



# ENROLL NOW

# CAMPAIGN



## 2025 NSPRA Awards

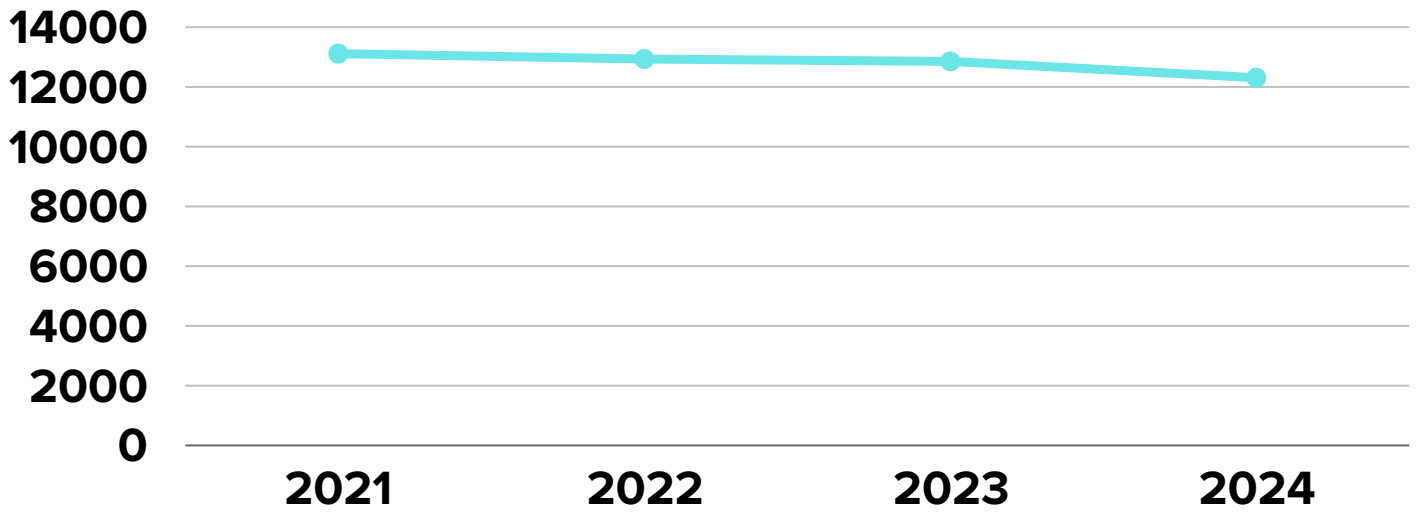
## Golden Achievement Award Entry

Luz Capiral, Marketing Specialist  
Higley Unified School District  
2935 South Recker Road  
Gilbert, AZ 85295

# RESEARCH

To develop a targeted and effective enrollment campaign, we began by conducting in-depth research to identify specific grade levels and schools within our district that would benefit most from enrollment support. This included analyzing current enrollment data to pinpoint areas with lower enrollment numbers and exploring trends over recent years to understand if certain grade levels were consistently under-enrolled.

## ENROLLMENT OVER THE YEARS (2021-2024)



Preschool enrollment not included\*

## RETENTION RATE

We also analyzed retention rates across our district’s different school levels—such as elementary, middle, and high school—to gain insights into where students might have been leaving the district or transferring to alternative educational options. This retention data revealed key transition points where we were likely losing students, allowing us to strengthen our efforts and tailor our campaign to address both new enrollment and retention needs.



## COMPETITIVE LANDSCAPE

We conducted a competitor analysis to review the strategies other schools in the area were using to attract students. This included evaluating their advertising methods, messaging, enrollment incentives, and social media engagement. Observing their strengths and weaknesses helped us identify gaps and opportunities in our approach.

# PLANNING

To successfully increase enrollment in targeted grade levels and schools, our planning began with clear, measurable objectives. We aimed to increase enrollment by a specific percentage within under-enrolled grade levels and schools. This involved identifying enrollment goals for each grade and school based on our research findings and aligning our outreach efforts accordingly.

## SEGMENT OUR TARGET AUDIENCE INTO KEY GROUPS



Families with young children approaching school age

Families new to the district

Families currently considering alternatives



For the campaign timeline, we established key enrollment periods—such as open enrollment and registration deadlines—and planned our campaign rollouts around these dates. For example, digital ads began well in advance of open enrollment to build awareness, while print and postcard distribution intensified as deadlines approached. Timely reminders were incorporated across all channels to maintain urgency and prompt action.

Finally, we established a clear allocation of resources, including budget distribution for each channel. This allocation ensured that every part of the campaign received appropriate attention and resources, supporting a coordinated and effective rollout.



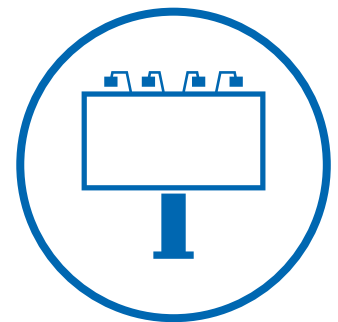
Print Advertising



Digital Advertising



Community Outreach



Outdoor

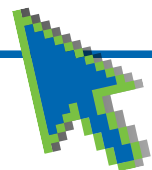
# IMPLEMENTATION

## PRINT ADVERTISEMENTS

To effectively reach our target audience, we implemented a strategic mix of traditional and digital advertising methods. Our approach included a robust print advertising campaign in widely-read local publications, such as Raising Arizona Kids, Arizona Parenting—which garnered over 172,000 monthly impressions—BeLocal, and Stroll Agritopia. These trusted community resources helped us build a strong brand presence and connect with families across the area.

## DIGITAL ADVERTISEMENTS

For our digital outreach efforts, we partnered with COX Media to implement an extensive series of display ads and paid search campaigns. This collaboration allowed us to strategically target key demographics and ensure maximum online visibility, reaching families across multiple platforms and devices. The display ads were carefully designed to engage viewers and encourage clicks, driving traffic directly to our enrollment information page. In tandem, our paid search campaigns ensured that families searching for school options or educational resources could easily find our district at the top of their search results. To capture audiences across social media, we deployed targeted MetaAds, connecting with families where they were most active online.



## COMMUNITY OUTREACH

Marketing & Public Information executed a community-based outreach campaign by distributing informational postcards to carefully selected locations, such as apartment complexes, model homes, daycare centers, and well-frequented local businesses. This approach allowed us to engage families in their everyday environments, ensuring our message reached them where they lived, worked, and shopped. In addition, we mailed postcards to 8,278 households with children within a 3.5-mile radius of our district boundaries, further extending our reach to potential enrollees in the local community.

## OUTDOOR

To extend our reach and create lasting visibility within the community, we invested in high-impact outdoor advertising. This effort included prominent billboards strategically placed in high-traffic areas to capture the attention of local families as they commuted. Additionally, we used creative wraps on school buses that traveled throughout the district, turning each bus into a moving advertisement that shared our enrollment message with neighborhoods across the community. Warehouse trucks also featured eye-catching wraps, delivering our message even further as they traveled to various locations.

# EVALUATION

In evaluating our enrollment efforts, we acknowledge that the decline in the number of elementary school-aged children within our district boundaries presents a significant challenge to attracting new enrollments. This demographic shift has heightened competition for students, particularly as we compete with well-established charter schools and larger neighboring districts. Additionally, it's essential for us to assess our strengths and weaknesses when it comes to allocating our budget for advertising. By understanding which channels and strategies have proven most effective, we can optimize our spending to better target prospective families and strengthen our enrollment efforts.

## MetaAds

391,878

REACH

885,825

IMPRESSIONS

## Google Analytics (Enrollment landing page)

10,7082

ACTIVE USERS

7,833

NEW USERS

## COX Media (Display Ads & Paid Search)

601,275

IMPRESSIONS

## Billboard

110,906

WEEKLY IMPRESSIONS

50+

QR CODE  
SCANS ACROSS  
PRINT ADS

# SUPPLEMENTAL MATERIALS

**ENROLL NOW!**

Preschool - 12th Grade

- 16 schools located in Gilbert & Queen Creek
- Spanish and Mandarin Dual Language Immersion Programs (starting in preschool)
- Gifted and accelerated learning options
- FREE all day kindergarten
- FREE bus transportation
- Online learning available 7-12th grade
- 35+ Advanced placement and dual enrollment classes
- 20+ Career and technical education high school courses

Learn more at [husd.org/enroll](https://husd.org/enroll)

**ENROLL NOW!**

Looking for an exceptional education for your child? Look no further than Higley Unified School District

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**ENROLL NOW!**

Preparing Learners for Limitless Opportunities

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<b>ENROLL NOW!</b> Looking for an exceptional education for your child? Look no further than Higley Unified School District	<b>Cooley &amp; Sossaman Early Childhood Development Centers</b> <b>PRESCHOOL NOW ENROLLING</b> All Certified Teachers Dual Language Immersion Programs Gifted Preschool Options	<b>ALTERNATIVE LEARNING OPTIONS</b> K-6 Traditional Academy 7-12 Online Virtual Academy	<b>Unlock a World of Opportunities with DUAL LANGUAGE IMMERSION!</b> Learn Spanish or Mandarin Pre-K through 6th Grade	<b>CAREER &amp; TECHNICAL EDUCATION</b> Get a head start on college, a trade school, or the workforce in one of our 20+ CTE courses
<i>Preparing Learners for Limitless Opportunities</i>	<i>Preparing Learners for Limitless Opportunities</i>	<i>Preparing Learners for Limitless Opportunities</i>	<i>Preparing Learners for Limitless Opportunities</i>	<i>Preparing Learners for Limitless Opportunities</i>

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Preschool - 12th Grade

Learn more at [husd.org/enroll](https://husd.org/enroll)

With 16 schools located in Gilbert and Queen Creek, we offer a unique and diverse learning environment for students of all ages. From preschool to high school, we've got you covered!

At HUSD, we provide rigorous academics and a variety of electives, ensuring that your child receives a well-rounded education. Our online learning option for 7-12th grade students provides flexibility to meet your family's needs.

Enroll your child today and watch them soar to new heights with limitless opportunities!

**ENROLL TODAY!**  
[husd.org/enroll](https://husd.org/enroll)

**ENROLL NOW!**  
Enrolling Preschool - 12th Grade

**ENROLL NOW!**  
Cooley & Sossaman Early Childhood Development Centers

**PRESCHOOL NOW ENROLLING**

All Certified Teachers  
Dual Language Immersion Programs  
Gifted Preschool Options



**ENROLLMENT NOW OPEN**

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