



Creative Noggin Marketing Update 2020

Agenda

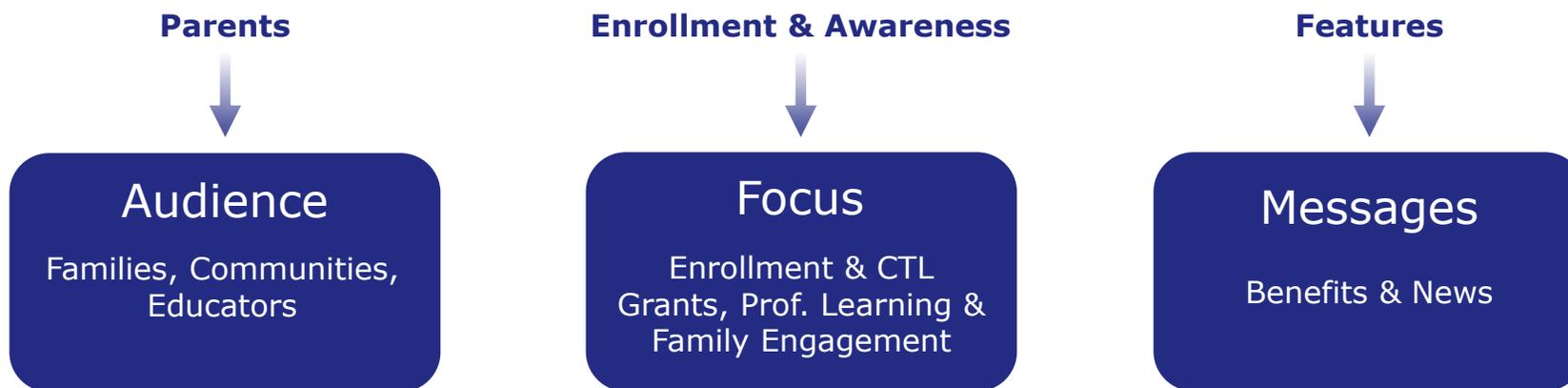
- 1** 2019-2020 Review
Planned Strategies & Results (Organic, Paid and Earned Media)
- 2** Pandemic Pivot
- 3** YOY Analysis
- 4** Looking Forward

Quick Review



In 2019-2020, the Marketing & Media Plan **sought to**:

1. Shift in focus **to** Imperative from Campaign
Enrollment and Education – Changing the Landscape (vs. Awareness)
2. Strategic Shift in Messaging



Quick Review Continued



- **Innovation/Partnerships**

Launch and support partnerships to extend and demonstrate capacity building (EISD/Gardendale now and for generations to come).

- **Earned Media**

Deepened media relationships and strategically dispersed meaningful content to increase positive coverage at local, regional and national levels.

- **Website**

Navigating user through mass information with an easier user/consumer experience; enhance copy to align with messages and focus for enrollment and CTL (consumer-centric).



Enrollment 2020

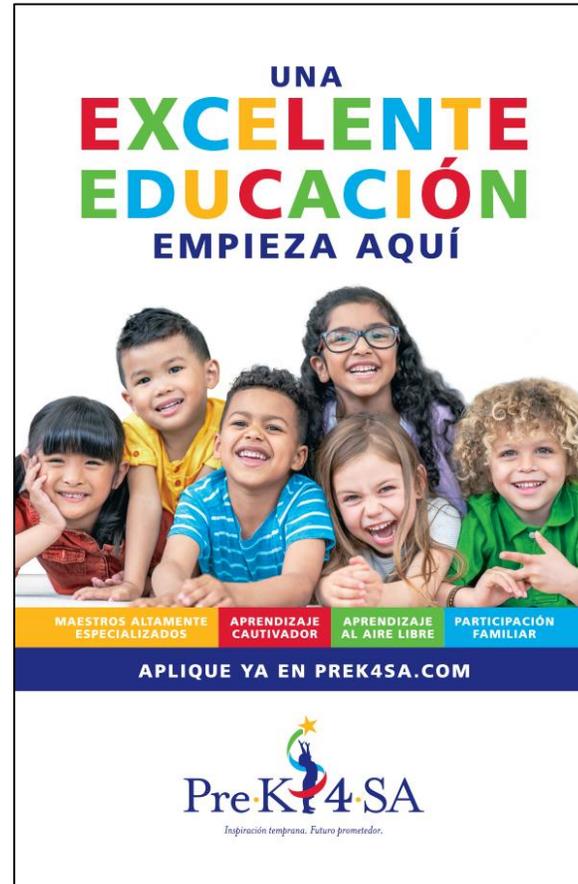


Enrollment 2020 – Consumer Centric

Data: July 2019– March 16, 2020



:60 Broadcast (Spanish) –
Telemundo & Univision original music



C-Store Signage



:30 RADIO
(SPANISH)

Culturally Relevant Experience

- Enrollment (Centers) Support
- Strategic Storytelling (in-language & culture)
- Multiple Content Outputs, each serving a purpose



Enrollment 2020 – Digital

Data: July 2019– March 16, 2020



Display Ads



Facebook Ads & Boosts



Customized Reach and Commitment for Audiences

- Audience Segmentation (demo, interests)
- Enrollment with CTL messages baked in
- Drive traffic across other platforms; extend user-experience and conversions



Enrollment 2020 – Results

Google Ads (PPC)

CLICKS
3,167

IMPRESSIONS
56,496

CONVERSIONS
236

CTR*
7.45%

Avg CTR for Education Industry
3.78%



Display Ads

CLICKS
4,437

IMPRESSIONS
2.9MIL

CTR**
0.15%

- Apply Buttons & Links
- Calls from Ads
- Application Clicks
- Call to Click
- Email Clicks
- Website Clicks to Call

Wordstream: *Avg Search Network CTR for Education Industry = 3.78% | **Avg Display Network CTR for Education Industry = 0.2%

Enrollment 2020



Reaching 2,000

Benchmark: February 1



March 9, 2020

Decline Comparison

| Declines | Total |
|-------------|-------|
| 2019 – 2020 | 223 |
| 2020 – 2021 | 113 |
| Difference | -49% |

The number of declines is less than compared to 2019-2020

Changing The Landscape 2020



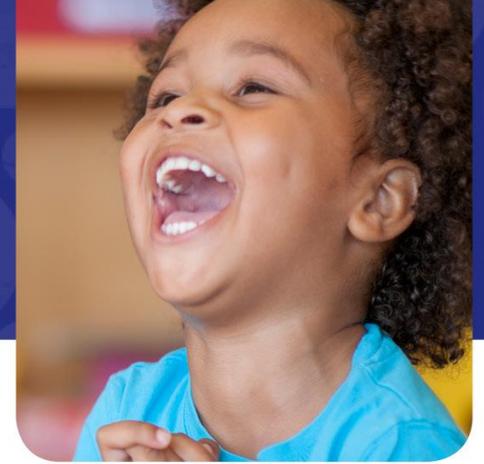
CTL: Digital & Facebook



- **Connect beyond classrooms**
students/families, staff and community (Family Engagement, Professional Learning, Grants)
- **Collaborate**
strategic programs and partnerships
- **Impact**
facilitate change & provide solutions challenges (local and national)



Social Media 2020: Facebook Top Paid



 PREK Ads: Changing the Landscape Professional Learning



Mon 10/7/2019 9:22 pm UTC
Pre-K 4 SA's Professional Learning Program has inspired 20,000 educators across San Antonio, empowering quali

 Ad Post

 PREK Ads: Changing the Landscape Grants



Fri 10/4/2019 8:11 pm UTC
All children deserve the best education. Pre-K 4 SA is striving to make that a reality with over \$18 million in grants

 Ad Post

 PREK Ads: Changing the Landscape Family Engagement



Fri 10/4/2019 8:12 pm UTC
Parents are their children's best teachers, so our Family Engagement Program empowers families with tools

 Ad Post

Top paid posts on Facebook by Number of Engagements (from July 2019 – June 2020):

1. Professional Learning: Inspired 20,000 Educators
2. Grants: All Children Deserve the Best Education
3. Family Engagement: Parent's are Their Children's Best Teachers



Earned Channels 2020



Historical Review: Earned Media (July 2019 – June 2020)



San Antonio Express-News
ExpressNews.com | mySA.com

SAN ANTONIO
CURRENT

The Washington Post

RIVARD REPORT
Urban. Independent. All About San Antonio.

KENS5
GREAT
day SA

Laredo Morning Times

FOX 38
KSCC CORPUS CHRISTI

CNN

NLC NATIONAL LEAGUE OF CITIES
CITIES STRONG TOGETHER

Education DIVE

UTSA

ED WEEK

TODAY

THE 74

SA LIVE

klrn San Antonio

VICTORIA VA ADVOCATE

San Antonio CHARTER MOMS
FINDING THE RIGHT SCHOOL FOR YOUR CHILD

THE HECHINGER REPORT

san antonio living

NEXT CITY

HOUSTON CHRONICLE

AXIOS

60 TELEMUNDO

41 UNIVISION

alamo city moms blog

abc 12 Expect more.

KENS5

FOX 29 KABB-SAN ANTONIO

Pre-K 4 SA

TEXAS PUBLIC RADIO
hear yourself think

NEWS 4 SAN ANTONIO

1200 News Radio WOAI

Historical Review: Earned Media Messaging

July 2019 – February 2020

Audience:
Parents, Community, Educators



Focus:
Enrollment, CTL, Grants
and Professional Learning



Messaging:
Benefits

March – June 2020



Earned Media Highlights



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San Antonio Express-News

EXPRESSEWS.COM | Monday, April 20, 2020 | 16¢ per copy | The San Antonio Express-News is published daily except on Sundays and public holidays.

890,524 in circulation 23,453 in Texas 1,195 in Bexar County 5,017 in San Antonio 612 in Guadalupe County 43 in Blanco County

Aid to the Food Bank far less than expected



A volunteer gives a thumbs up to a driver during a San Antonio Food Bank distribution at Virginia Field. The Food Bank requested an estimate in mid-March, but it fell short.

After requesting \$9.6 million for Bexar, it will get \$3 million. The Food Bank had hoped for more, but the state's response was significantly lower than expected.

Navy brass backing captain's reinstatement

By Melissa Cooper, Kyle Schmitt and Thomas Gibbons-Donk. A Navy captain's reinstatement is being supported by senior brass, following a court decision that found his removal was unjust.

ANCIRA.COM YOUR TRUE SALES LEADER. PRICE MADE US #1 THIS KEEPS US #1. MORE #1 VOLUME STORES THAN ANY DEALER IN SA.

METRO

Monday, May 24, 2020 | Page 4 | San Antonio Express-News | ExpressNews.com

Mayor suggests stipend match

Nirenberg says the city might add to the \$450 weekly CARES Act payout. Mayor Ron Nirenberg says the city might add to the \$450 weekly CARES Act payout for essential workers.

Claim that virus is hoax draws scorn from Dems

By Vincent V. Davis. A claim that the coronavirus is a hoax has drawn scorn from Democrats. Nirenberg's statement was widely criticized.

Sticking with high-quality learning

Pre-K-4 SA challenged by need to take early education online. The district is exploring various options to ensure quality learning during the pandemic.

San Antonio Express-News COMMUNITY COLLECTIVE. WAYS TO DONATE: AMERICAN RED CROSS, MEALS ON WHEELS OF SAN ANTONIO, SAN ANTONIO BLOOD AND TISSUE, THE ARC OF SAN ANTONIO, CHILDSAFE, SAN ANTONIO FOOD BANK, CULINARIA, HAVEN FOR HOPE, SAN ANTONIO HUMANE SOCIETY.

Report. Insights, Journalism for a Better San Antonio. Coronavirus, Elections 2020, Government, Education, Arts & Culture, Business & Development, Environment, Health, Technology, In Memoriam.

4 Big Questions Schools Need to Address Before Reopening this Fall

By Emily Donaldson. May 27, 2020. Schools need to address four key questions before reopening: safety, learning, equity, and community.



Board Report Editor and Publisher Robert Brown (center), moderator a panel that included San Antonio ISD Superintendent Victor Martinez and Pre-K-4 SA CEO Sarah Barry, among others, to discuss how schools will reopen in the fall. Credit: Howard Report.

It's hard to state with any degree of certainty how schools will look when they restart regular academic programming this fall, education leaders said Wednesday during a Howard Report panel discussion about the effects of the coronavirus pandemic on pre-K-12 education.

These are two questions that surfaced during an hour-and-15-minute discussion hosted by Howard Report Editor and Publisher Robert Brown. President Michael Woods, San Antonio ISD Superintendent Victor Martinez, Pre-K-4 SA CEO Sarah Barry, Board Central ISD Superintendent Roland Truitt, and Rowan State ISD's director of policy Bob Propp.



Pre-K 4 SA

Will parents be ready to send kids back to school in a few months?

Pandemic Pivot



Response to COVID-19

Assess & Recalibrate | Respond & Deploy | Serve, Expand and Thrive ... In One Week

Mission

Service | Approach

Informative & Useful

Tools

Organic, Paid & Earned Media

People

Students & Families, Staff,
Partners, Community



SAME Mission

Change in One Generation

New Challenges

Work/Teach from home, Economic,
Technology

Reevaluate & Adapt

Powerful and Reassuring
Relevant Platforms (Digital
Expansion)

New Expectations

Safety for All
Quality in the Center & at Home

Adapt Strategies



Pre-K 4 SA
Early Inspiration. Future Success.

Food Distributions Week of May 25th

Dear Pre-K 4 SA Families & Alumni,

Pre-K 4 SA will continue helping our families during these challenging times by providing supplies and nutritional food items for our children.

For this week, we will continue to have Food Distributions at our West & East Education Centers starting on Tuesday, May 26th. Please review the following schedule:

Pre-K 4 SA Food Distribution Schedule
May 26 & 28 from 1:00-4:00 p.m.
Tuesday-West Education Center
Thursday-East Education Center

Email Announcements
Curriculum, Updates/News,
Food Distribution & Resource Support

FANS
18,119

ENGAGEMENTS
232,564
-40.5%*

FACEBOOK 

FOLLOWERS
2,481

ENGAGEMENTS
3,543
+185%

INSTAGRAM 

FOLLOWERS
2,703

ENGAGEMENTS
2,516
+109%

TWITTER 

FOLLOWERS
162

ENGAGEMENTS
638
+274%

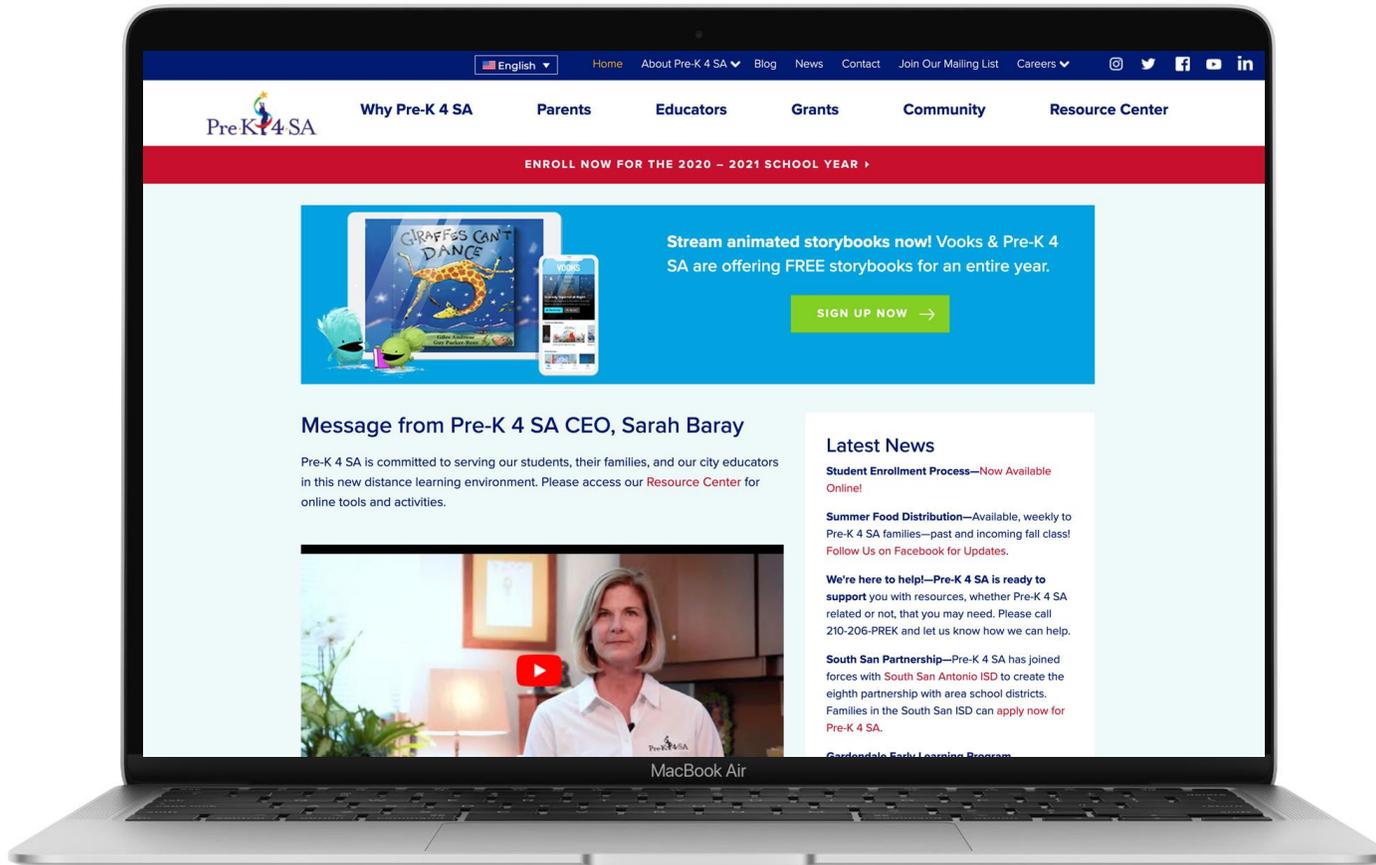
LINKEDIN 

Social Media

*Paid which helps boost engagement was paused until May



Website



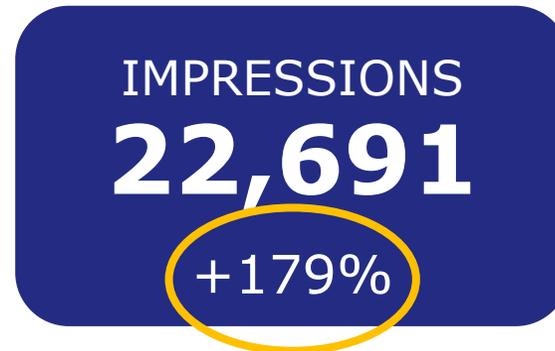
Major Updates and Opportunity:

1. YouTube Channel Overhaul
Channels for Microlearning (Parents, Remote Classroom, Cooking/Nutrition, Storytime, Music & Art)
2. Resource Center – English and Spanish
3. Changing the Landscape Integration
Home Page, Educators, Grants, & Community
4. Addition of Vooks
5. Site Accessibility
Search Feature
and Latest News



Social Media 2020: YouTube Performance

March 17, 2020 – June 2020 vs Dec 2, 2020 – March 16, 2020



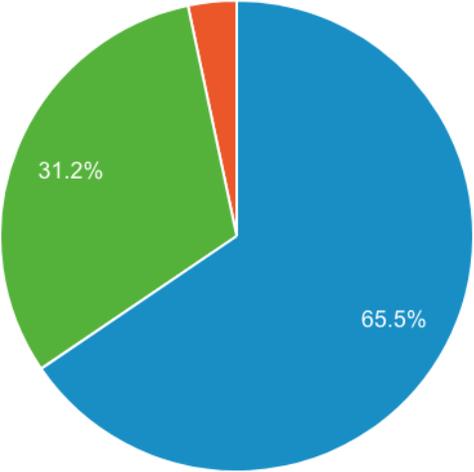
YOY Comparison



Website: Mobile vs Desktop During COVID-19

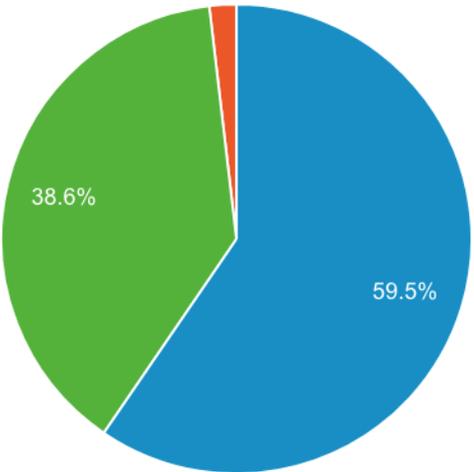


July 2019 – June 2020



- Mobile: 65.5%
- Desktop: 31.2%
- Tablet: 3.3%

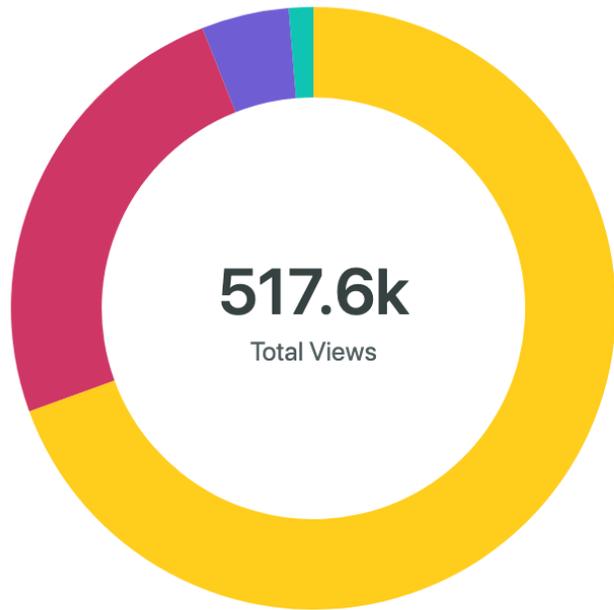
April 2020 – June 2020



- Mobile: 59.5%
- Desktop: 38.6%**
- Tablet: 1.8%

VS.

Social Media 2020: Facebook Video Performance



2019-2020

Organic Full

6,784

Organic Partial

24,220

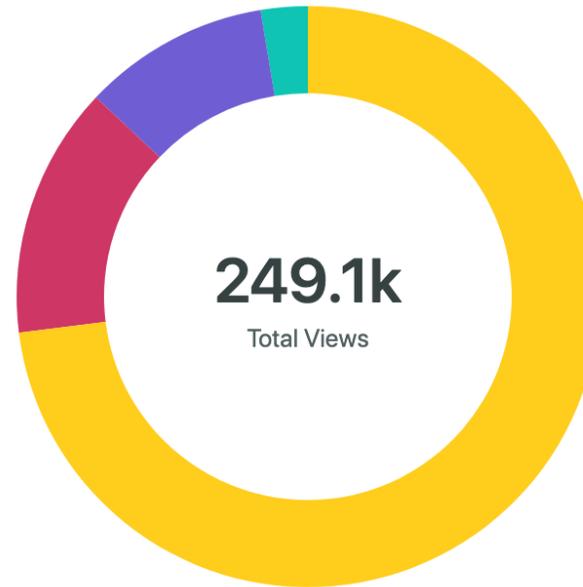
Paid Full

127.2k

Paid Partial

359.4k

VS.



2018-2019

Organic Full

6,478

Organic Partial

25,838

Paid Full

34,891

Paid Partial

181.9k

Social Media: In Total 2020



IMPRESSIONS
11MIL

ENGAGEMENTS
746,846

POST CLICKS
132,009

Website: Top 10 Sources



1. Organic: 30,222
2. Direct Traffic: 22,644
3. Facebook Ads: 13,043
4. Google My Business: 12,072
5. Display Ads: 6,123
6. Facebook Organic: 5,448
7. Google Ads: 3,241
8. sanantonio.gov: 1,223
9. KSAT: 323
10. Twitter: 189

Continued Support for our Community



**THE
NUFF**

Pre-K 4 SA Read-Along Challenge
Convocation

**South
San Antonio ISD**

Eighth partnership with Area ISD's



Pre-K 4 SA

GRACIAS

Raised \$6,289 – all time high!

VOOKS

Storybooks brought to life

Literacy Development
SA Library Foundation
Bibliotech

EDGEWOOD

INDEPENDENT ♦ SCHOOL ♦ DISTRICT

Build Architecture/Collateral

San Antonio FOOD BANK
SERVING SOUTHWEST TEXAS

Weekly Food Distributions serving
current, alumni and incoming Fall families

Now Underway



Now Underway—Continue to Serve



Industry Leading **Education**

Students and families

Educator PL Opportunities

Two Track Options
(remote learning and on-campus)

Foster **Empowerment**

Families (New, Current and Alumni)

Teachers/Staff

Partners

Grants

Gracias

Meet & Exceed **Expectations** “The Most Important Year”

On-Campus – safety and sanitization focus

Remote Learning – best-in-class quality at home

Additional Resources & Support for families: Food Distribution, Support, Technology, other needs.

Together = Pre-K 4 SA provides a positive impact on children, community and city.



Messaging



AT AGE 4 →
Social skills start.
Applied learning starts.
Critical thinking starts.
Educational success starts.



[LEARN MORE](#)

A Monumental Year
for Learning



Say "Yes!"
to their
educational
success.
Enroll today.



[LEARN MORE](#)

Safety & Sanitation

Pre-K 4 SA's on-campus and
remote learning options offer:

- ✓ Engaging Activities
- ✓ Proven Education Methods
- ✓ Master Teachers
- ✓ Bright Future

Say "Yes!" to their success.
[LEARN MORE](#) →



Early Inspiration. Future Success



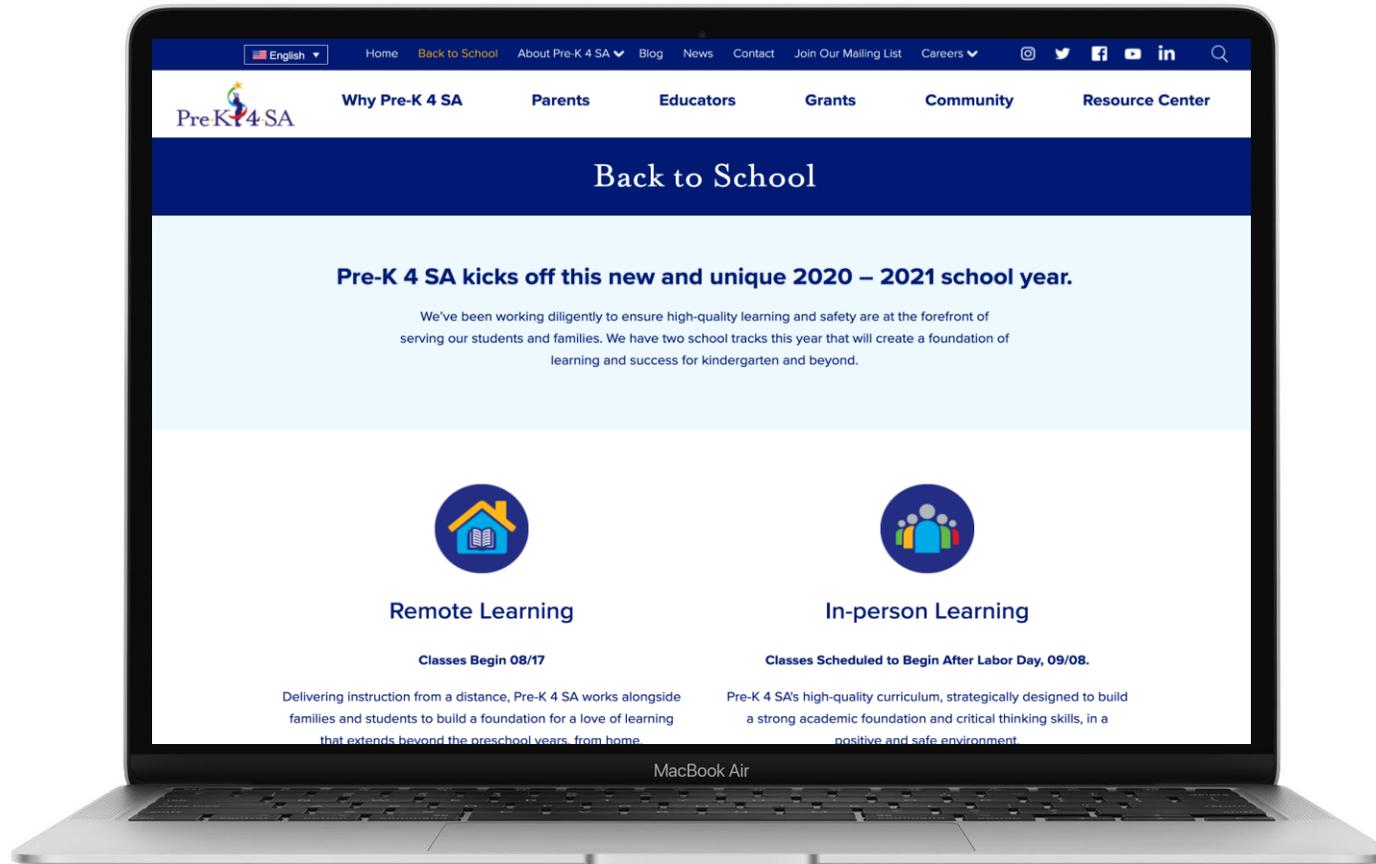
Pre-K 4 SA
[ENROLL NOW](#) →

ON-CAMPUS OR REMOTE LEARNING
We're offering Pre-K 4 SA's best-in-class
curriculum in our Education Centers and at home.

New School Year
Track Options



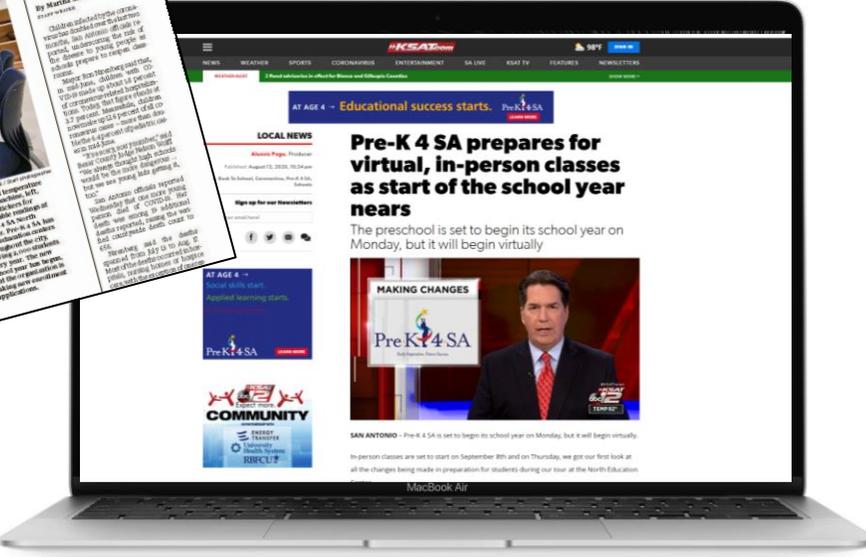
Website – School Year News Source



Back to School 20-21 Landing Page

- 'Day in The Life of' Experience for families – prospective and current families (corresponds with CEO video on homepage)
- Remote Learning Approach & Details
- In-Person Learning Approach & Details

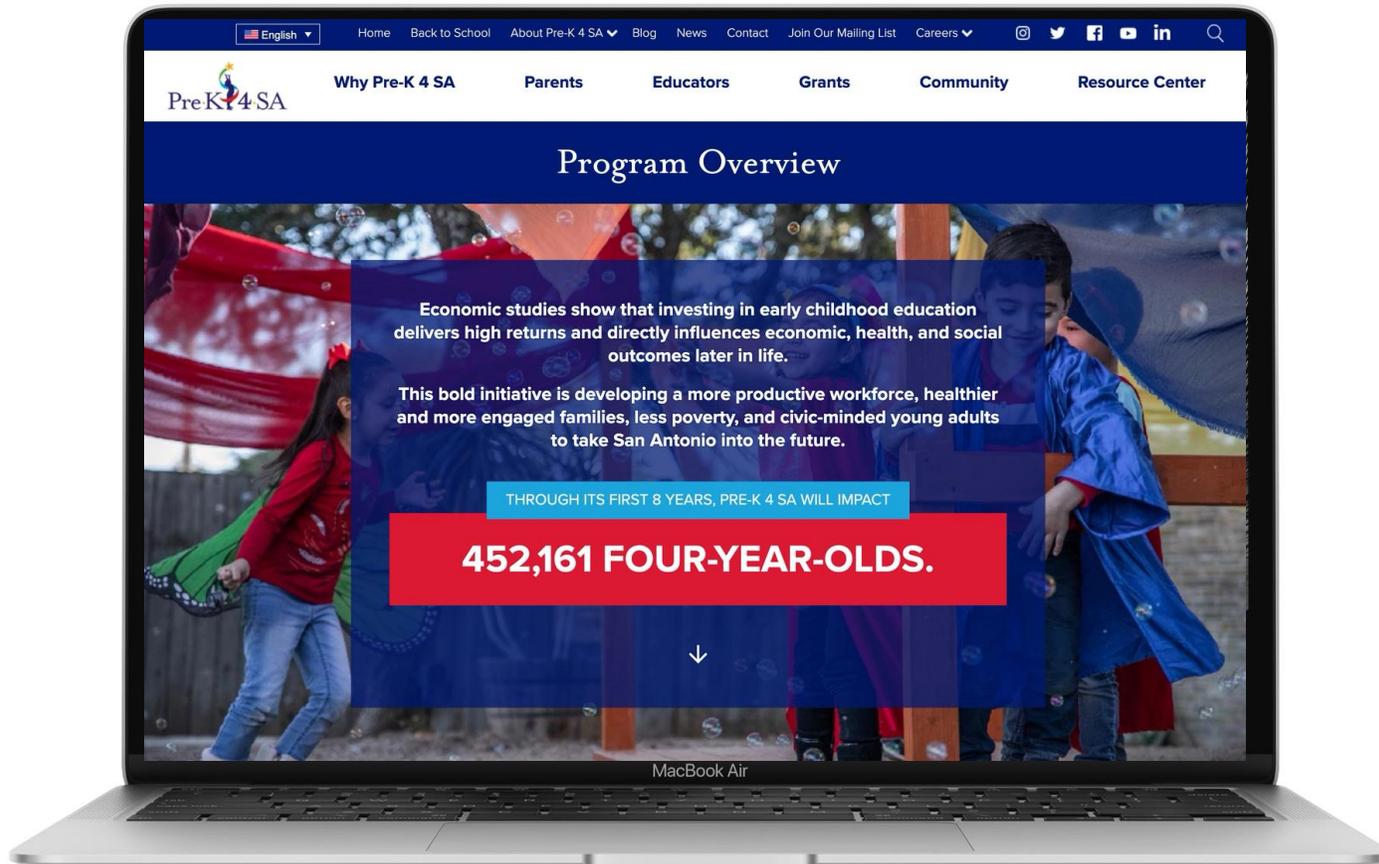
Serving & Informing San Antonio



Media Tours

- KSAT
- Time Warner/Spectrum News
- WOAI
- KABB
- Telemundo
- Univision
- San Antonio Report
- SA Express News

Comprehensive Program Overview



Program Overview Landing Page 2012-2020

- Program Promises
- Impact and Results in First 8 Years (Students, Families, Partners and Community)
- Looking Forward to a Bright Future



Pre-K to 4 SA

Early Inspiration. Future Success.

Thank You.