



City of San Antonio

Agenda Memorandum

File Number:20-4230

Agenda Item Number: 5.

Agenda Date: 9/8/2020

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 marketing efforts for the program over the past year 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.

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.