



# City of San Antonio

## Agenda Memorandum

**File Number:**21-5272

---

**Agenda Item Number:** 7.

**Agenda Date:** 9/7/2021

**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.