

Ms. Luisa Santos, Board Member

SUBJECT: EXPLORING THE FEASIBILITY OF USING TARGETED DIGITAL MARKETING AS A TOOL TO INCREASE SCHOOL ENROLLMENT

COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS

LINK TO STRATEGIC PLAN: EFFECTIVE & SUSTAINABLE BUSINESS PRACTICES

Pillar V of our Miami-Dade County Public Schools (M-DCPS) 2021-2026 Strategic Plan emphasizes Effective & Sustainable Operational Practices. A key goal within this framework is to “Maintain the District’s Strong Financial Position”¹. Looking ahead to the 2023-2024 academic year, we have a goal of ensuring that K-12 enrollment does not fall below 99% of what it was during the 2020-2021 academic year². As the third-largest school district in the United States, maintaining and increasing our student enrollment numbers is a priority. Our district is making significant progress in pursuit of this objective, highlighted by our "Your Best Choice" campaign. Moreover, our schools are encouraged to utilize a valuable resource provided by our M-DCPS Office of Communications, the Digital Communications Toolkit³, which is instrumental in enhancing their online visibility and aiding in recruitment efforts. As a result of the approval of item H-5 Development of a Comprehensive Marketing Plan, proffered by School Board Member Mr. Roberto J. Alonso (August 16, 2023), our district has taken steps to strengthen and strategically enhance the current campaign, ensuring it is guided by stakeholder feedback and aligned with community priorities⁴.

However, we must consider providing digital marketing campaigns beyond our current efforts that are specific to individual schools, programs, and academies. In today's digital era, where the majority of our audience is active online, leveraging digital marketing tactics offers an opportunity to connect with potential students and their families.

The integration of digital marketing into our overall strategy holds immense potential for our schools. Research underscores the importance for public schools to grasp foundational

¹ Miami-Dade County Public Schools. (2023). *2023 Strategic Plan Annual Report*. Retrieved from <https://api.dadeschools.net/WMSFiles/346/Report/2023-Strategic-Plan-Annual-Report.pdf>.

² Ibid.

³ Miami-Dade County Public Schools. (n.d.). *Digital Communications Tool Kit*. Retrieved from <https://api.dadeschools.net/wmsfiles/126/pdfs/Digital%20Tool%20Kit%201.pdf>

⁴ H-5 Staff Follow-Up School Board Meeting of August 16, 2023, Agenda Item H-5 Development of a Comprehensive Marketing Plan

marketing principles beyond surface-level communication tactics⁵. Understanding how families navigate school selection and tailoring our approach to incorporate elements of the marketing mix for success in today's educational landscape⁶. Furthermore, the precision of digital marketing enables real-time tracking and measurement of our media campaign performance, empowering us to make data-driven decisions and refine our strategies to meet the diverse needs of our communities. Investing in digital marketing equips us to adapt to the evolving educational marketing landscape, positioning our schools for sustained growth in the ever-changing realm of enrollment dynamics.

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

**ACTION PROPOSED BY
MS. LUISA SANTOS:**

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

- 1) Explore the feasibility of expanding our targeted digital marketing initiatives to increase our school enrollment;
and
- 2) Report back to the Board no later than June 18, 2024.

⁵ Pettinga, D. M., Angelov, A. D., & Bateman, D. F. (2015). Applying Marketing in the Public School Setting. *Journal of Academic Administration in Higher Education*, 11(1), 17-22.

⁶ Ibid.