

Program Summary: 2025 African American Male Summit Marketing Campaign

Research

A marketing objective for the Virginia Beach City Public Schools (VBCPS) 2025 African American Male Summit was to increase participation among middle and high school male students, focusing on empowerment, leadership, education, and community engagement. The 2024 summit saw 210 registrants and 100 attendees, setting the goals for the 2025 summit to double registration to 450 and attendance to 360.

We analyzed prior attendance data, participant feedback, and best practices for engaging the target population of male students, particularly those of African American descent. Additionally, insights from stakeholders and event points of contact, the VBCPS Office for Diversity, Equity, and Inclusion, and historical data guided strategy development.

Planning

The campaign's primary objective was to create an engaging, impactful experience to empower students and foster community connections. Strategies included multi-channel outreach to increase visibility and encourage registration, targeting both students and their families.

Marketing goals were established to double registration and attendance numbers from the previous year. Key tactics included leveraging social media, school communications, print materials, and community partnerships to amplify outreach.

Custom-designed graphics maintained consistency with VBCPS branding while appealing to the target audience through streetwear-inspired aesthetics and bold color schemes. Social media assets were formatted for various platforms, including posts and stories, while print materials were distributed to all middle and high schools. Monthly content pushes were executed to maintain momentum.

Implementation

The campaign launched the week of Nov. 19, 2024, with consistent social media engagement and campus-level promotions leading up to the event. The division's social media channels and school-specific accounts promoted the summit using custom graphics and template captions.

A community engagement strategy encouraged local partners to share event details through their networks. Email communications, including the VBCPS Family Newsletter, provided updates and registration reminders. A final push included a media alert to local outlets to encourage day-of coverage and post-event stories.

Evaluation

The campaign exceeded expectations, achieving 590 registrations (336 middle school students, 201 high school students, and 53 student leaders), surpassing the registration goal by 31%. Attendance also significantly increased compared to the previous year to over 350 attendees.

Media coverage and social media engagement metrics further validated the campaign's success, showcasing the positive community impact and heightened awareness of the summit's goals and achievements.

Additional Support Materials

Division Social Media Posts

- Nov. 19, 2024
 - Instagram: https://www.instagram.com/p/DCjxKBpO822/?utm_source=ig_web_copy_link
 - Facebook: https://www.facebook.com/VBSchools/posts/pfbid02bZRSeYtQDtDfihECnw2WiNTkXrFgyYXNUvMLTy5e75ADfnHBPfj5r8nQJfufHGqil?_tn_=%2CO
 - X: <https://x.com/vbschools/status/1858923649572503974>
 - LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:7264650342896693248/?actorCompanyId=21043>
- Dec. 5, 2024
 - Instagram: https://www.instagram.com/p/DDMpUBavHPt/?utm_source=ig_web_copy_link
 - Facebook: <https://www.facebook.com/VBSchools/posts/pfbid034re9B4HAoDQUtqmxuLpLpmLi8DsyAYtQvaYw3NzwGo8wpN5BXxmyFWX8gMyYjEWhl>
 - X: <https://x.com/vbschools/status/1864655973111222771>
 - LinkedIn: https://www.linkedin.com/posts/virginia-beach-city-public-schools_aamalesummit-vbcps-communitypartnerships-activity-7270421737324908544-aR9F?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAe54K8BXUCZi7Q-PPJ2DobIHJpHzLasaAk
- Dec. 10, 2024
 - Instagram: https://www.instagram.com/p/DDaKdUVuyAG/?utm_source=ig_web_copy_link
 - Facebook: <https://www.facebook.com/VBSchools/posts/pfbid0Akabg49rPD24tRUT7o1PKoFuZ8ivnHx8xaz2zjiAXQ9P7LpatPf3Pkq9h3jg1EnDl>
 - X: <https://x.com/vbschools/status/1866560898644541649>
 - LinkedIn: https://www.linkedin.com/posts/virginia-beach-city-public-schools_join-us-in-congratulating-layla-anderson-activity-7272327343245856769-ygWY?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAe54K8BXUCZi7Q-PPJ2DobIHJpHzLasaAk
- Dec. 17, 2024
 - Facebook: <https://www.facebook.com/VBSchools/posts/pfbid0L2YoNPfXv1j1eVCLetx2wMvbYHadvw86e9vjwMLWycgAfH27k7hTovXWrC8r2jul>
 - LinkedIn: https://www.linkedin.com/posts/virginia-beach-city-public-schools_aamalesummit-vbcps-communitypartnerships-activity-7274831556467163136-CkD1?utm_source=share&utm_medium=member_desktop&rcm=ACoAAAe54K8BXUCZi7Q-PPJ2DobIHJpHzLasaAk
- Jan. 8, 2025
 - Instagram: https://www.instagram.com/p/DEknR0Ju67T/?utm_source=ig_web_copy_link
 - Facebook: <https://www.facebook.com/VBSchools/posts/pfbid08bkd8QVTFsAm7BYioaDsq2dXtd2xVMnJrWkmBxiJEqGRQXMNMT72dzD2y9LLudnTl>

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NSPRA Golden Achievement submission | Category: Marketing Campaign



- X: <https://x.com/vbschools/status/1877037451962638479>
- LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:7282803442824142850/?actorCompanyId=21043>
- Jan. 30, 2024
 - Instagram: https://www.instagram.com/p/DFfphdKuBgr/?img_index=1
 - Facebook: <https://www.facebook.com/VBSchools/posts/pfbid02SMVaguM9aqaXDDVPgm8T2pBvjP4ZwfqerUNZcmzLR3cE5ZoWAP2eQtL9FCLhBWTWl>
 - X: <https://x.com/vbschools/status/1885345943068819480/photo/1>
 - LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:7291111114321375232/?actorCompanyId=21043>

Story in The Core, VBCPS' blog

- <https://www.vbcpsblogs.com/core/bayside-high-student-wins-design-contest-registration-open-for-african-american-male-summit/>

AAMS in the News

- <https://www.wtkr.com/news/in-the-community/virginia-beach/african-american-male-summit-at-green-run-high-aims-to-challenge-stereotypes-empower-youth>
- <https://www.wtkr.com/african-american-male-summit-virginia-beach>
- <https://www.wavy.com/news/local-news/virginia-beach/green-run-hosts-17th-annual-african-american-male-summit/>

African American Male Summit

From VBCPS News <News@vbschools.com>

Date Thu 1/23/2025 3:17 PM

To WTKR News Desk <desk@wtkr.com>; WAVY Newsdesk <newsdesk@wavy.com>; WVEC Newsdesk <news@13newsnow.com>; Virginian Pilot <tips@pilotonline.com>; news@whro.org <news@whro.org>

Bcc Ryan DeLucie <Ryan.DeLucie@vbschools.com>



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CHARTING THE COURSE

Media Advisory

Join Us for the 17th Annual African American Male Summit

VBCPS is excited to host the 17th African American Male Summit at Green Run High School on Saturday, Jan. 25. This special event honors the legacy of Dr. Martin Luther King Jr. by empowering our young men with leadership skills, future-ready abilities, and opportunities for academic and career planning. [Click here](#) to read about last year's summit.

The media is welcome to cover this transformative experience for our students. Please reply to this email if interested in attending.

Details:

- What: African American Male Summit
- Who: VBCPS students, grades 6-12
- When: Saturday, Jan. 25, 8 a.m. - 1 p.m.
- Where: Green Run High School, 1700 Dahlia Drive, Virginia Beach, VA 23453

All the best,
Virginia Beach City Public Schools
Department of Communications & Community Engagement