

Dr. Lawrence S. Feldman, Vice Chair

SUBJECT: MARKETING AND PUBLIC RELATIONS CAMPAIGN

**COMMITTEE: INSTRUCTIONAL EXCELLENCE AND COMMUNITY
 ENGAGEMENT**

**LINK TO STRATEGIC
FRAMEWORK: FINANCIAL EFFICIENCY/STABILITY**

Throughout the country, public school districts have entered an unprecedented era of competition created through the availability of expanded educational options to parents and consumers. In 2012-13 alone, just over 63,000 students in Miami-Dade County opted out of the traditional public school offerings. This resulted in the loss of over \$400 million to our school district. Continued losses of this magnitude have a significant impact on budgetary, personnel, and curricular decisions.

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As some large urban districts throughout the nation experience declining student enrollment and corresponding decreased discretionary operating dollars, it is important to note M-DCPS has, through the efforts and dedication made by this Board, our employees, and nationally-recognized Superintendent, been able to increase student achievement, raise graduation rates, reduce the achievement gap, close the digital divide, and pass a \$1.2 billion bond referendum with a 70% approval rate. All of this in spite of the shrinking state and federal allocations and declining revenue from property taxes.

While educational choice is a concept embraced by this District, it has created an entrepreneurial condition under which the role of marketing and public relations become vital to recruiting and retaining students for M-DCPS. Therefore, the opportunity exists to better promote greater community awareness of the wide variety of programmatic offerings, specialized educational opportunities, and high quality curriculum available in our public schools by developing and deploying an effective marketing and public relations campaign. Any such marketing program should be comprehensive in nature and should include both District initiatives as well as grassroots campaigns.

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A renewed look at marketing strategies should aim to not only retain students, but also focus on informing an influx of newly transplanted foreigners. It is important to note that many immigrants and newcomers arrive with preconceived notions about the public school system and often opt for private or charter options without considering local public schools.

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It is the intent of this item that direction be given to the Superintendent to provide the Board with detailed recommendations that aim to increase enrollment and retention figures, address outreach efforts to the community, particularly Miami-Dade County newcomers of school-age children, and address any additional revenue producing marketing efforts and policies.

**ACTION PROPOSED BY
DR. LAWRENCE S. FELDMAN:**

That The School Board of Miami-Dade County, Florida, direct the Superintendent to provide the School Board with recommendations related to the creation of a marketing and public relations campaign and policy with the objectives of:

1. Increasing student enrollment and retention;
2. Driving greater local, national, international community awareness of M-DCPS programs, offerings and student/school achievements, particularly to Miami-Dade County newcomers;
3. Supporting ongoing efforts to secure new revenue streams through grant making and other philanthropic entities, and/or any other revenue generating opportunities; and
4. Providing a district structure to make the above operational and productive with benchmarks and accountability established through the Public Relations department; and
5. Seeking partnerships with entities such as the Beacon Council, Greater Miami Chamber of Commerce, and others to leverage and enhance the District's own marketing efforts.

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Review and recommendations to be brought to the Board by no later than the August 2014 School Board Meeting.