

CCS Marcomms Plan

SY 2026-27

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OBJECTIVES

- Generate enrollment interest and improve conversions.
- Improve communication and onboarding for current and incoming families.
- Support compliance with statutory requirements.

STRATEGIES

1. Standardize family communications through clear, consistent, and accessible systems and practices.
2. Build visibility and community connection through sustained local engagement.
3. Create a responsive and trackable prospective-family journey.

STRATEGIES (CONTINUED)

4. Standardize the onboarding process for new students and families.
5. Use authentic storytelling to communicate the CCS experience and value.
6. Use targeted outreach and paid media to generate qualified enrollment interest.

STRATEGY 1: Standardize/improve stakeholder communications

Principal newsletters (weekly)	Website migration to Smartsites	Marcomm survey (annual)
Adopt ParentSquare as communications system	Remediate website ADA compliance issues	District report (annual)
Back-to-School checklist	Supt/Board updates (monthly)	Printed wall calendars
Dynamic, syncable school calendars	Refine crisis response plan	Updated marketing materials

STRATEGY 2: Build visibility and community connection

Family yard signs	Purchased advertising at local events	CCS presence at local events
Realtor materials/relationships	Partnerships with county resources	Partnerships with counseling offices/centers

STRATEGY 3: Create responsive and trackable lead pipeline

Booking links for school tours	Automated text tour reminders	Standardize inquiry response and follow-up
Electronic enrollment forms	Multilingual enrollment materials	Develop print enrollment packet
Customized landing pages for various grades	Setup CRM	

STRATEGY 4: Standardize new student onboarding process

Map the full new student/family onboarding experience	Develop a “Welcome to CCS” new family email sequence	Learning Coach/Engagement Lead introduction videos for online families
Principal welcome videos for in-person and online families	Survey new families after their first 30–45 days	

STRATEGY 5: Communicate the CCS experience

24 feature stories (6 with video)	Media placement	Posters in the school with key messages and photos
School photo shoot (bi-annually)	Thankful/Teacher appreciation video	CCS Overview Video (from student voice)
CCS monthly student showcase	Organic social media	Staff recognition event

STRATEGY 6: Targeted outreach and paid media

Google search ads	Google display ads	Meta ads
YouTube ads	Retargeting ads	Campaign reporting and optimization
Build GIS enrollment system to analyze enrollment		

MEASUREMENT

Implementation: Did CCS execute the plan as intended?

- Campaigns launched on schedule
- Budget deployed as planned
- Website, communications and tracking systems implemented
- Content, events, mailings and signage completed

MEASUREMENT (CONTINUED)

Reach: Did the intended audiences see the campaign?

- Reach and impressions
- Website traffic
- Views
- Ad engagement and click-through rates

MEASUREMENT (CONTINUED)

Engagement: Did awareness translate into meaningful action?

- Inquiries
- Tour or information-session registrations
- Started applications
- Completed applications

MEASUREMENT (CONTINUED)

Conversion: Did CCS fill available seats and achieve enrollment goals?

- Net new enrollment
- Yield across pipeline stages

INVESTMENT

- Website & Mass Comms: \$8,465.81 (already budgeted for)
- Software, Reporting, Admin: \$13,287
- Enrollment Campaigns: \$55,150
 - Online: \$24,350 (includes \$3,000 already budgeted for)
 - In-Person: \$30,800
- Equipment: \$16,920 or \$6,735

INVESTMENT (CONTINUED)

- **Total Budget Impact: \$72,172 - \$82,357**
 - Equivalent to the annual funding generated by approximately 8–12 additional students.
 - Continued student retention would strengthen the financial return.
- **Funding will be actively managed rather than treated as a fixed plan.**

REQUESTED BOARD ACTION

- Approve the proposed communications and enrollment marketing budget
- Decide whether CCS shall purchase equipment, or enter into equipment use agreement
- Authorize administration to shift funds among approved campaign tactics based on performance and enrollment needs