**Communication Updates- February 2020**

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**Website**

In anticipation of our new recruitment initiatives and registration for the 2021-2022 school year, I am working with Katrina Rechtin to create a thorough and informative “one stop shop” for student enrollment. This will include all digitized forms, as well as thorough information and Q&As for both resident and non-resident enrollees.

The next large website rollout will be the digital info packet for our new Homeschool recruitment initiative, Vue From Home. The full webpage and recruitment initiative will be ready for rollout in early March. Below is the logo.



**Social Media**

Social media outlets have provided a quick method of communication about inclement weather closures, and many of our parents/students take the initiative to share the information, giving us a much wider audience.

Now that students are back in-person and we have more opportunities to feature student accomplishments, we are seeing a LOT more engagement on the site! People want to hear more good stories and celebrate our students!

We will utilize Facebook ads beginning in early March to begin promoting our new recruitment initiatives to targeted individuals with interests that align with the Vue From Home program. We will target every Kentucky parent within 15 miles of Bellevue who have engaged with content on homeschooling, virtual school options, and even private school searches. I will report later in March on the success of the targeted campaigns.

Below is a breakdown of the monthly impact of our Facebook campaigns, and an overview of the impact of our digital newsletter:

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| FACEBOOK MONTHLY IMPACT | |
| Average post reach per month | 16,944 (up 68%) |
| Average post engagement per month | 8,082 (up 105%) |
| New followers | 17 (up 70%) |

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| --- | --- |
| MAILCHIMP- NEWSLETTER IMPACT | |
| Total Subscribers | 270 (one new subscriber) |
| Avg. % of subscribers who engage via email | 49 (up 9%) |
| Social media impressions per week | 454 (Facebook), 374 (Twitter) |
|  | |

**New Marketing**

To create more exposure for the BISD brand, we will be creating new yard signage for Bellevue Preschool. Additionally, we are in the early planning stages to incorporate new BISD marketing around town. The Graduation signs last year were very well-received, and the plan is to use similar marketing to keep a positive image of Bellevue Independent Schools at the forefront as people drive through town.