



STUDENT RECRUITMENT TOOLKIT

APPENDIX B

EXAMPLES OF COMPLETED TOOLS





Data Availability Checklist

Type of data	Are these data available?	What needed information is missing from the data?	Next steps
Mailing lists	Yes, but not for homeschooled students	Racial/ethnic identifiers	Work with district database manager to discuss options for merging student race/ethnicity identifiers to mailing lists. Work to target public marketing media to families of homeschooled students.
Census	Yes	None	Create demographic maps from Census data to determine where targeted students live.
Student application	Yes	Racial/ethnic identifiers	Discuss options for getting race/ethnicity information from applicants.
Prospective student inquiries	Yes	None	To ensure inquiries receive appropriate and consistent responses, establish protocols for inquiry follow up and documentation. Collect inquiry data by race/ethnicity. Track how each person was brought to the school.
Student enrollment	Yes	None	Examine trends
Student achievement	Yes	None	Examine trends
Student retention	Yes	Reasons why students leave school	Conduct exit interviews with each student to understand why they are leaving. Conduct customer satisfaction surveys to understand what current students think of the school. Contact district office to track student movement.
Branding awareness	No	N/A	Conduct brand awareness surveys and focus groups with different segments of the community.
Other	N/A	N/A	N/A





Marketing Plan Tool

MSAP school mission: To provide an equitable magnet education.

SWOT analysis

- **Strength:** We are the only STEM school in the community.
- **Weakness:** We have a reputation in the community for low academic achievement.
- **Opportunity:** The community has an increasing interest in STEM.
- **Threat:** Another school in the community will implement STEM next year.

Phase of funnel	Marketing objective	Marketing activities
Prospects	Increase community's ability to recognize school's brand.	<ul style="list-style-type: none"> • Redesign logo and website. • Coordinate all materials to reflect new image. • Put up new school sign that emphasizes magnet theme.
	Increase community's knowledge of school.	<ul style="list-style-type: none"> • Hold informational meetings at local events, such as church gatherings and association meetings of businesses that need STEM-educated employees. • Discuss the school's mission, role in community, teacher quality, curriculum, STEM partnerships, and opportunities associated with having STEM education, if appropriate. • Distribute informational materials with call to action, such as take a school tour.
Inquiries	Receive 50 telephone inquiries and 10 school visits each month.	<ul style="list-style-type: none"> • Follow up each telephone inquiry using established protocols that communicate specific information to the caller, collect specific information about the caller, and require a call to action or additional follow up. • Conduct each school tour using established protocols that present the school in a positive manner, collect information from the visitor, and require a call to action (e.g., talk to teachers, current parents/students or school alumni, or complete an application) or additional follow up.





Phase of funnel	Marketing objective	Marketing activities
Applications	Receive 100 applications from students in targeted group for the next school year.	<ul style="list-style-type: none"> • Send customized mailing about the application process to each inquiry and visitor who toured the school, include call to action. • Send mass mailing to other prospects about application process, include call to action.
Admits	Admit applicants to school.	<ul style="list-style-type: none"> • Using student selection process, admit the required numbers and groups of students needed to meet minority group isolation objectives.
Enrollees	Enroll the required numbers and groups of students needed to meet minority group isolation objectives.	<ul style="list-style-type: none"> • Follow up each admissions notification with a phone call. • Encourage families of admitted students to participate in school events to bond with school. • Assign parent liaison to family to answer questions. • Hold magnet-themed summer camps for newly admitted students. • Get commitment to enroll by admissions acceptance date.
Retained Students	Retain 90 percent of current students.	<ul style="list-style-type: none"> • Use information gleaned from customer satisfaction survey to leverage what students and families think is good about the school and improve what they do not like. • Learn why students plan to transfer to a different school in the area, and use that information to encourage them to stay. • Share information about new curriculum, instructional methods, partnerships, internships, and so on with students and families to generate excitement. • Offer students magnet-themed summer internships with partners or hold themed-based summer camps.





Activity Calendar Tool

Month: September 2013

Completion date	Activity	Staff assigned	Goals	Special notes
Sep 1–4	None	None	None	Labor Day Holiday—Do not plan any events for this weekend.
Sep 10	Hold informational meeting at Community Interfaith Church	Jane Doe	To increase 10 or more community members' knowledge of school. To distribute informational materials with a school tour call to action to encourage five or more attendees to tour the school in October.	
Sept 30	Redesign logo	John Doe	To increase logo brand awareness to 80 percent.	

Note: The information in the Activity column is from the Activities column of the Marketing Plan, and the information in the Goals column is based on the marketing objectives in the Marketing Plan.





Activity Assessment Tool

Logo Redesign

Activity: Logo redesign

Goal: To increase logo brand awareness to 80 percent

Steps	Due date	Date completed	Budget allocated	Budget expended	Outcomes
Collect baseline data on brand awareness	May 31	May 31	\$1,500 @ 500 respondents	\$1,500	34% of survey respondents positively associate the logo with the school.
Meet with local designer	Jun 5	Jun 05	\$2,000	\$2,250	Over budget by \$250
Review draft designs	Jun 15	Jun 15	N/A	N/A	On schedule: moved to next step.
Solicit feedback from stakeholders	Jun 20	Jun 20	N/A	N/A	On schedule; stakeholders provided feedback about the logo design.
Approve final design	Jun 25	Jun 21	N/A	N/A	Ahead of schedule, authorized representative approved the design.
Launch website with new logo	Jul 01	Jun 30	\$500	\$500	Ahead of schedule
Put up school sign with new logo, also emphasizing magnet theme	Jul 01	Jul 01	\$800	\$800	On schedule
Launch public media campaign introducing the new logo (To better manage this step, you may need to organize it into smaller steps in a separate Activity Assessment tool.)	Jul 15	Jul 15	\$5,000	\$5,000	Well-run media campaign through Sep 14.
Conduct brand recognition survey with different sample group	Sep 15	Sep 30	\$1,500 @ 500 respondents from different sample	\$1,500	90% of survey respondents positively associate the logo with the school.
Overall	Sep 30	Sept 30	\$11,300	\$11,550	On schedule but over budget. Increased brand recognition to 90%.

Note: The Activity was carried over from the Activity column of the Activity Calendar, and the Goal was carried over from the Goal column of the Activity Calendar.





Activity Assessment Tool

Event

Activity: Hold informational meeting event at Community Interfaith Church

Goal: To increase 10 or more community members' knowledge of the MSAP school

Steps	Due date	Date completed	Budget allocated	Budget expended	Outcomes
Design invitational mailing	Aug 1	Aug 02	\$500	\$400	Under budget
Print mailing (500)	Aug 10	Aug 12	\$1,000	\$1,200	Over budget, a little late
Post invitational announce on website	Aug 12	Aug 12			
Send mailing to prospects (500)	Aug 15	Aug 15	\$350	\$245	Under budget
Send e-mail to those who have inquired (100)	Aug 15	Aug 15	N/A	N/A	
Create meeting agenda	Sep 01	Sep 05	N/A	N/A	A little late
Develop protocols for conducting event meetings, including pre- and postmeeting activities	Sept 05	Sept 05	N/A	N/A	
Train staff on event meeting protocols	Sep 08	Sep 08	N/A	N/A	Staff members are aware of how to conduct meetings and why the meetings are important.
Purchase refreshments*	Sep 05	Sep 05	\$150	\$140	
Collect data from attendees, including how they learned of the event, why they attended the event, and other information that will help with marketing (e.g., number and age of children and residential information)	Sep 10	Sep 15	N/A	N/A	Of the 50 meeting attendees, 54% learned about event from mailing, 40% from e-mail, and 6% from the website. Ten respondents have more than one school-age child who wants to study science.
Event date	Sep 10	Sep 10	\$2,000	\$1,985	Event under budget. Increased 50 people's knowledge about the school. Received contact information for 25 attendees.

Note: The Activity was carried over from the Activity column of the Activity Calendar, and the Goal was carried over from the Goal column of the Activity Calendar.

*Food is not covered by the MSAP grant, so this expense was covered by the parent association.





Activity Assessment Tool

E-mail and Direct Mail Campaigns

Activity: Hold informational meeting event at Community Interfaith Church

Goal: To increase 10 or more community members' knowledge of the MSAP school

Date sent	Subject of mail	Number sent	Targeted group	Number of bounces or returns	Number of e-mails opened	Number of website click-throughs	Change in website traffic	Number of people responding to call to action
Aug 12	Invitation to attend informational meeting	Post to website	Neighborhood residents with preschool aged children attending kindergarten next year	N/A	N/A	10	30 more page views between Aug 12 and Aug 15 than same time last month	5
Aug 15	Invitation to attend informational meeting	Mailing to 500 addresses	Neighborhood residents with preschool aged children attending kindergarten next year	5	N/A	N/A	N/A	33
Aug 15	Invitation to attend informational meeting	E-mails to 100 inquiries	Neighborhood residents with preschool aged children attending kindergarten next year	1	N/A	N/A	50 more page views week of Aug 15 than previous week and month	12

Note: The Activity was carried over from the Activity column of the Activity Calendar, and the Goal was carried over from the Goal column of the Activity Calendar.

