



**West Delaware  
County Community  
School District  
Marketing Plan**

# Agenda

**Problem  
Statement**



**Project Goals**



**SWOT  
Analysis**



**Recommendations  
& Deliverables**

# Problem Statement

# Problem Statement



Despite being a top -ranking school district in the state of Iowa, the West Delaware County Community School District has had students continue to open enroll out to other districts.



Our client would like to understand why the students and their families choose to open enroll out in order to retain enrollment in their district. WDCSD would also like to update its marketing plan to increase awareness of the programs the school offers.



# Project Goals & Deliverables

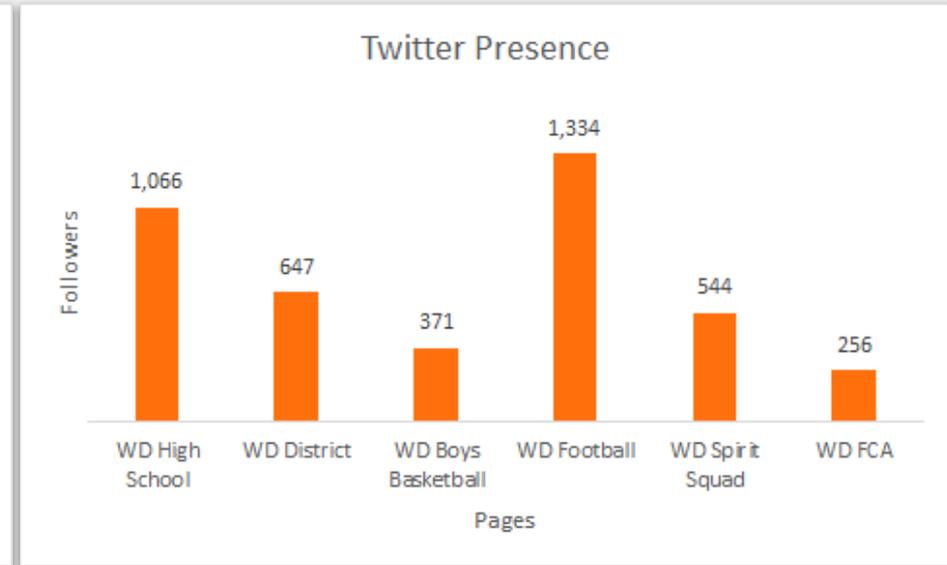
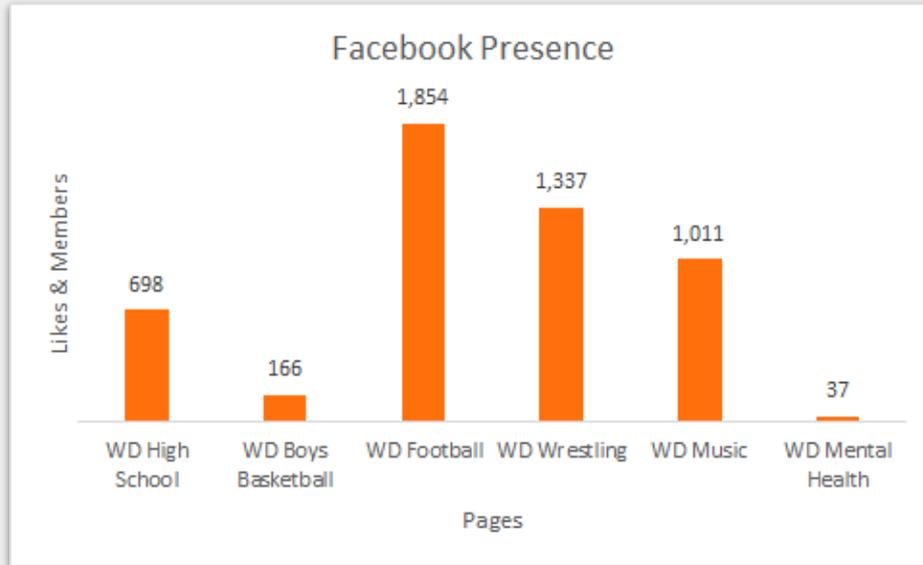
# Project Goals & Deliverables

- Conduct primary research with a Qualtrics survey for all residents of West Delaware county
- Develop a social media marketing plan to raise awareness of the district's programs through Facebook, webpages, and email campaigns
- Create a high -quality handout that can be used to showcase all the programs the West Delaware schools have to offer
- Provide a branding guide for the school district's future use



# Social Media SWOT Analysis

# WDCCSO Social Media Presence



# Strengths

- High engagement with athletics and fine arts pages
- Parents interact with athletics pages
- Frequent posting
- Livestream sporting events
- All-State athletics and coaches
- Pre-apprenticeship / apprenticeship programs



# Weaknesses

- Some blurry cover photos
- More likes on extracurricular pages than on school's main pages
- Gaps in postings on main pages
- Low engagement with W D Mental Health
- Emphasis on athletics more than any other school aspect
- Inconsistencies in the shade of orange used in various marketing materials



# Opportunities

- Start posting to WD Mental Health again
- Post stimulating science demonstrations
- Create an apprenticeships page, esports page and post frequently
- Add digital music production to music program
- Highlight some of the less known offerings to increase awareness



# Threats

- Non -athletes may feel undervalued by the strong athletics presence online
- Promoting open enrollment may increase the amount of students leaving W D
- Low engagement on W D Mental Health may indicate a lack of priority on mental health
- The way bullying is handled seems to be a concern with many parents in the district

# Key Findings

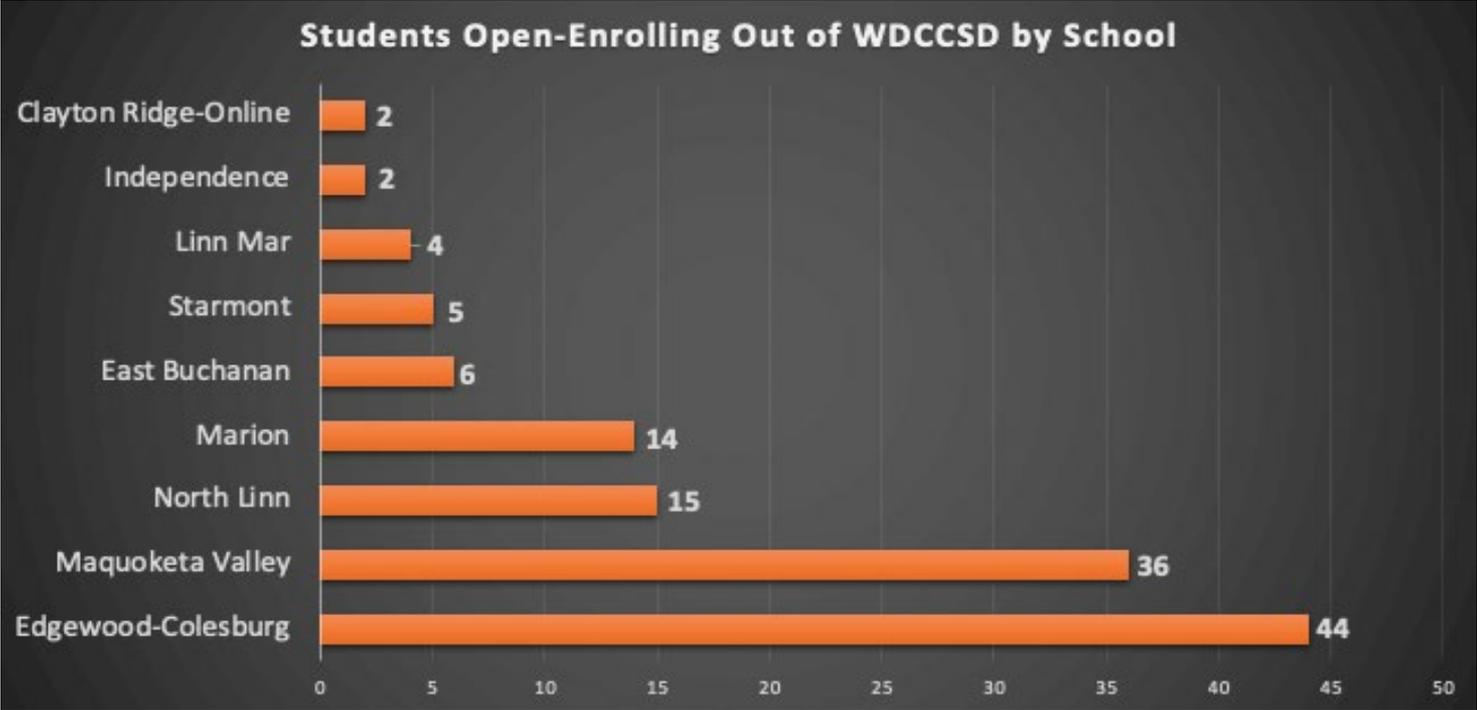
## Secondary Research

# Where are the students choosing to open -enroll out?

Main schools chosen by families of students: \_\_\_\_\_

- Edgewood-Colesburg Community School District
- Maquoketa Valley Community School District
- Marion Community School District
- North Linn Community School District

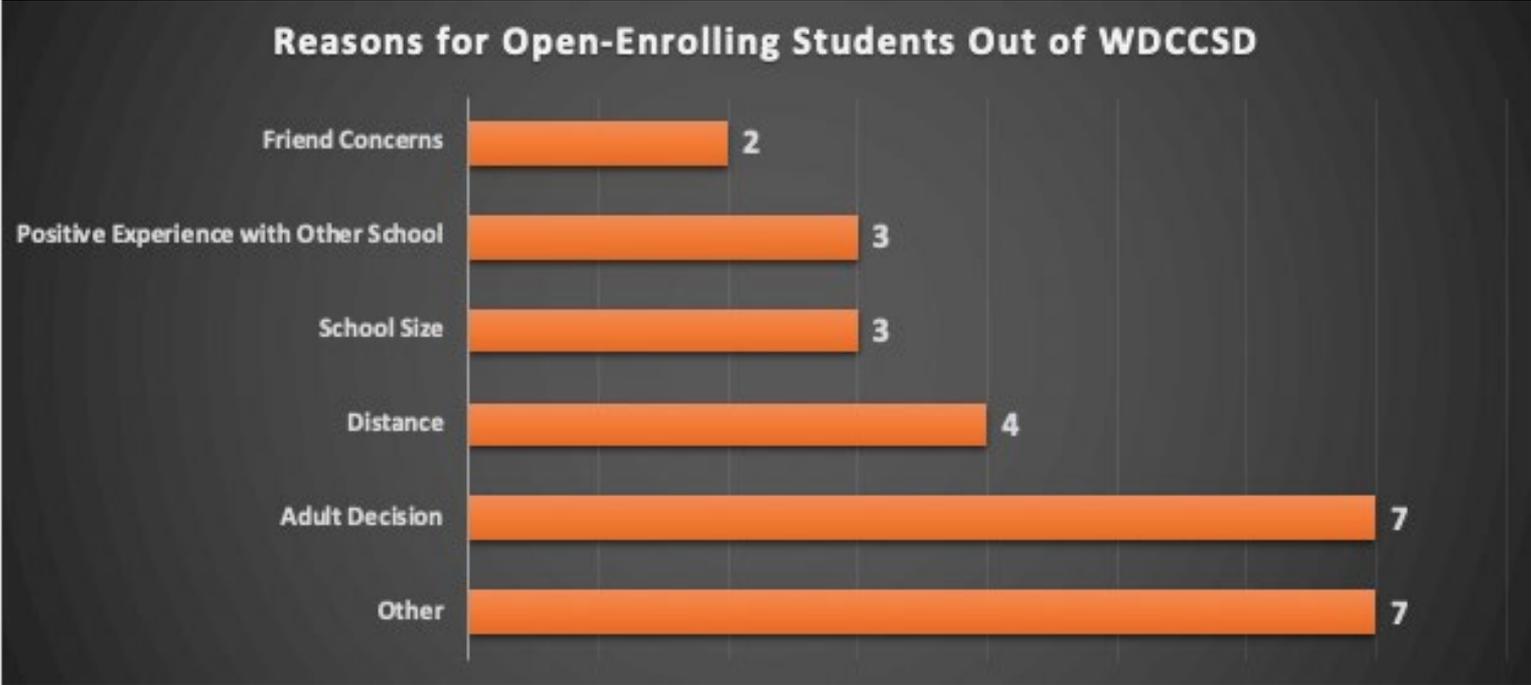
# Students Open Enrolled Out From WDCCS



Source: West Delaware County Community School District; Survey 2020



# Enrollment Survey Results From WDCCSD



Source: West Delaware County Community School District; Survey 2020



# Enrollment Survey Results From WDCCSD

Reasons given as “other” for open enrolling as mentioned in enrollment survey:

- Child Preference
- Size of School District
- Daycare Location
- Disability Accommodations
- Student Behavior



# Key Findings

## Primary Research

# Qualtrics Survey

- Sent to 1,222 people
  - Included those who have a child enrolled in a WDCCS and those who enrolled out of the school district
- Released Wednesday, March 10th
- 206 responses
- 17 questions
- 4 goals of the survey
  - To find why parents chose to enroll in a WDCCS
  - To find why parents chose to enroll out of a WDCCS
  - To distinguish the preferred method of communication for parents
  - To gain knowledge on the general perceptions of the WDCCSD

# Rank the most important items that influence your decision in selecting a school for your child or children.

01

## Curriculum

Chosen first 57.30% of the time

02

## Student Experience

Chosen second 46.49% of the time

03

## Fine Arts

Chosen third 21.08% of the time

04

## Athletics

Chosen fourth 25.95% of the time

05

## Other Extracurriculars

Chosen fifth 34.59% of the time

06

## Commute Time

Chosen last 21.62% of the time

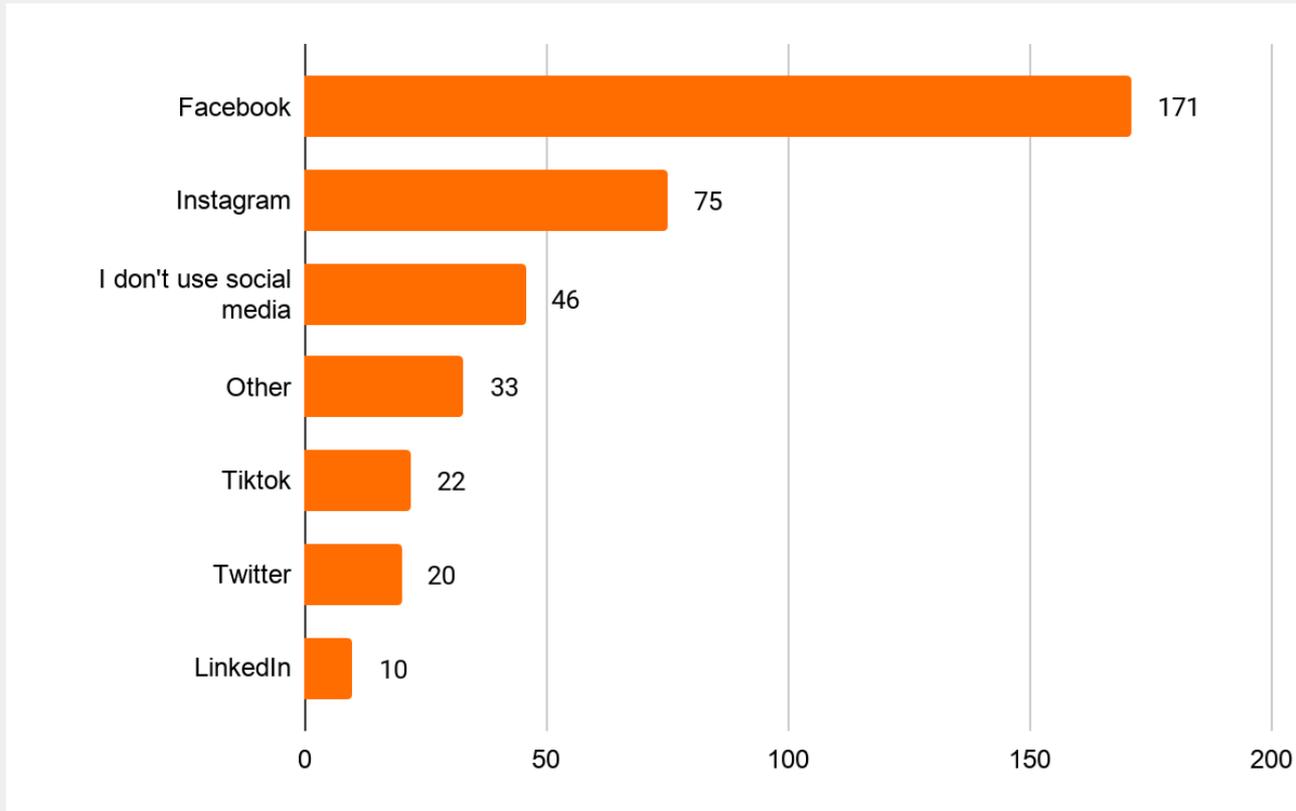


## Rank your preferred methods to receive information from school districts

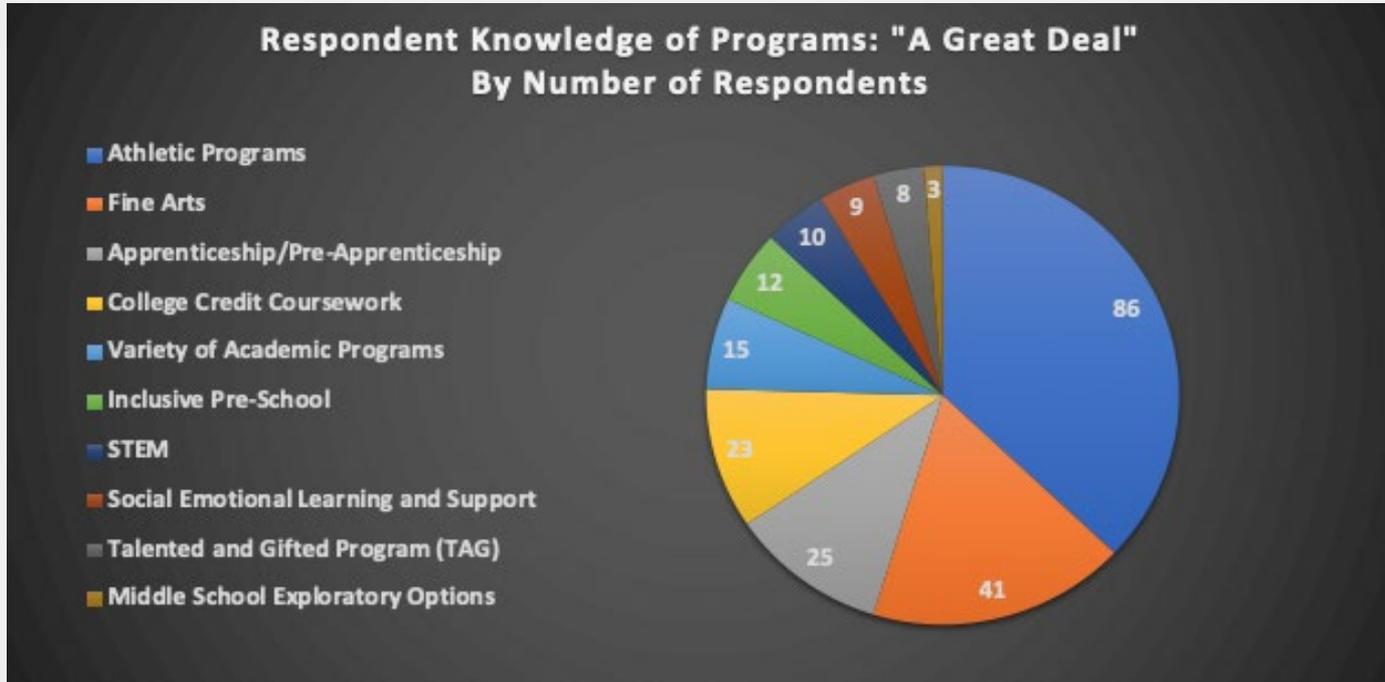


# Which social media platforms do you use most often?

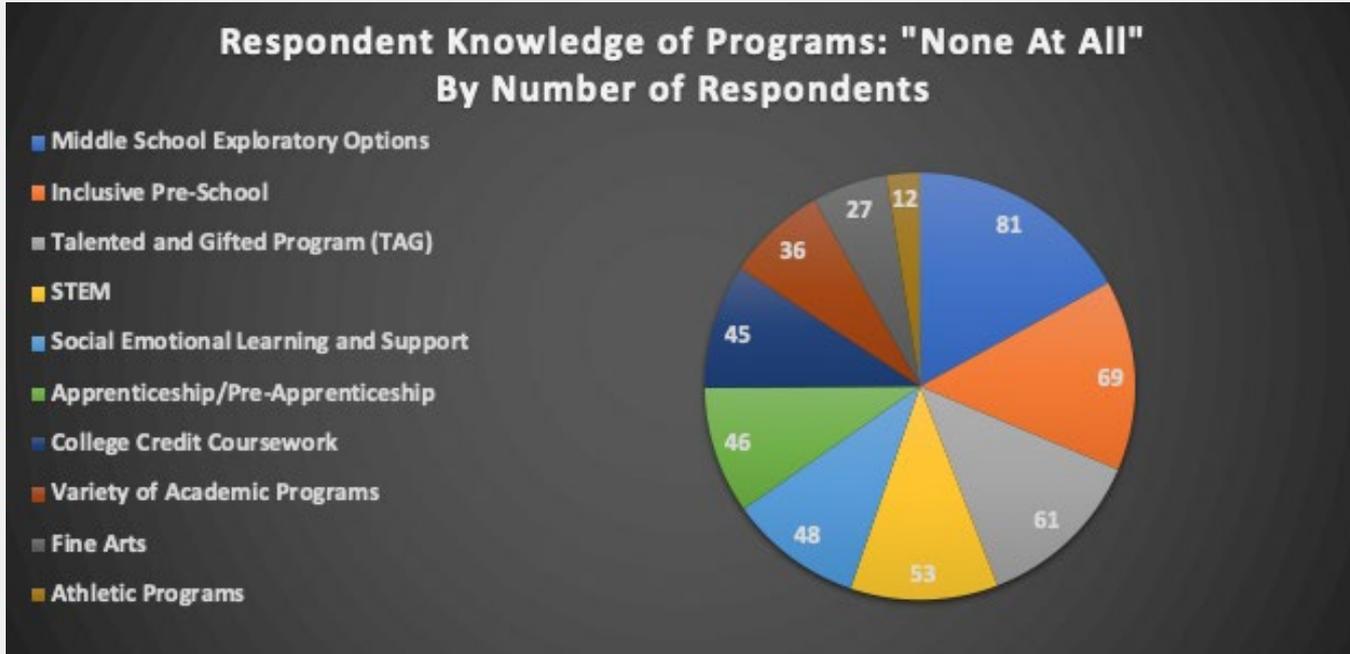
( by actual number of respondents)



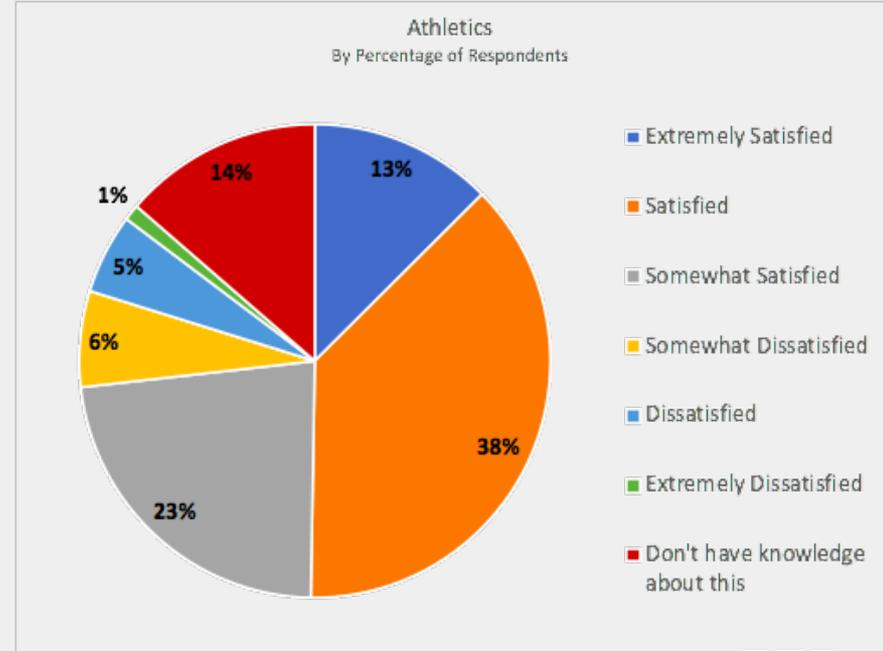
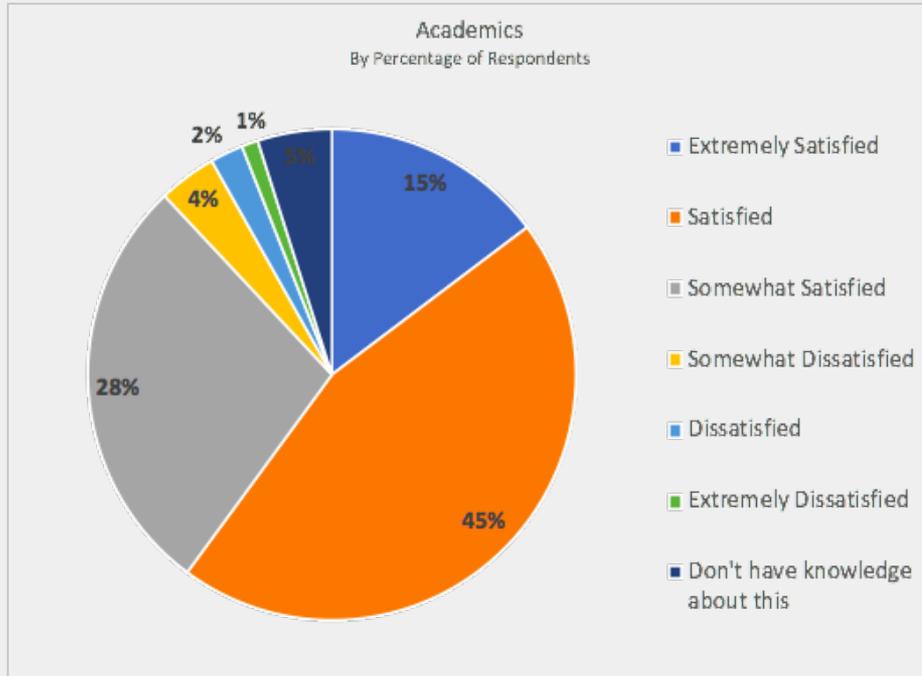
# On a scale of 1-5 how much have you heard about the following programs?



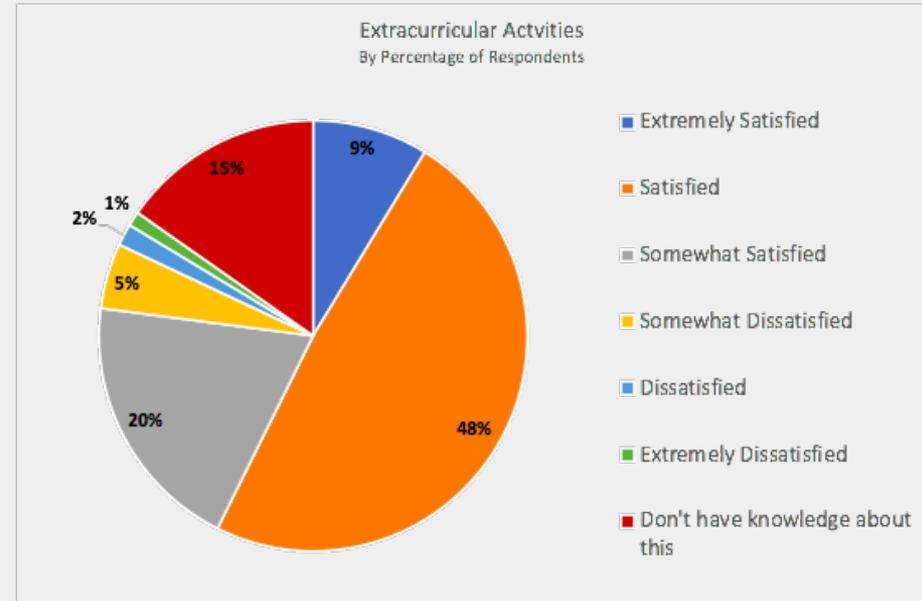
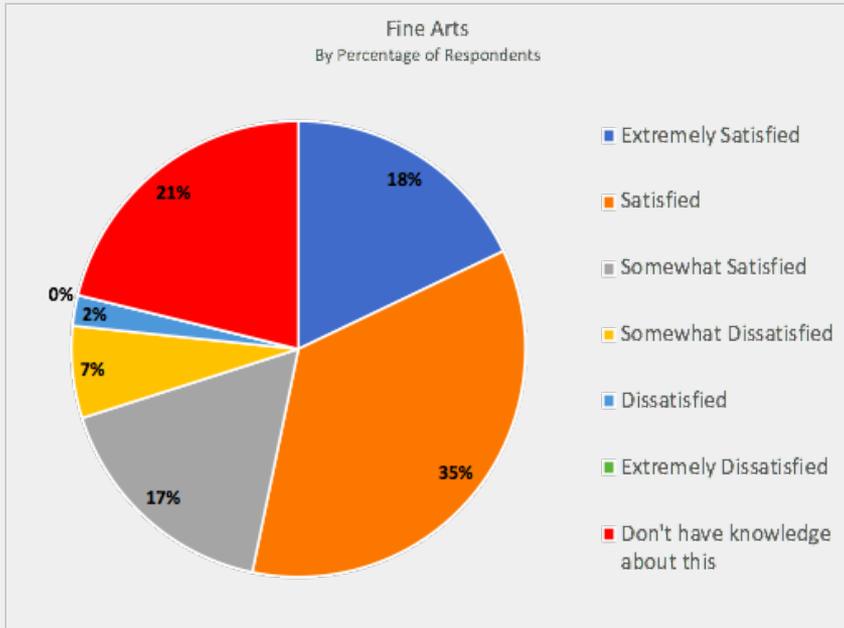
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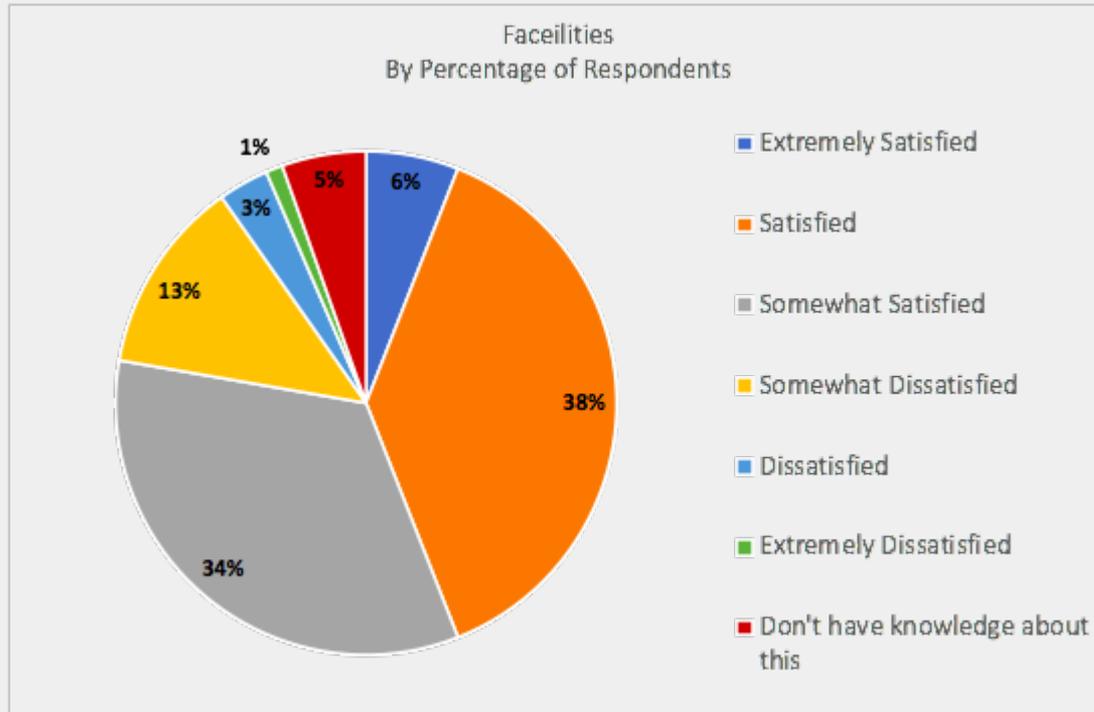
# Rate your satisfaction of the following aspects of West Delaware County Community School District:



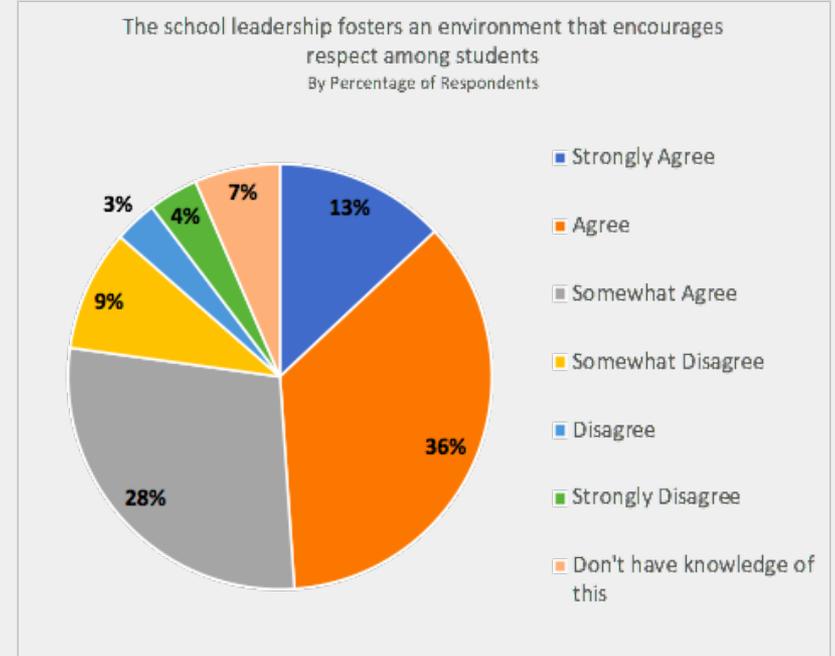
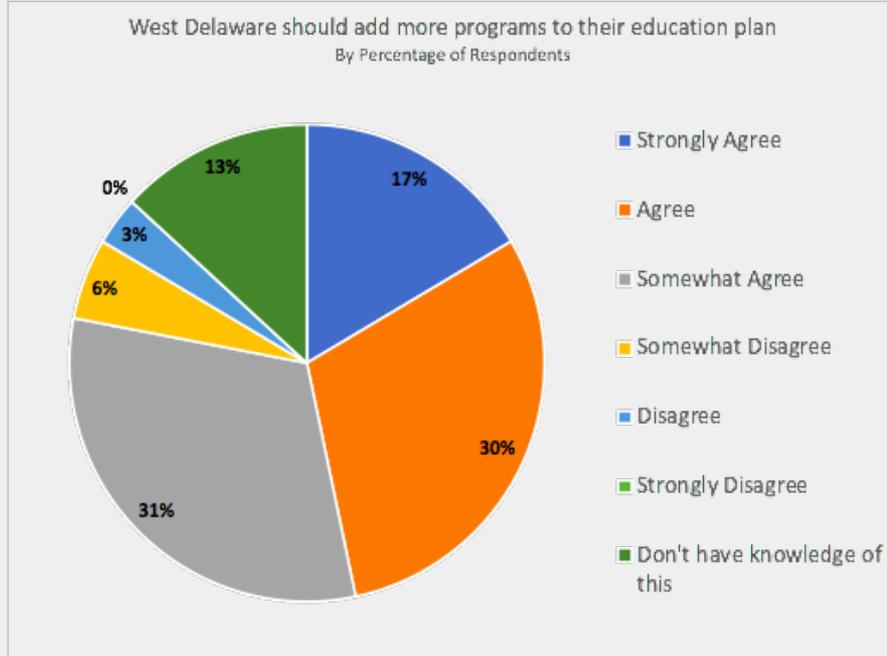
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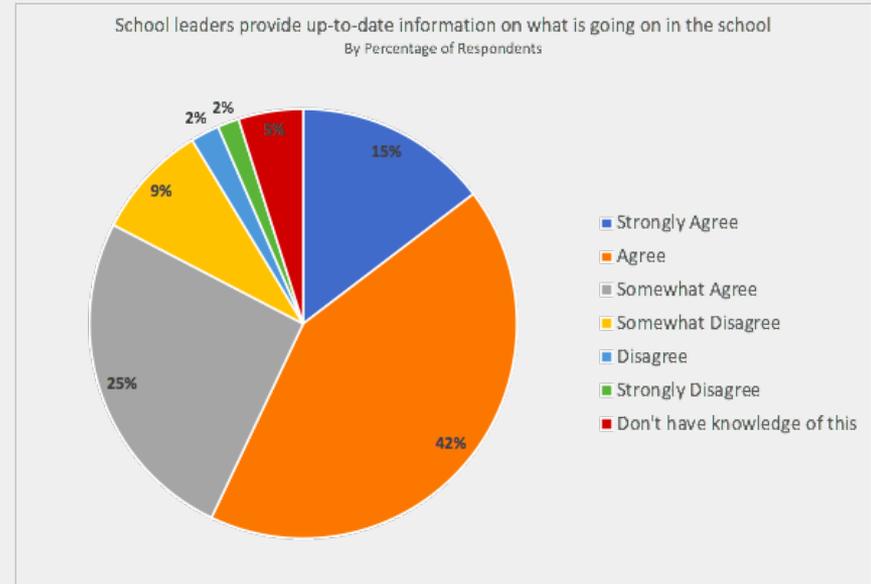
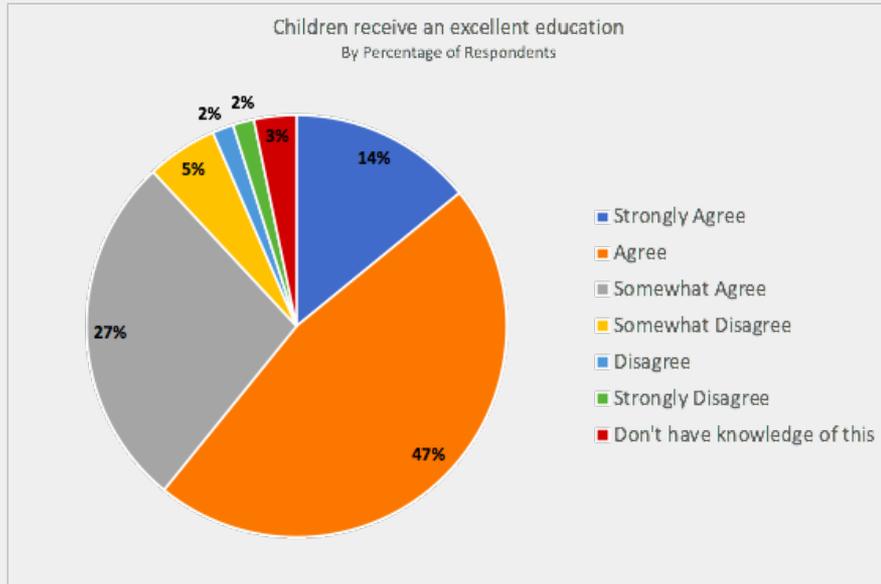
# Rate your satisfaction of the following aspects of West Delaware County Community School District:



# What are your perceptions about the following aspects of WDCCSD?



# What are your perceptions about the following aspects of WDCCSD?



## Why did you choose to open enroll out of a WDCCS into another school district?

“100% of our reason is that we lived in the Northlinn school district when our oldest started school and it was easier and more convenient for us to stay at Northlinn after we moved since we live right on the border of both districts.”

“Home School program at Marion is excellent.”

“I currently teach in another district. My daughter attends this other district with me.”

“I feel that the class sizes for each grade are too big to possibly allow the average child a full opportunity to be socially involved along with academically involved at school”

“I wanted my kids to go to a larger school district with more opportunity.”

“Both my husband and I attended West Delaware. Our girls have cousins that attend as well currently.”

“Great school for academics and athletics. Also both my older children attend/ed with positive experiences.”

“Athletics/Academics and people relationships in community”

**If you live in another school district, why did you choose to open enroll into a WDCCS?**

### **Curriculum**

“West Delaware should consider its graduation requirements.”

“Academics are way too easy and do not prepare my children for college.”

“The school needs to explore other college credits besides using what is at NICC.”

### **Athletics > Academics**

“Our school places way too much emphasis on sports and very little on academic achievement.”

“I feel that Athletics are given a bigger focus than academics. Athletics are praised more than academic achievements.”

## **Feedback, Comments, Ideas regarding the WDECCSD**

### **Teachers/ Administration**

“Teachers need increased education and practice dealing with children of special needs and other disorders.”

“Some teachers seem to be distracted or not qualified to teach certain grades. “

“Teachers are supportive.”

### **Bullying**

“Need to stop the bullying”

“West Delaware schools have serious bullying issues that go unresolved.”

“Bullying is out of control”

# Recommendations & Deliverables

# Social Media Marketing Plan

- Introduce a detailed marketing plan that can be implemented by the current staff at WDCCSD
- Plan includes:
  - Optimal times to post by platform
  - Content distribution guide
  - Content calendar for May 2021

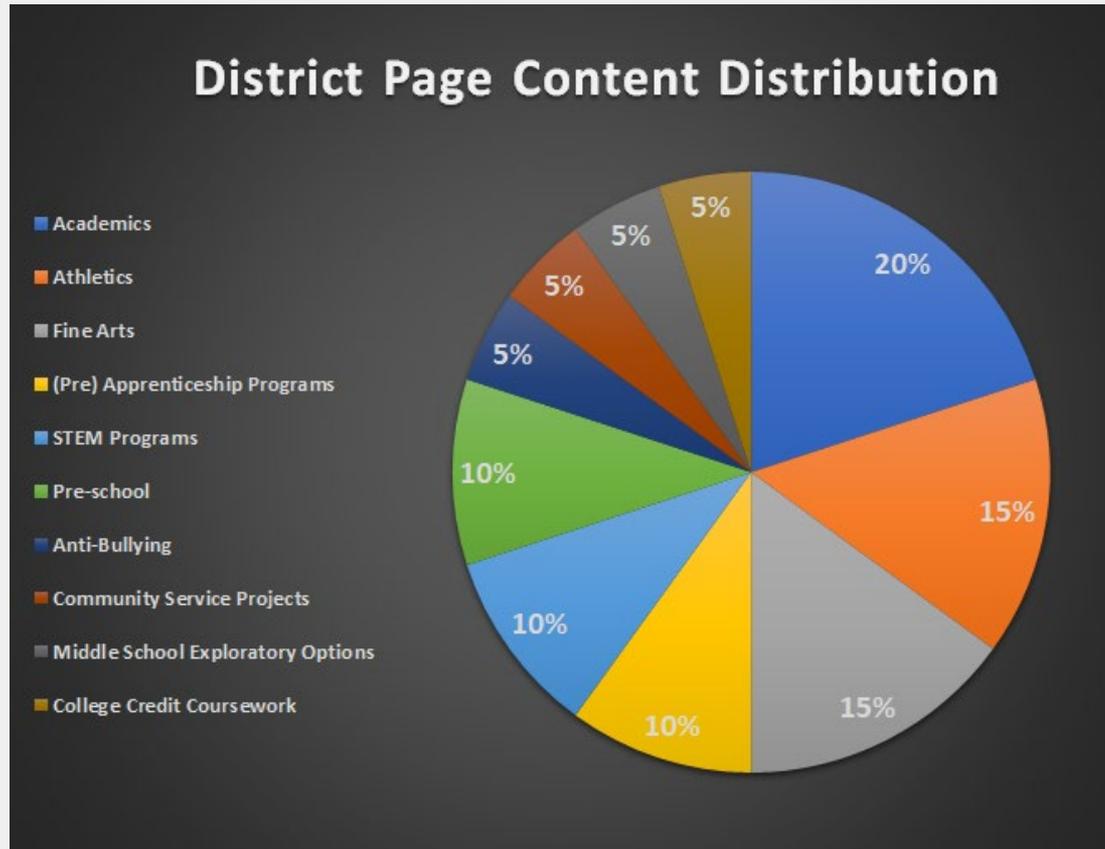


# Social Media Marketing Plan

Platform	Best Times to Post	Best Day to Post	Most Consistent Engagement	Worst Day to Post	Lowest Engagement
<b>Facebook</b>	Wednesday at 11 a.m. and 1 p.m.	Wednesday	Weekdays 9 a.m.–3 p.m.	Sunday	Early mornings and evenings
<b>Instagram</b>	Wednesday at 11 a.m. and Friday at 10–11 a.m.	Wednesday	Tuesday through Friday, 10 a.m.–3 p.m.	Sunday	Late night and early morning
<b>Twitter</b>	Wednesday at 9 a.m. and Friday at 9 a.m.	Tuesday and Wednesday	Monday - Friday from 8 a.m.–4 p.m.	Saturday	Every day from 10 p.m.–4 a.m.



# Social Media Marketing Plan



# Social Media Marketing Plan

## May 2021 WDCSD Main Page Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						<b>1</b> Prom post at 10am
<b>2</b>	<b>3</b> Prom recap post at 9am	<b>4</b> "HS Conferences" post at 10am	<b>5</b> "Senior Service Day" pictures post at 3pm	<b>6</b> "Senior Night" recap post at 9am	<b>7</b> Apprenticeships post at 10am	<b>8</b> Athletics Weekly recap post at 10am
<b>9</b>	<b>10</b> Board Meeting post at 3pm	<b>11</b> Lambert Elementary post at 9am	<b>12</b> Academics post at 11am	<b>13</b> Middle School post at 9am	<b>14</b> "Dinner" Show reminder post at 10am	<b>15</b> Athletics Weekly recap post at 10am
<b>16</b>	<b>17</b> "Dinner" Show post with pictures at 9am	<b>18</b> Lambert Elementary post at 9am	<b>19</b> Local activities for students after early out post at 11am	<b>20</b> Middle School post at 9am	<b>21</b> Esports post at 3pm	<b>22</b> Athletics Weekly recap post at 10am
<b>23</b>	<b>24</b> Last Day of School post at 9am	<b>25</b> Local summer activities post at 10am	<b>26</b> Recap of school year post at 11am	<b>27</b> Last Day of School Post at 9am	<b>28</b> Graduation information post at 9am	<b>29</b> Athletics Weekly recap post at 10am
<b>30</b>	<b>31</b> Memorial Day post at 10am					



# WDCCS D Branding Guide

Colors:



#ff6f0c



Light Gray #d9d9d9

Logo:



Fonts:

Titles: Archivo Black

Informational Text: PT Sans



# WDCCS D Informational Booklet

High quality informational handout that details the offerings of each school in the district.

Handout will be distributed within the district and to local businesses in the community.

## About the District

### Our District's Vision

**Relationships**  
Multiple individuals at all levels demonstrate respect, trust, and integrity while working interdependently toward our goals.

**Challenging Academics**  
Educators use effective instructional practices to actively engage students in diverse learning opportunities that require critical thinking and problem solving in real world contexts.

**21st Century Skills**  
Students will acquire competencies necessary for 21st century living by developing skills in the areas of civic life, health, finance, technology and career readiness.

### West Delaware's Mission Statement

The mission of the West Delaware County Community School District, in collaboration with the family and community, is to provide a safe, culturally rich environment in which all students can reach their full potential academically, emotionally, physically and socially.

## Lambert Elementary School

### Our Vision

At Lambert Elementary we believe that positive relationships are important to ensure our students feel safe, confident, and supported. Our hope is that we can instill a good work ethic to help students become successful and contributing members of society.

### Programs Offered

- Anti-Bullying Programming
- All-day everyday Kindergarten
- Comprehensive School Counseling Program
- Title I Reading Program—Grades K-4
- On-going supportive relationships with local businesses and community groups
- Community Service Projects
- Hawk Pride PBIS School (Positive Behavior Intervention Supports)
- Early Childhood Special Education Program

**20 students per class**

**3-4 classes per grade**



PAGE 1

# Newsletter Recommendations

## Before

The screenshot shows a newsletter header with the logo 'WB 2 Hawk Highlights' and the website 'www.w-delaware.k12.la.us'. Below the header is a large yellow pencil graphic with the text 'REGISTRATION OF FIVE YEAR OLDS'. To the left of the pencil is a vertical list of school staff roles and names. To the right of the pencil is a registration notice for parents/guardians, including contact information for the West Delaware Lambert Elementary Office. At the bottom of the newsletter is a blue box with white text that reads 'School in Session April 1st & 6th to make up for the days missed on February 4th & 5th.' The background of the newsletter page is light blue with a pattern of white snowflakes.

West Delaware Schools  
701 New Street  
Manchester, LA 32057  
(563) 927-3515

**Mission Statement:**  
The mission of the West Delaware County Community School District, in collaboration with the family and community, is to provide a safe, culturally rich environment in which all students can reach their full potential academically, emotionally, physically and socially.

**Vision:** Challenging Academics, Relationships, 21st Century Skills

**Board of Education**  
Dana Hagan, President  
Carl Adkison, Vice Pres  
Sam Adams, Director  
Bruce Mitchell, Director  
Ed Payne, Director

**Superintendent**  
Dr. Kristen Rieley

**Director of School Improvement**  
Katie Malone

**Director of Finance**  
Lynette Engel

**Lambert Elementary**  
Rodi Hanzleiter, Principal

**Middle School**  
Doug Koepfner, Principal

**High School**  
Tim Felderman, Principal  
Matt West, Asst. Principal/AD

**Buildings, Grounds & Transportation**  
Gary Fench, Director

**Director of Technology**  
Joe Hegland

**Director of Food Service**  
Kim Spertlidge

**Vibrator Coordinator**  
Lori Kartman

**REGISTRATION OF FIVE YEAR OLDS**

Parents/Guardians:

If your child will be **5 years of age by September 15, 2021**, please call the West Delaware Lambert Elementary Office at 563-927-3515, ext 103, to verify your child's information for our census data base. This information will be used for mailing materials regarding Kindergarten and Junior Kindergarten registrations and parent meetings.

Please provide this information to the West Delaware Lambert Elementary Office, even if you are undecided about school placement.

If you have any questions call the Lambert Elementary Office, 563-927-3515, following the prompts to connect with an elementary secretary.

School in Session  
April 1st & 6th  
to make up for the  
days missed on  
February 4th & 5th.

- Current newsletters are sent out the first of every month
- April 2021 issue was 30 pages of content
- Includes district -wide information as well as information for the individual schools

# Newsletter Recommendations

- The goal of our proposed newsletter is to send out the most important information that parents can see in a quick, concise manner
- We recommend that West Delaware create a 5-10 page newsletter that includes information to the district as a whole
- Information that is important for an individual school can be sent out in a separate informative email
- The template we provide will help maintain consistency in the overall style of the newsletter

After

**HAWK HIGHLIGHTS**  
March 29, 2021 Issue 2

## REGISTRATION OF FIVE YEAR OLDS

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**Lambert Elementary School has openings in its 2021-2022 Preschool Program**

**No Tuition- It's Free!**

Eligible children must be 4 years old by September 15, 2021. You can pick up your registration forms at the Lambert office or call us at (563) 927-3515 ext. 103 to have the forms mailed to you. Forms are also available on the school's website [www.w-delaware.k12.la.us](http://www.w-delaware.k12.la.us). If you have questions, please call Lambert Elementary School at (563) 927-3515.

**Classes will meet on either Mondays and Thursdays or Tuesdays and Fridays.**

Page 2

# Summary

# Recommendations

- Apply social media marketing plan to WDCSD accounts with a focus on frequency and consistency in messaging using the content calendar and content distribution provided
- Keep parents in the district informed about programs offered through all grade levels and **highlight programs that have less exposure**
- Update all information available online on a regular basis to ensure that families in the district are well informed about opportunities available



# Recommendations (Website)

- Remove programs that are no longer offered (Camping Trip)
- Update statistics on website to match current information (2016 - 2017 on high school tab)

