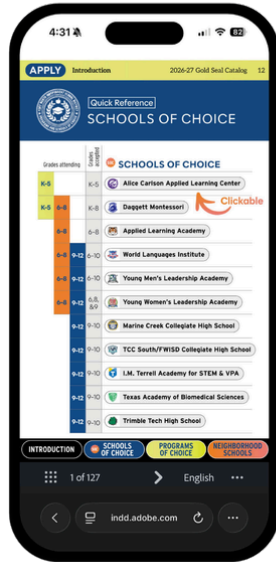
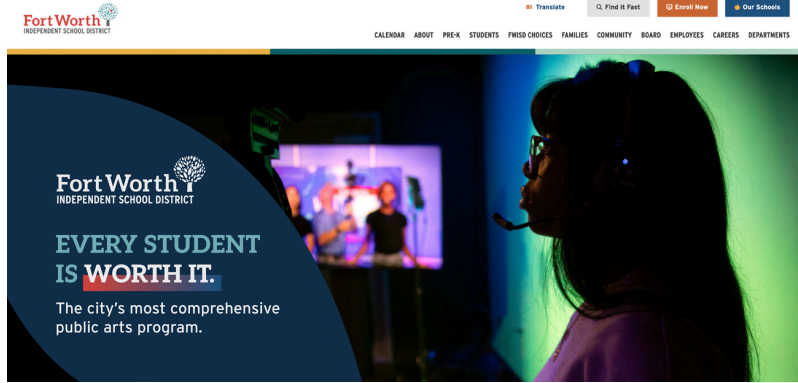
Social content delivered consistent, high-frequency reminders and storytelling across the campaign arc, with a clear shift from “attend the Expo” messaging to “apply now” conversion and deadline reinforcement.



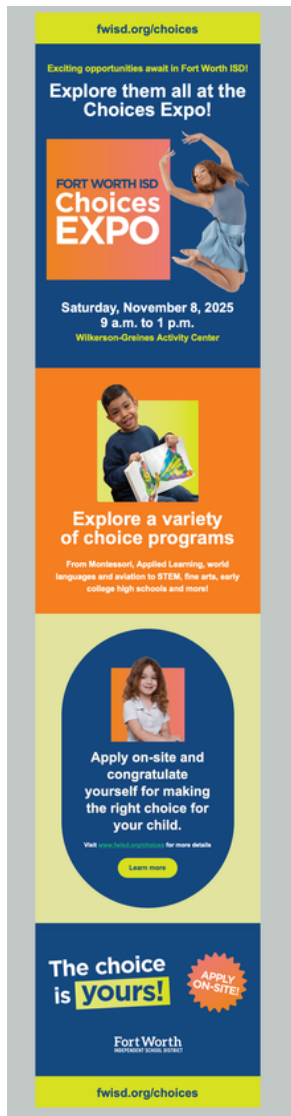
Supplemental Materials

Website

The website served as the central hub for the campaign, consolidating program information, the digital catalog, RSVP access, and application steps to reduce confusion and make next actions simple using responsive design for mobile devices.



Email



Email served as a high-impact Expo channel to drive awareness, RSVPs, and attendance through clear, deadline-based calls to action. The RSVP list received targeted confirmations and timed reminders (“Expo coming up,” “Expo tomorrow,” “Expo today”) to increase follow-through. Current FWISD families received districtwide Expo promotions to broaden reach through trusted channels, and curated external lists extended awareness to potential families who may not already follow FWISD communications. Creative alternated between Choices are Worth It and the broader Worth It platform while consistently directing families to the centralized Choices hub and RSVP pathway.

Expo Photos

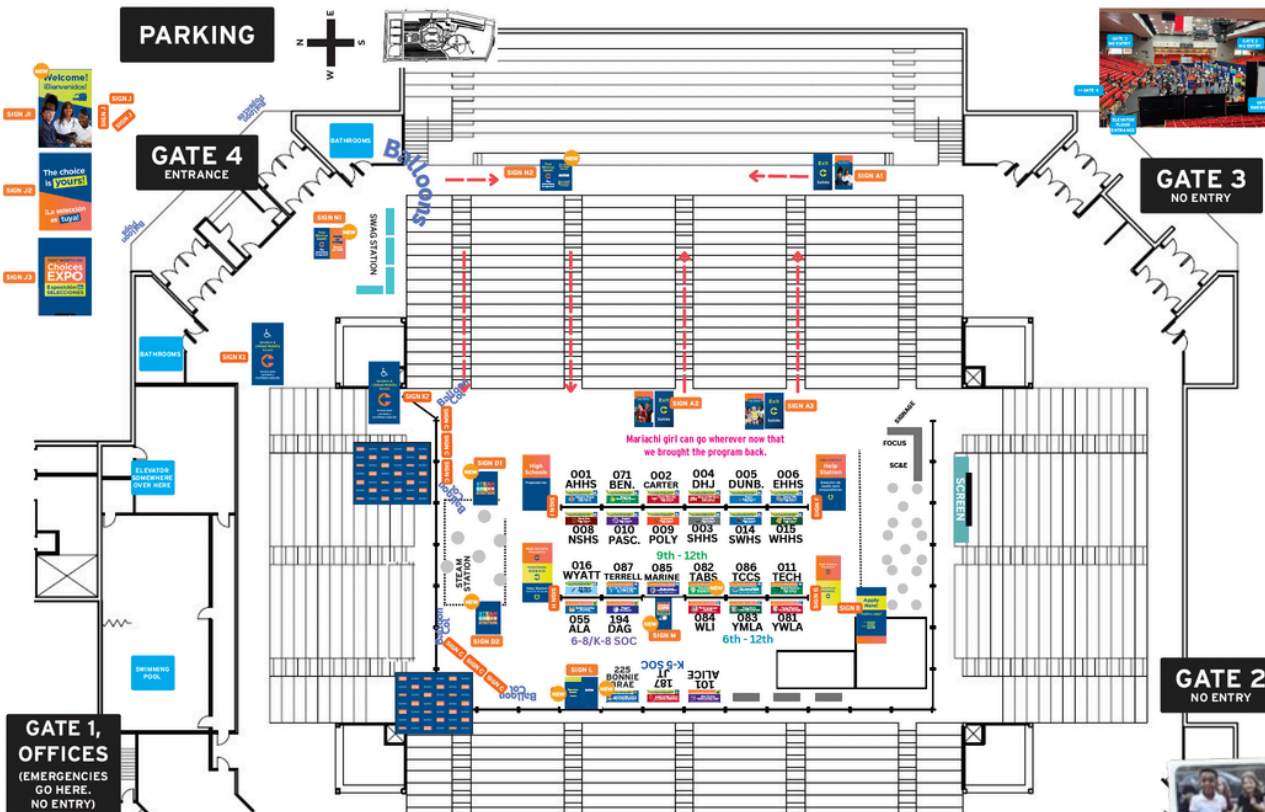
Photos document event-day execution and the conversion-focused experience, highlighting family engagement, program exploration, and on-site support designed to reduce friction and encourage applications.



Supplemental Materials

Signage

Signage supported both visibility and conversion. Event signage—including directional, welcome, and program identifiers—improved wayfinding and reduced confusion so families could focus on exploring options and taking next steps. Yard signs extended campaign reach beyond the Expo by placing consistent, recognizable messaging in high-traffic locations at campuses and community partners, reinforcing key dates and directing families to the centralized Choices hub and RSVP pathway.



NEW SIGNAGE TO PRINT IS BELOW.

- Install all signage, old and new. See the map for placement of old signs. New signs are explained below in addition to being shown on the map.
- We will bring all previous signage to Wilkerson ahead of time.
- The horizontal signs on the left (old and new) are the only ones that get attached to pipe and drape.
- All others use floor stands.
- Please make sure we still have the corner supports for the 3-sided column, or bring some more just in case.



SIGN 002
8' W x 3' H
Single-sided
Foamboard/corrugated plastic
Matte finish
REPLACEMENT from last year
Install on pipe and drape

SIGN 225
8' W x 3' H
Single-sided
Foamboard/corrugated plastic
Matte finish
Install on pipe and drape



SIGN 01
4' W x 6' H
Foamboard/corrugated plastic
Matte finish
Replacement for the student trio last year with the dancer girl.
Fill this with 02 and 03 into a triangle and place in the front entryway. Morning of the event, move it to the pavement outside Gate 4 entrance.



SIGN 04
3' W x 6' H
Double-sided
Foamboard/corrugated plastic
Matte finish
REPRINT from last year
Place in front entrance by the swap table.



SIGN 02
3' W x 6' H
Double-sided
Foamboard/corrugated plastic
Matte finish
REPRINT from last year
Place in the walkway when you enter the stadium from the swap table. Go under the balloon arch and pull it near the first set of stairs that go to the floor.



SIGN 05
3' W x 4' H
Double-sided
Foamboard/corrugated plastic
Matte finish
Place on the floor level, about halfway into the stadium when you go down the first set of stairs after the balloon arch.



SIGN 03
3' W x 4' H
Double-sided
Foamboard/corrugated plastic
Matte finish
Same as 05
Place on the floor level, about halfway into the stadium when you go down the first set of stairs after the balloon arch.



SIGN 06
4' W x 8' H
Double-sided
Foamboard/corrugated plastic
Matte finish
Place on the floor level in the spot where a table would have been. See the map of tables.
Between Bonnie Brae and the step and repeat sign.



SIGN 07
4' W x 8' H
Single-sided
Foamboard/corrugated plastic
Matte finish
Place on the floor level in the spot where a table would have been. See the map of tables.
Between Daggett and WU

