



2021-2022

OPEN ENROLLMENT MARKETING PLAN

THE HISTORY

- Openings for 2020-2021 are for grades K-12
- Marketing Plan consisted of:
 - Digital Billboards
 - Radio
 - Pandora Streaming Radio
 - Spotify
 - Social Media Ad Campaign (Facebook and Instagram)
 - Digital Ad Network Placement (WSBT banner ads and targeted audience)
- 279 students enrolled with a net gain of 53



THE RESULTS

LC = Link Clicks
PR= People Reached

DIGITAL ADS

Audience Targeting:

- 91,255 Impressions
- 156 LC

WSBT:

- 42,429 Impressions
- 36 LC

SOCIAL MEDIA

Facebook:

- 370,097 Impressions
- 22,896 PR
- 1,381 LC

STREAMING MUSIC

Pandora:

- 111,146 Impressions
- 63,414 PR
- 155 LC

Spotify:

- 185,838 Impressions
- 11,716 PR
- 36 LC

RADIO

U93:

- 46.5% Reach
- 5.4 Frequency

Sunny 101.5:

- 41% Reach
- 13.3 Frequency

B100

- 25% Reach
- 7.3 Frequency

DIGITAL OUTDOOR

501,614
Total Impressions

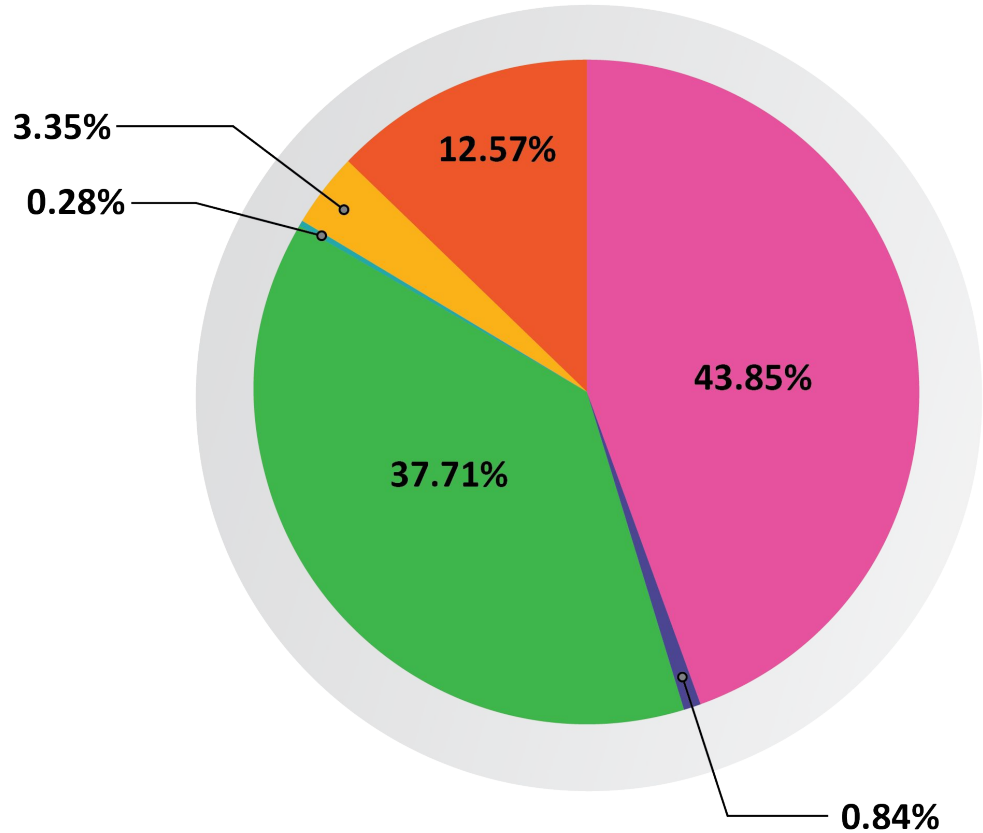


THE FUTURE

- Openings for 2021-2022 were approved at the February 24, 2021 School Board meeting
 - Kindergarten: 150
 - Grades 1 and 3: 50 each
 - Grades 2 and 4-12: 100 each
- Deadline to return out of district requests is April 15, 2021
- So far, 26 new enrollment requests for next year
 - Vast majority are for Kindergarten



THE HOW



THE REASONS

- Great schools/better educational opportunities
- Heard great things about the Bethel program
- Child was in SCM Pre-K program
- Keep siblings in same school district
- Ready to try a new school district
- Childcare is close by
- Live on the border of school district



THE REASONS

- Moved out of district but want to keep children at their current school
- Will be moving to Mishawaka soon
- Safe environment
- Recommended by family/friend/co-worker
- Family member works for SCM
- Family attended/grew up in Mishawaka
- Wanted a 5-day week in-person instruction



THE PLAN

