



New Frontiers Public Schools

COMMUNICATION PLAN

New Frontiers Public Schools is evolving its school operations and growth strategy to meet the growing needs of their student populations. The document highlights key areas of the marketing strategy that can be leveraged to support a comprehensive student recruitment campaign.

MARKETING EFFORTS

Marketing Collateral – NFPS Marketing Office will produce any materials needed to promote student recruitment effort. The products may be print collateral, digital presentations, promotional items, etc. Recruitment staff can issue a request(s) as needed.

Social Media Engagement - Over the last few years the NFPS has invested in the growth of its social media presence – resulting in an expansive growth in reach across this communication channel. To support the student recruitment effort, the marketing office will engage in targeted, low cost and high return social media advertising campaigns and other promotion.

CRM Communication (Constant Contact) – E-mail communications will be used to support promotion of recruitment initiatives. Through a web-based CRM system, NFPS stores email addresses for staff, community partners and parents. As the recruitment effort expands, this communication tool presents an opportunity to Recruitment Staff to follow up with leads, promote activities, etc. The Marketing Office will craft messages and facilitate distribution when needed.

Media Engagement – Media coverage of district has, in the past, been limited to paid advertising spots on both television and radio. The district marketing office will work with the Recruitment Staff to explore new media channels to diversify its existing paid media efforts.

Overall Messaging Strategy & Training – Each academic year, NFPS drafts and executes a marketing strategy based on the growth of operations. That information is disseminated widely to the entire NFPS faculty and staff. This strategy encompasses targeted organizational positioning, identification of audiences, messaging strategies and talking points. The Marketing Office has drafted student recruitment centered messaging points that align with the overall district campaign. Please see Attachment 2 for details. The Recruitment Staff will be trained on the strategies to ensure messaging alignment when engaging with recruitment targets.

TARGET AUDIENCES

New Frontiers’ primary audience is existing and potential parents/students; followed by other stakeholders that include: the education community, potential & existing staff, and community partners. To effectively communicate the organization’s value proposition and illicit student enrollment, careful consideration will be given to ensure that messages resonate with each intended audience.

The chart below lists primary audiences and information they might be interested in:

Audience	Enrollment Info	Academic Approach	History	Leadership	Financial Stability	Success Stories
New families	X	X	X	X	No	X

Existing Parents/Students	No	No	X	X	No	X
Education Community	X	X	X	X	X	X
Community Partners	X	X	X	X	X	X

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ATTACHMENT: STUDENT RECRUITMENT TALKING POINTS

Audience	Message
Potential Parent/Student	<hr/> <p>Your college education begins at New Frontiers Public Schools!</p> <p>Get a jump start on your education! Every student is college ready at New Frontiers Public Schools.</p> <p>Students are 100% College Ready at New Frontiers!</p> <p>On average, our graduating seniors are accepted to four or more universities and secure over \$62,000 in college scholarships.</p> <hr/>
Existing Parents	<p>Do you know of a family looking to place their student on a path to and through college?</p> <p>Help us spread the word that college begins in Kindergarten at New Frontiers Public Schools! Every student, despite grade level receives a college experience.</p> <p>Choosing New Frontiers means that you have chosen a path to and through college for your child – let your network know!</p> <hr/>
Existing Students	<p>You are destined for greatness! Your perfect effort opens the door to opportunity. Tell a friend how you are achieving at NFPS!</p> <p>You are building a legacy that your siblings will follow! Invite them to be college ready with New Frontiers!</p> <hr/>
Community Partners/Education Community	<p>Students are 100% College Ready at New Frontiers!</p> <p>Students in our schools thrive in our accelerated foundational learning environments, excel in our innovative college preparation approach and propel themselves forward to succeed as college ready scholars.</p> <p>College is for every student at New Frontiers!</p> <hr/>

We are schools of choice where parents and students commit to achieving beyond boundaries.

We celebrate our 20th year of operations as New Frontiers Public Schools and affirm our commitment to provide the highest quality, public education to our future leaders of this community.

Existing Staff

Our students rise above expectation because of your work! Tell your community how you are ensuring that our students are college ready!

College is for every student at New Frontiers – spread the word!

Your dedication will ensure that our students have an opportunity to realize their greatest potential. Tell a friend!
