

Mr. Danny Espino, Board Member

Co-Sponsors: Ms. Maria Teresa Rojas, Chair
Ms. Monica Colucci, Vice Chair
Mr. Roberto J. Alonso
Ms. Mary Blanco
Mr. Joseph S. Geller

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SUBJECT: MIAMI-DADE COUNTY PUBLIC SCHOOLS (M-DCPS) TARGETED MEDIA ENGAGEMENT INITIATIVE FOCUSED ON COMMUNITY-EMPOWERED MARKETING

COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS

LINK TO STRATEGIC PLAN: EFFECTIVE & SUSTAINABLE OPERATIONAL PRACTICES

Miami-Dade County Public Schools (M-DCPS) proudly serves one of the nation's most diverse and vibrant student populations. With a wide array of high-quality educational programs offered from early childhood through adult education, our schools are doing remarkable work each day to support student growth and achievement. To effectively communicate the breadth and depth of our offerings to the community, we recognize the need to expand our media engagement strategies beyond traditional, legacy media outlets and explore community-empowered marketing. Community-empowered marketing focuses on building authentic connections and fostering stronger bonds within our schools' communities, using community emissaries to turn families, educators, and stakeholders into advocates for our schools and District. By leveraging trusted community voices, local publications and influencers, and digital platforms, we will drive long-term engagement and growth through meaningful interactions and shared experiences highlighting our schools' opportunities, students' successes, and key initiatives. The goal is to ensure that more families and community members are aware of the valuable opportunities and successes happening across the District and further justify why M-DCPS should be their first choice.

This initiative aligns with the broader vision outlined in Agenda Item H-5, "Development of a Comprehensive Marketing Plan," which School Board Member Mr. Roberto J. Alonso proffered. That item emphasized the need for coordinated, data-driven outreach to increase enrollment and improve public perception. In response, the District launched the #YourBestChoiceMDCPS campaign, developed internal stakeholder survey tools, and repurposed staff to build capacity for targeted outreach. This item complements those efforts by ensuring that localized media engagement is not only consistent with District branding but also tailored to the values and priorities of each community. When combined with insights from the District's ongoing marketing strategy development and analysis, this initiative will further support the District's mission of remaining the top educational choice for all Miami-Dade families.

This item also builds on the efforts initiated by School Board Member Ms. Luisa Santos, who proffered Agenda Item H-12, "Exploring the Feasibility of Using Targeted Digital Marketing as a Tool to Increase School Enrollment," at the April 17, 2024, School Board Meeting. The item directed the Superintendent to explore and enhance the District's approach to targeted media engagement.

In response to prior items, the District has implemented a robust initiative designed to support schools in better promoting their successes and connecting with families through more personalized and strategic communications. As outlined in the staff follow-up, the initiative includes the following components:

Professional Learning for School Leaders: Targeted training sessions on website optimization, online reputation management, and personalized email communication have been offered. These sessions are designed to equip school administrators with the tools they need to enhance their school's online presence, better engage stakeholders, and respond more effectively to public feedback.

Dedicated Visual Media Support: The Office of Communications has assigned three visual media managers to serve each District region. These professionals will work closely with schools to produce high-quality, individualized content that showcases student and staff success. This content will be featured on a new WLRN-TV show during the 2024–2025 school year and promoted through social media and other public platforms, providing a dynamic, professional way for schools to elevate their stories.

- **Strategic Outreach and Partnerships:** The District continues to pursue collaborations with municipalities and community-based organizations to amplify awareness of M-DCPS offerings and reinforce its identity as the premier educational choice for students and families.

This School Board item further directs the Superintendent of Schools to continue assessing the feasibility of implementing more localized, targeted media strategies within each School Board Member's district and school community. These strategies should include:

- **Tailored Marketing Initiatives:** Identifying distinct characteristics, interests, and needs of school communities, Board Member districts, and/or District regions to craft media outreach that directly resonates with intended local audiences.
- **Human Interest Storytelling:** Highlighting inspiring stories of students, educators, and school programs to bring to life the exceptional work happening in M-DCPS schools. These authentic narratives foster emotional connections and demonstrate real impact.
- **Community Media Partnerships:** Expanding communication efforts by collaborating with community-based and alternative media outlets—including local newspapers, cultural platforms, radio stations, and digital influencers—better positioned to reach underrepresented groups.
- **Localized Community Engagement:** Using storytelling to reflect each community's identity by spotlighting school events, partnerships, and District resources in a way that strengthens local pride and invites meaningful dialogue.
- **Maximizing Visibility:** Promoting the achievements and offerings of all schools to foster public trust, encourage engagement, and build broader awareness of the District's commitment to student success.

This comprehensive strategy is being recommended for implementation using existing District resources, ensuring fiscal responsibility while maximizing reach and impact. The Superintendent will collaborate with School Board Members to identify community media partners best suited for this effort. The Superintendent will report back to the School Board with updates and further recommendations to support the continued development of these targeted communication efforts.

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

**ACTION PROPOSED BY
MR. DANNY ESPINO:**

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

1. explore and assess the feasibility of developing and implementing more localized, targeted media strategies within school communities, Board Member districts, and/or District regions as a method to supplement information dissemination and recruitment marketing, which effort shall include the input of School Board Members in identifying strategically positioned community media partners; and
2. report determinations to the Board at the Fiscal Accountability & Government Relations Committee Meeting on June 11, 2025.