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The public education story is often told by media headlines, uninformed citizens, frustrated parents, and disgruntled employees.

- **Stakeholders Surveyed**
 - Over 21,000+ participated in online climate and marketing surveys
 - Students, parents, staff, and community organizations participated in focus groups
 - Data established PR/Marketing plans, messages, metrics and benchmarks

- Write a headline about our district
- "Students out of control! Duval where the dream begins, but the nightmares never end."
- "Failed to Deliver: Blind Education"
- "Duval County Public Schools: The Impact of Mediocrity"
- "As the District Turns!"

Confidence in District

- A (20%), B (36%), C (33%), D (11%)
- Reflect district's vision, mission and goals 2.97 out of 5 being most effective

Confidence in Schools

- A (56%), B (27%), C (12%), D (5%)
- Ratings decline from elementary to middle

Key Word Rankings Reflecting District

- "Helpful" & "Diverse: at the top
- "Reliable" & "Positive" at the bottom





The Storytellers: Increase Engagement

Raise confidence by raising voices and awareness levels of public education experiences and successes.



The Storytellers: Increase Engagement

- Solicit and build bank of public education and #myduval stories - My School. My Story. My Way. & Alumni Spotlights
- Identify and build database of key messengers & influencers
- Implement PR & Marketing plans, campaign activities and social media calendars
- Empower ambassadors pledge, recruitment fairs, Speaker's Bureau, Discover Duval, board meetings
- District Mascot DJ the Dog





The Success: Campaign Goals

Increase awareness of the value of public education

Increase stakeholder communications and engagement to encourage district advocacy

Increase confidence in school district and support of key initiatives, and priorities



The Success: Campaign Results

Awareness

- Collected/Shared 250+ Public Education Strong Stories
- Featured Ambassadors 55
- Digital Campaign IP Targeting/Retargeting (5000+)

Engagement

- Increased social media engagement by 60%
- Increased attendance by 50% 15,000+ School Choice Expo
- Raised \$100k in sponsorship dollars



The Success: Campaign Results

Confidence

- Private Schools 16.4%, 25,019; Home Schools 3.9%, 5,916
 - ✓ About 3% of private and home school students returned to the district (2014-2015)
- Charter Schools 8.5%, 10<mark>,662</mark>
 - \checkmark 13 to 34 charters in five years Duval County
 - ✓ 16,000+ student capacity
 - ✓ 24.4% \uparrow of charter school enrollment (2013-2014)
 - ✓ 7.4% ↑ of charter school enrollment (2014-2015)
- Internal
 - ✓ 100% Participation School Stories; PES Employee Award, E.V.E.R.Y. Voice, Daily Newsletter Spotlight



POBLIC Truck #myduval

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DUVALCOUNTY PUBLIC SCHOOLS