

## FINAL DELIVERABLE

<b>Title</b>	West Delaware County Community School District Marketing Plan
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<b>Date Completed</b>	May 2021
<b>UI Department</b>	Marketing Institute (Tippie College of Business)
<b>Course Name</b>	MKTG:4800:0001 Marketing Consultant Project
<b>Instructor</b>	Peggy Stover
<b>Community Partners</b>	City of Manchester, West Delaware County Community School District

This project was supported by the Iowa Initiative for Sustainable Communities (IISC), a community engagement program at the University of Iowa. IISC partners with rural and urban communities across the state to develop projects that university students and IISC pursues a dual mission of enhancing quality of life in Iowa while transforming teaching and learning at the University of Iowa.

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[Student names], led by [Professor's name]. [Year]. [Title of report]. Research report produced through the Iowa Initiative for Sustainable Communities at the University of Iowa.

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## **Executive Summary**

### **MKTG: 4800 Marketing Consulting Project**

#### **West Delaware County Community School District Student Enrollment**

In 2020 the West Delaware County Community School District (WDC) Superintendent, Dr. Kristen Rickey, connected with the University of Iowa marketing consulting course for assistance with retaining students in the WDC. The project was part of a year-long multi-faceted partnership between the University of Iowa's Iowa Initiative for Sustainable communities (IISC) program and the City of Manchester.

The WDC has been negatively impacted by the option for students to open-enroll out of the district with over 130 students choosing to enroll to other school districts in 2020. The WDC has a goal of remaining net positive for students choosing to open-enroll into the district and open-enroll out of the district. To achieve this goal, our team gathered information from previous surveys distributed by the WDC and also conducted a survey that was distributed to the parents of students in the district. We collected the data to gain a better understanding of why students were choosing to open-enroll out of the district and how the district is perceived by families of students at WDC. From this, our team was able to create a social media marketing plan and informational brochure to spread awareness of the programs the WDC offers to students.

#### **Problem Statement**

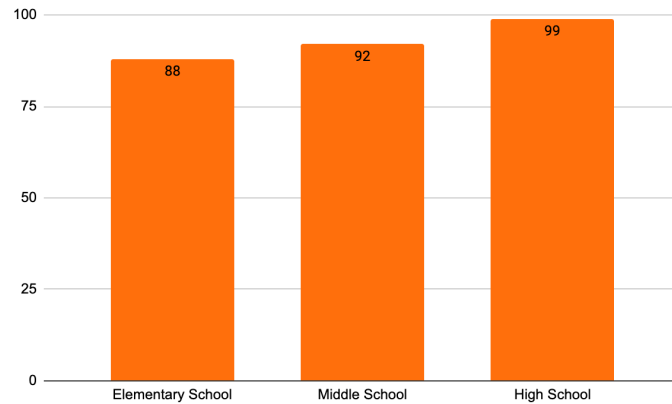
Despite being a top-ranking school district in the state of Iowa, the West Delaware County Community School District has had students continue to open enroll out to other districts.

Our client would like to understand why the students and their families choose to open enroll out in order to retain enrollment in their district. WDC would also like to update its marketing plan to increase awareness of the programs the school offers.

#### **Survey Methodology**

Our group distributed a survey, approved by the university, to all families in the West Delaware County Community School District through Qualtrics on Wednesday, March 10<sup>th</sup>. The survey was distributed to 1,222 individuals and 206 respondents completed the survey.

We received a good mixture of responses from parents at each school. The response rate was fairly similar with 35% of respondents having a child or children in high school, 33% having a child or children in middle school, and 32% having a child or children in elementary school.



### **Social Media SWOT Analysis**

Our group conducted a thorough social media audit of all WDCCSO social media efforts across major platforms. We noticed some strengths in their efforts, as well as some weaknesses that can easily be addressed. We also observed some opportunities for WDCCSO moving forward, as well as some threats that Dr. Rickey and the rest of the administrators should keep in mind.

#### Strengths

- High engagement with athletics and fine arts pages
- Parents interact with athletics pages
- Frequent posting
- Livestream sporting events
- All-State athletics and coaches
- Pre-apprenticeship / apprenticeship programs

#### Weaknesses

- Some blurry cover photos
- More likes on extracurricular pages than on school's main pages
- Gaps in postings on main pages
- Low engagement with WD Mental Health
- Emphasis on athletics more than any other school aspect
- Inconsistencies in the shade of orange used in various marketing materials

## Opportunities

- Start posting to WD Mental Health again
- Post stimulating science demonstrations
- Create an apprenticeships page, esports page and post frequently
- Add digital music production to music program
- Highlight some of the less known offerings to increase awareness

## Threats

- Non-athletes may feel undervalued by the strong athletics presence online
- Promoting open enrollment may increase the amount of students leaving WD
- Low engagement on WD Mental Health may indicate a lack of priority on mental health
- The way bullying is handled seems to be a concern with many parents in the district

## **Key Finding #1**

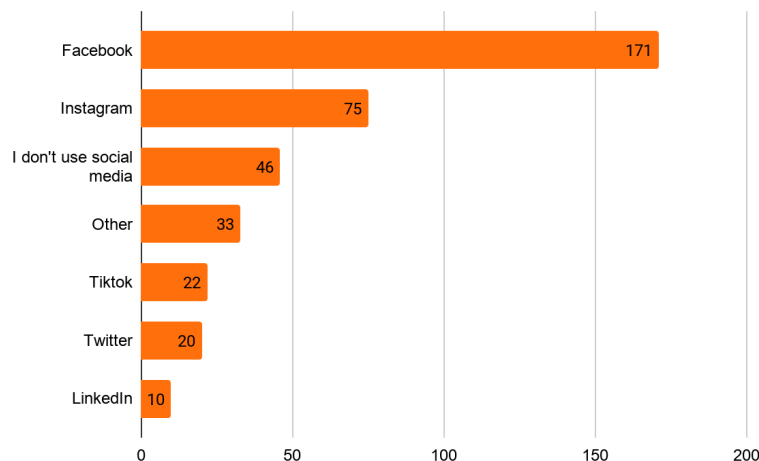
In the survey, our group focused on what influenced families to choose the school for their child or children. When asked to rank the items our team found that respondents chose curriculum as most influential followed by student experience, fine arts, athletics, other extracurriculars and commute time as the least influential item.

Implication:

Families in the WDCSD value their child's or children's education and should be aware of all programs and activities offered at the schools.

## **Key Finding #2**

The majority of respondents on the survey (171 of 206) indicated that they use Facebook most often in comparison to other social media platforms (Instagram, Twitter, TikTok, and other).



**Implication:**

From the results of the survey, the WDCSD should continue their social media efforts on Facebook and post information that is relevant to families in the community. West Delaware should consistently post about programs and activities going on within the schools and community and balance the information being shared to make sure all programs are being highlighted.

**Key Finding #3**

Respondents are most knowledgeable about athletic programs and fine arts offered at WDCSD. Respondents are not knowledgeable about opportunities available in the district. Especially Middle School Exploratory Options, Inclusive Pre-School, and Talented and Gifted Program.

**Implication:**

West Delaware should focus on sharing information about the programs that the community is less knowledgeable about through social media, the district newsletter and other informational materials the district may provide.

**Key Finding #4**

A majority of respondents were somewhat satisfied, satisfied, or extremely satisfied with West Delaware’s academics, athletics, fine arts, extracurricular activities, and facilities.

**Implication:**

West Delaware now knows that people are happy with these areas of the school and they can focus their efforts on other issues the school is facing.

### **Key Finding #5**

A majority of respondents somewhat agree, agree, or strongly agree that they school should add more programs to their education plan. A majority of respondents also either somewhat agree, agree, or strongly agree that the school fosters an environment that encourages respect among students, their children receive an excellent education, and school leaders provide them with up to date information about what is going on at the school.

#### **Implication:**

These results give West Delaware another look at how parents feel they are doing as a district. Specifically, it tells them that parents are looking for more programs to be added to the curriculum as well as how the district is doing in regards to communication, school environment, and overall education.

### **Recommendations**

The WDCSD should apply our social media marketing plan to the accounts under the control of the district. When implementing the social media strategy, the WDCSD should focus on the frequency of posting and should highlight all programs the district offers. The WDCSD should also focus on consistency across all accounts they control and apply the branding guide as much as possible.

As noted in the survey results, some parents or guardians in the community are not aware of all programs offered by WDCSD. To ensure that families in the community are aware of all the great programs offered by the district, WDCSD should continue to promote programs through marketing materials like the handout, social media posts on platforms like Facebook and Twitter, and other outlets such as newsletters, school messenger, and the WDCSD website.

Some of the deliverables we presented to Dr. Rickey were a district-wide informational booklet, a branding guide, a content calendar, and recommendations for the district newsletter. The booklet will be placed in local businesses to showcase all the highlights and lesser known programs from each school. The branding guide and content calendar will help the school administration become more consistent with the social media posts and help balance the information being shared. Finally, the newsletter recommendations will help get the most important information out to families in a quick and concise format.

Lastly, the WCCSD should update all information available on the websites, social media and in the booklet with new programs, events, and opportunities for students in the district. By updating all information available online, families in the district and outside of the district will have a better understanding of the opportunities and programs available.

**Deliverables**

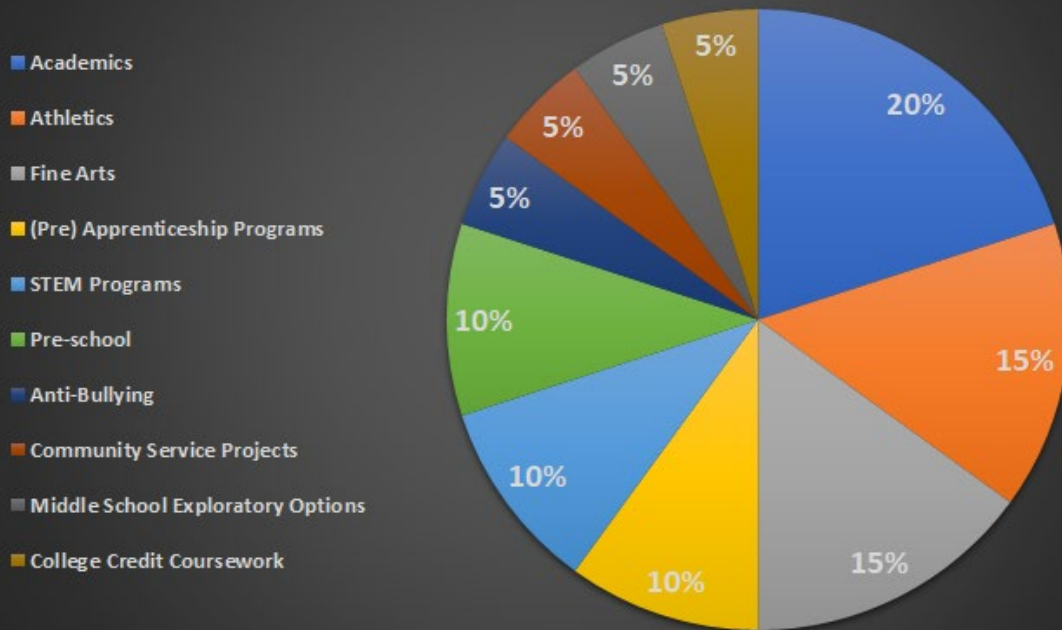
<b>Platform</b>	<b>Best Times to Post</b>	<b>Best Day to Post</b>	<b>Most Consistent Engagement</b>	<b>Worst Day to Post</b>	<b>Lowest Engagement</b>
<b>Facebook</b>	Wednesday at 11 a.m. and 1 p.m.	Wednesday	Weekdays 9 a.m.–3 p.m.	Sunday	Early mornings and evenings
<b>Instagram</b>	Wednesday at 11 a.m. and Friday at 10–11 a.m.	Wednesday	Tuesday through Friday, 10 a.m.–3 p.m.	Sunday	Late night and early morning
<b>Twitter</b>	Wednesday at 9 a.m. and Friday at 9 a.m.	Tuesday and Wednesday	Monday - Friday from 8 a.m.–4 p.m.	Saturday	Every day from 10 p.m.–4 a.m.

**May 2021 WCCSD Main Page Content Calendar**

<b>Sunday</b>	<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>
						<b>1</b> Prom post at 10am
<b>2</b>	<b>3</b> Prom recap post at 9am	<b>4</b> "HS Conferences" post at 10am	<b>5</b> "Senior Service Day" pictures post at 3pm	<b>6</b> "Senior Night" recap post at 9am	<b>7</b> Apprenticeships post at 10am	<b>8</b> Athletics Weekly recap post at 10am
<b>9</b>	<b>10</b> Board Meeting post at 3pm	<b>11</b> Lambert Elementary post at 9am	<b>12</b> Academics post at 11am	<b>13</b> Middle School post at 9am	<b>14</b> "Dinner" Show reminder post at 10am	<b>15</b> Athletics Weekly recap post at 10am
<b>16</b>	<b>17</b> "Dinner" Show post with pictures at 9am	<b>18</b> Lambert Elementary post at 9am	<b>19</b> Local activities for students after early out post at 11am	<b>20</b> Middle School post at 9am	<b>21</b> Esports post at 3pm	<b>22</b> Athletics Weekly recap post at 10am
<b>23</b>	<b>24</b> Last Day of School post at 9am	<b>25</b> Local summer activities post at 10am	<b>26</b> Recap of school year post at 11am	<b>27</b> Last Day of School Post at 9am	<b>28</b> Graduation information post at 9am	<b>29</b> Athletics Weekly recap post at 10am
<b>30</b>	<b>31</b> Memorial Day post at 10am					



## District Page Content Distribution



### Colors:



#ff6f0c



Light Gray #d9d9d9

### Fonts:

Titles: **Archivo Black**

Informational Text: PT Sans

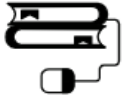
# About the District

## Our District's Vision



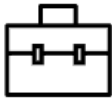
### Relationships

Multiple individuals at all levels demonstrate respect, trust, and integrity while working interdependently toward our goals.



### Challenging Academics

Educators use effective instructional practices to actively engage students in diverse learning opportunities that require critical thinking and problem solving in real world contexts.



### 21st Century Skills

Students will acquire competencies necessary for 21st century living by developing skills in the areas of civic life, health, finance, technology and career readiness.

## West Delaware's Mission Statement

The mission of the West Delaware County Community School District, in collaboration with the family and community, is to provide a safe, culturally rich environment in which all students can reach their full potential academically, emotionally, physically and socially.

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## HAWK HIGHLIGHTS

March 29, 2021

Issue 2

### REGISTRATION OF FIVE YEAR OLDS

#### Parents and Guardians:

If your child will be 5 years of age by September 15, 2021, please call the West Delaware Lambert Elementary Office at 563-927-3515, ext 103, to verify your child's information for our census data base.

This information will be used for mailing materials regarding Kindergarten and Junior Kindergarten registrations and parent meetings. Please provide this information to the West Delaware Lambert Elementary Office, even if you are undecided about school placement.

If you have any questions call the Lambert Elementary Office, 563-927-3515, following the prompts to connect with an elementary secretary.



## Lambert Elementary School has openings in its 2021-2022 Preschool Program

### No Tuition- It's Free!

Eligible children must be 4 years old by September 15, 2021. You can pick up your registration forms at the Lambert office or call us at (563) 927-3515 ext. 103 to have the forms mailed to you. Forms are also available on the school's website [www.w-delaware.k12.ia.us](http://www.w-delaware.k12.ia.us). If you have questions, please call Lambert Elementary School at (563) 927-3515.

Classes will meet on either Mondays and Thursdays or Tuesdays and Fridays.

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# Lambert Elementary School

## Our Vision

At Lambert Elementary we believe that positive relationships are important to ensure our students feel safe, confident, and supported. Our hope is that we can instill a good work ethic to help students become successful and contributing members of society.

## Programs Offered

- Anti-Bullying Programing
- All-day everyday Kindergarten
- Comprehensive School Counseling Program
- Title I Reading Program—Grades K-4
- On-going supportive relationships with local businesses and community groups
- Community Service Projects
- Hawk Pride PBIS School (Positive Behavior Intervention Supports)
- Early Childhood Special Education Program

# 20 students per class

# 3-4 classes per grade



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