

Rudolph F. Crew, Ed.D., Superintendent of Schools

**SUBJECT:                   REQUEST THAT THE SCHOOL BOARD RECEIVE THE  
DISTRICT MARKETING PLAN**

**COMMITTEE:               INNOVATION, EFFICIENCY & GOVERNMENTAL RELATIONS**

**LINK TO DISTRICT  
STRATEGIC PLAN:       CREATE AND IMPLEMENT A BRAND MARKETING  
CAMPAIGN FOR M-DCPS**

On September 13, 2006, The School Board of Miami-Dade County, Florida, approved the Superintendent's Reorganization and Restructuring of Selected District Offices. Through this plan, the Office of Marketing was formed with the intent to improve the public perception of Miami-Dade County Public Schools, inform the community of the many programs and educational opportunities offered through our public schools, and to better engage the many external stakeholders that have an interest in working with the District to create a world-class education system.

As outlined in the *Revised 2005-2008 District Strategic Plan*, the Office of Marketing has developed and is executing a strategic and targeted marketing plan. The *District Marketing Plan* will maximize key initiatives already in place as a tactic to raise awareness and public support on a broad scale.

Key components of the marketing plan include:

- research and evaluation of the District's current approaches;
- re-branding campaign;
- engagement of community stakeholders;
- grassroots initiative;
- public relations and outreach events;
- online strategies and e-marketing; and
- outcome measures: reach and effectiveness.

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Implementation of the marketing plan has commenced. The marketing staff will revise and refine the plan as needed. All work outlined in this plan can be accomplished by current District staff and within current budget. In the event additional resources are required, those resources will be obtained through corporate and philanthropic sponsorship. The Board will continue to receive updates as appropriate.

Copies of the *District Marketing Plan* will be transmitted to the School Board Members under separate cover and are available for inspection by the public in the Citizen Information Center, Room 158, 1450 NE Second Avenue, Miami, Florida 33132.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida, receive the *District Marketing Plan*.

AMC/CMH:lp