

Mr. Roberto J. Alonso, Board Member

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**SUBJECT: DEVELOPMENT OF A COMPREHENSIVE MARKETING PLAN**

**COMMITTEE: PERSONNEL, STUDENT, SCHOOL & COMMUNITY SUPPORT**

**LINK TO STRATEGIC PLAN: INFORMED, ENGAGED, & EMPOWERED STAKEHOLDERS**

Miami-Dade County Public Schools recently became the nation's 3<sup>rd</sup> largest school district. Even though we have had a slight increase in enrollment due to a large influx of immigrants to our schools our district continues to experience a decrease in enrollment in many of our schools. As a district we must always understand our strengths, weaknesses, opportunities, and threats to provide educational excellence.

The current enrollment landscape is highly competitive, and thus requires a well-defined strategy to effectively reach the target audience. As a District, we must work to drive engagement by actively marketing and promoting our incredible programs to raise awareness, and ultimately achieve an increase in student enrollment. A Comprehensive Marketing Plan will enable our District to proactively navigate these challenges, capitalize on opportunities, and position our schools as the preferred choice in the nation.

Some benefits to having a unified Comprehensive Marketing Plan:

- Retention of Existing Students: Engaging marketing campaigns can create a sense of pride and belonging, encouraging current students to remain within the District.
- Improved Reputation: An effective marketing plan can help enhance the School District's image, showcasing its achievements, programs, and success stories to the community and potential stakeholders.
- Enhanced Community Engagement: Marketing efforts can foster better communication with parents, teachers, and the local community, leading to improved collaboration and support for educational initiatives.
- Increased Enrollment: By promoting the District's strengths and unique offerings, the marketing plan can attract more students and families, leading to increased enrollment.
- Attraction and Retention of Talented Staff: A positive reputation and clear communication of the District's goals can attract and retain high-quality teachers and staff.

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In developing a Comprehensive Marketing Plan, it is key to have a deep understanding of our District's landscape and perform an evaluation from many angles to recognize our present and future circumstances. But finding a template, framework, or a place to start can be challenging. Strengths, Weaknesses, Opportunities, and Threats (SWOT) analyses are popular in the business world and have great applications for schools—from marketing plans to enrollment campaigns. A SWOT analysis will provide our District leadership with a clearer understanding of how to reach our target market effectively, maximize our school's strengths, counteract our weaknesses, and respond to opportunities and threats with wisdom and intentionality.

This board item seeks to request that the Superintendent of Schools in consultation with our Office of Communications, Office of Strategic Planning and Initiatives, and our Enterprise Development Officer, to explore the feasibility of conducting a SWOT analysis and creating a Comprehensive Marketing Plan with our existing team or with the assistance of an outside agency.

This item has been reviewed and approved by the Office of the General Counsel as to form and legal sufficiency.

**ACTION PROPOSED BY  
MR. ROBERT J. ALONSO:**

That The School Board of Miami-Dade County, Florida, to authorize the Superintendent of Schools to:

1. in consultation with the Office of Communications, Office of Strategic Planning and Initiatives, and our Enterprise Development Officer, to explore the feasibility of conducting a SWOT analysis of our District;
2. develop a comprehensive marketing plan that will increase exposure and accessibility to all families we serve focused on the findings of the SWOT analysis, as appropriate;
3. explore the need to augment our district marketing team and/or contract outside agencies to assist, if feasible;
4. Report findings concerning potential options to conduct a SWOT Analysis and Development of a Comprehensive Marketing plan to the Board at the October 4, 2023, Personnel, Student, School & Community Support Committee Meeting.