



City of San Antonio

Agenda Memorandum

File Number:18-4447

Agenda Item Number: 7.

Agenda Date: 8/7/2018

In Control: Early Childhood Education Municipal Development Corporation Board of Directors

DEPARTMENT: Pre-K 4 SA

DEPARTMENT HEAD: Sarah Baray, Ph.D.

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Marketing Update

SUMMARY:

This item includes a briefing on current marketing efforts for the program and future areas of focus for marketing.

BACKGROUND INFORMATION:

Creative Noggin is the agency of record for Pre-K 4 SA. The agency provides marketing and public relations services for the program.

ISSUE:

This item will review marketing efforts over the past year to include paid and owned media. This will also review public relations and media coverage. The briefing will conclude by reviewing key messages for Board Members to utilize moving forward.

ALTERNATIVES:

This item is a briefing for informational purposes only.

FISCAL IMPACT:

This item is a briefing for informational purposes only.

RECOMMENDATION:

This item is a briefing for informational purposes only.