



Communications & Marketing

*The Pathway to the Promise.™*

# Welcome Back to School Campaign

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## Campaign Based on Parent Input

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- Everyone needs to be on the “Same Page”
- Did not have a standard on how we “welcomed” families each year
- Schools & District Communications overlapped or sent different messages
- Schools were inconsistent in providing material to parents
- Materials were not user-friendly, often outdated, and photocopied
- Majority of Parents did not receive, were unfamiliar with Code of Conduct
- District did not have a Guide to the District
- District did not have a Calendar
- Forms, materials, policies/procedures were not parent friendly
- Parents were unfamiliar with community resources to support their child

## Campaign Overview – Year One

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- Designed/Implemented campaign (May-to-August 2007)
- Reformatted school handbooks into a standard template
- Launched binder housing system
- Coordinated community resources by school with 3rc
- Created a common look for all materials
- Created 12 month Flip Calendar
- Created Guide to the District
- Created Forms and Forms Envelope system
- Began marketing Parent Hotline
- Provided schools with banner stands and posters of the Pledge

# Campaign Elements

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- Materials
  - School Handbooks (63 Versions)
  - PreK Handbook
  - Community Resources and Maps by School (49 Schools)
  - 2 Page Pittsburgh Community Resource Page
  - District Guide (63 pgs)
  - Code of Student Conduct (38 pgs)
  - 12-month Flip Calendar
  - 8 - Forms and Forms Envelope
  - 3 – 9x12 Booklet Envelopes
  - 3 Letters from the Superintendent (2 parent/1 employee)
  - Brochure highlighting an Initiative (*Pathways to the Promise™*)
  - Binders
- Back to School Alert Now Phone Calls
- School-based Back to School Events

# Campaign Timeline

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- Campaign Specifications & Plan finalized – **October**
- RFP for Printer submitted – **November**
- Consultant Board Tabs submitted – **December**
- Printer chosen and timeline finalized – **January**
- First Communication to Principals – **February**
- Update Code of Conduct, Parent Policies approved by Board – **March**
- Deadline for Revised School Handbooks – **March**
- Deadline for Calendar Dates – **March**
- Update All Contents (Guide, Code, Handbooks, Covers, Binders, Community Resources, Forms, Brochure, Envelopes, Calendar) – **March to June**
- Photography and Design – **March to May**
- Approve and Sign Off on All Contents – **May to June**
- Print all Materials – **June**
- Assembly all Materials – **July**
- Provide materials in format for Translation – **August**
- Mail and Deliver all Materials – **August**
- Materials on Website – **August**
- Alert Now Phone Messages – **1 Week before School**
- Welcome Back to School Events – **First 3 Weeks of School**

# Campaign Touch Points

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## **Materials on District Website – August 1**

### **Household Mailer (1 per 16,500 Households) – 2<sup>nd</sup> wk of August**

Includes: Superintendent Letter, Code of Student Conduct, District Guide, 12-month Flip Calendar & Promise/*Pathways to the Promise* Brochure

### **Student Mailer – (1 per student 28,000) – Mailed or Delivered - *Late Aug./Early Sept.***

Includes: Superintendent Letter, Customized School Handbooks with Community Resource Guides per school and Forms & Forms Envelope

### **Employee Mailer – (1 per employee, 6,500) - *Late August***

Includes: Superintendent Letter, 12-month Flip Calendar, Promise/*Pathways to the Promise* Brochure

**Welcome Back-to-School Phone Message – *1 wk prior to school***

**Media Release – *1 wk prior to school***

**Welcome Back-to-School Events – *1<sup>st</sup> three wks of school***

## Campaign Details

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- Program runs November to October each year
- Budget is \$300,000 (pre-press, design, printing, assembly, delivery, mailing, postage, photography, community resource guides, and writing)
- More than 200 different items to edit, proof & approve (7,336 pages)
- Delivery of Materials to over 70 Locations (2 weeks of delivery)
- 17,500 Household Packets Mailed
- 17,500 Household Packets Assembled
- 6,500 Employee Packets Mailed
- 39,500 Student Packets Assembled
- 9,000 Students Packets Mailed
- 3,200 Binders Assembled
- 40,000 Handbooks printed (400,000 sheets of paper)
- 1.5 million sheets paper used
- 90% of materials are made with recycled paper
- Printer is hired through an RFP process and is MWBE certified
- 40 % of materials start from scratch each year (calendar, brochure)
- 60 % of materials are reviewed, edited by PPS staff (principals, directors, etc)

# Campaign Lessons

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- Need to align Campaign with purchasing process/school code
- Form information was inconsistent with technology data input process
- Difficult to get accurate student information for mailings and material quantities
- Take significant time to getting information from departments/schools
- All materials need translated all materials into multiple languages
- Schools need extra materials on hand for new students
- Middle, high schools, 6-12 want option of mail or delivery of student handbooks
- Student Data Systems Specialists need training and support for data entry
- Use recycled paper when possible
- Add prepress design for material edits in RFP with printer
- Use Campaign to communicate key initiatives (Promise/Pathways)

# Parent Feedback

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## **Year 1:**

“ Just the fact that for previous years before, this information wasn’t provided to us the parents. Now we have this to refer to all year long for any important questions and concerns that might come up. Thank you.” – Pittsburgh Phillips

“I love the entire package. It is really wonderful to know that the schools care so much for their students and parents and want us to have such a detailed package.” – Pittsburgh Perry

## **Years 2 & 3:**

“ I like the fact that everything is together in one spot for easy access later. Also, it was all given to us at one time so that nothing can get lost.– Pittsburgh Ft. Pitt

“ Every component of the Welcome Back to School package is very important and extremely useful to the parents.” – Pittsburgh King

## **2010 Parent Survey:**

- 94% of Parents are aware of their child’s student handbook (up from 86% in 2007)
- 95% of Parents received their Back to School Materials
- 76 % of Parents found the Back to School Materials Useful
- 92% of Parents are aware they can contact the Parent Hotline



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## Communications & Marketing Welcome Back to School Campaign

Thank You

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