



# DISCOVERING THE POWER OF CHOICE



MARKETING COMMUNICATION CAMPAIGN  
FOR DUBLIN CITY SCHOOLS

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School Public Relations Team of 2  
Pre-K thru 12th Grade District Comprised Of 2,385+ Students  
5 Schools | 1 All-Day Gifted Program | 1 College & Career Academy



# SYNOPSIS

## Situational Analysis:

From 2019 to 2022, 80% of states across the country saw a decrease in public school enrollment, with more than 2 million students opting instead to attend public charter schools, private schools, virtual programs or homeschools.

As districts everywhere pondered, “Where are our students going,” Dublin City Schools (DCS) recognized that we needed to regain our market share. We needed to offset families’ uncertainties and refocus attention, proving that our district provides students with a safe and nurturing foundation for lifelong success. And, that we are **THE** district of choice.

Providing families with #ThePowerOfChoice, we offer an all-day gifted program, themed elementary schools, high school course credits at the middle school, the only International Baccalaureate World School for 165+ miles, dual enrollment opportunities, and a school-within-a-school College and Career Academy committed to preparing today’s students for their tomorrow. Recognizing that top districts have top leaders, we’re also proud to have Dr. Fred Williams, Georgia’s 2024 Superintendent of the Year and a finalist for National Superintendent of the Year, as our Lead Learner! Although the district outperforms state and national high achievement and success averages, wins academic competitions while excelling in the arts and earns multiple sports championships, enrollment had become stagnant in the wake of COVID-19.

Therefore, the Communications Department developed a multipronged strategic communications campaign in December 2022. This submission shares how DCS was able to successfully use the RPIE process to not only retain the students currently part of the Fighting Irish Family but also exceed our objective - increasing our district’s overall enrollment by 6.5% for the 2023-2024 school year. With its scalable and memorable messaging, I’m proud to add that “carrying out an annual enrollment campaign” has been added to our district’s overall strategic plan, further proving to my superintendent and Board of Education the need for effective public relations.

## Problem Statement:

The problem our communications plan addresses is: **As traditional public schools are losing shares in a shrinking market, Dublin City Schools must distinguish itself as THE district of choice for Dublin-Laurens County.**

Laurens County is home to two public school districts and a private school. Therefore, in addition to reassuring our current families and reinforcing their choice of Dublin City Schools, we wanted it to be crystal clear that, in the words of my superintendent, “we punch way above our weight class,” providing families with private school amenities - like tumbling, dance, Bible classes, an engineering lab and the state’s only mechatronics program - in a public school setting.



# RESEARCH

Research is the foundation for effective, strategic Public Relations planning. Therefore, we reviewed the following data when establishing the goal and objectives:

- **Historical Research (Formal; Secondary/Primary; Qualitative/Quantitative)**
  - Research from the [Brookings Institute](#), [The New York Times](#), [Education Weekly](#), the [DM Group](#), [Campus Safety Magazine](#) and more all explained that as our country continued to readjust from the lasting effects of COVID-19, public school enrollment was down. Therefore, shifting how we recruit and retain students had to be part of our recovery plans.
  - I reviewed [Census Data](#) to determine how many school-aged children actually live in the Dublin City limits, as there was a misconception that there were more than a thousand additional students that lived in Dublin but opted to attend school in either Laurens County or a neighboring school district. In actuality, it was about 400.
  - I reviewed the district's communications archives to see what had been previously done to announce enrollment. Primarily, DCS would share a post explaining enrollment for the upcoming school year had begun ([1](#), [2](#), [3](#)).
  - I reviewed a [Community Assessment Profile](#) commissioned by the Georgia Baptist Association. Although it was intended to support pastors in revitalizing their messages to best fit the needs of their changing congregations, it served me well in recognizing population characteristics and how our community had changed over time. As a community in South Georgia with more than 80 local churches, pastors are key community leaders who play important roles when deciding on big issues, like where you should enroll your child.
- **Focus Groups (Informal; Primary; Qualitative)**
  - Utilizing [Superintendent Advisory Councils](#), we met with elementary students, middle and high school students, teachers, support staff, as well as school and district leaders, to hear their feedback on what a prospective student and their families would like to know, potential opportunities to shine, advice on how we could have a smoother transition between elementary, middle and high school as well as ways to ensure parent information nights are successful. After meeting with Dr. Williams's Advisory Councils, we knew the campaign needed to spotlight:
    - Our teachers; The rigorous courses offered; Our globally competitive opportunities; That the school cares about its students and their grades; How students are being challenged critically, physically and mentally; and How the challenges they face will make them better.Regarding the specific transitions from elementary to middle school and middle to high school, students and staff suggested:
    - Exposing students to the various pathways the Dublin City Schools College and Career Academy offers as well as introducing them to every extracurricular activity; Allowing students to be more involved from the start; Assigning them a buddy; Creating easy-to-read maps for rising 5th and 9th Graders // transfers; Clearly explaining how to read the schedule; Creating a first week-of-school help desk in both Dublin Middle School and Dublin High School's rotunda; Clearly laying out behavior expectations; and Explaining the dress code.
  - Additionally, I spoke with principals as a whole during their monthly meetings and individually to determine their campus's specific needs.
- **Surveys (Formal; Primary; Qualitative/Quantitative)**
  - As part of our online enrollment process, [two new questions](#) were added: "How did you learn that Dublin City Schools was taking applications for the 2023-2024 school year?" and "What attracted you to Dublin City Schools?" These were used to adjust campaign messages and our delivery methods. Based on these results, we know the overarching reasons why families chose Dublin City Schools include:
    - 1) The caring teachers and staff who work within our schools and do everything they can to support high achievement and success for all students.
    - 2) Our all-day gifted program for Kindergarten - 8th Graders, the newly redesigned Irish Honors Academy and the fact that our International Baccalaureate World School is the only one between Macon and Savannah.
    - 3) Dublin City Schools' added flexibility to operate free of state mandates and rules - which allows for added innovations like Bible classes, an engineering lab, tumbling and dance.

- Additionally, I conducted the district's inaugural [Communications Survey](#). Based on its results, we know our families are engaging with the district primarily through social media. Even though our enrollment is approximately 2,400 students, our Facebook page has more than 14,800 followers and yields a monthly reach of 175,000+. The second most viewed form of communication comes from Superintendent Dr. Fred Williams's weekly newsletter, The Lead Learner Update. Our mass notification system, each principal's weekly newsletter and our website round out the top five communications vehicles most sought out by our families.
- **Environmental Scanning (Informal; Secondary; Qualitative/Quantitative)**
  - DCS is our community's city school district. Therefore, we reviewed the county school district's website, the local private school's website and the websites of all districts within our [RESA](#) to see how they were attracting students. These were selected based on [a report](#) that described where students who had withdrawn from our district were going. Interestingly enough, none of the 10 districts reviewed carried out enrollment campaigns. Similarly, when speaking with my fellow GSPRA Board Members, I found that no other districts carried out a campaign, explaining that they were the county school district and regularly viewed as "the only game in town."
  - Although ChatGPT was only launched in November 2022, I quickly realized the lasting implications it could have on School Public Relations and our ability to effectively communicate. Therefore, I used the [AI Tool](#) to determine additional items that could be included in our plan.
  - I also searched the NSPRA Gold Mine and the School Communications Pros Facebook Discussion Page to "admire and acquire" communications strategies that have been successful during an enrollment campaign ([1](#), [2](#), [3](#)).

## PLANNING

### Goal Statement:

Students, staff and community stakeholders will understand #ThePowerOfChoice and how Dublin City Schools harnesses it to provide top opportunities for every child.

### Roles and Responsibilities:

- **Director of Strategic & Crisis Communications:** Ashley-Michelle Thublin, APR (AMT) was responsible for creating the district's first-ever enrollment campaign. She met with the superintendent and the district's Central Registration staff to determine both the feasibility and plausibility of implementing such a campaign as well as its projected reception. Additionally, she was responsible for seeing how the plan could tie into community events {i.e., St. Patrick's Day celebrations, Baby Irish, high school graduations, Juneteenth} and creating tactics like the school leader toolkit, graphics, billboards, videos and social media posts.
- **Data Collections Coordinator:** A member of the Fighting Irish Family for more than 20 years, Holli Haywood provided incredible support when gathering research. Furthermore, as the primary person responsible for registering new students, her insight into ways to simplify the enrollment process/common questions asked by new families was key.
- **Superintendent:** As Lead Learner, Dr. Fred Williams is the district's primary mouthpiece. He highlighted our enrollment campaign during his Lead Learner Updates and while speaking about DCS during community functions.
- **Director of Special Education, Student Support Services, & Pre-K:** Dr. TaKeshia Thomas is the brainchild behind Baby Irish, a Dublin City Schools initiative geared towards connecting families with district and community resources before they begin Pre-K. She played an important role in ensuring that Pre-K registration was a prevalent part of our Spring 2023 Baby Irish Class Reunion.
- **Director of Sports Information & Marketing:** Jason Halcombe created each campus' commercial and shared information about how previous enrollment windows were communicated with key stakeholders.

Additionally, each school's principal and Family Engagement Coordinator played an important role in greeting guests during experiential communications events like St. Patrick's and Juneteenth celebrations, Baby Irish and Campus Tour Day.



## Identifying Our Publics:

- **Primary Audiences - Prospective Families and Students:** As those most impacted by the plan's success, prospective students and families served as our primary audience. Because of #ThePowerOfChoice, they would conclude that our district provides students with the most opportunities through its personalized instruction and focus on the whole child.
- **Secondary Audience - Dublin City School Staff:** As explained in *Effective Public Relations, 11th International Edition*, "an organization's most important relationships are those with employees at all levels." Therefore, staff needed to be informed for the process to be successful and trusted by the community. Whether they're approached at school, in the grocery store parking lot, at the gym or church, they should be able to share district accomplishments and advocate for why a child should join the Fighting Irish Family. With their buy-in, we will accomplish our long-term goal of increasing the number of students who enroll in Dublin City Schools.
- **Tertiary Audience - Dublin City Schools Community Supporters:** As they arise, we will take advantage of opportunities to share our message of #ThePowerOfChoice with local leaders outside of the school district. Their thoughts, feelings and insights will not only enhance this plan but also have the potential to sway prospective families.

## Objectives:

Dublin City Schools will see a 3% increase in the number of students enrolled in the district from September 1, 2022, to September 1, 2023. <b>(Outcome Objective)</b>
Every campus across Dublin City Schools will actively engage in the district's enrollment campaign by March 1, 2023. <b>(Outcome Objective)</b>
Dublin City Schools will ensure consistent correspondence by providing 50 communications about our enrollment process to key publics by June 30, 2023. <b>(Output Objective)</b>

## Guiding Principles:

- **Simplicity of Communication:** All materials will be intentionally created with an equity lens for language and literacy, keeping in mind that educational jargon can feel isolating to our families and community partners. Acronyms and jargon will be kept to a minimum whenever possible, and graphics/videos will be created whenever possible to provide greater access to all families.
- **Necessity for Transparency:** We know that staff and community members will want to know that the plan is being developed, implemented and reported on in a regular and transparent manner. Our stakeholders are valued members of this process and must be well-informed.
- **Consistency of Visual Identity:** The plan will have its own look and feel that will make it clear when materials being created and shared are part of the ongoing plan communication and accomplishment. It will align with the look of other district communications but also have unique components.

## Timeline:

From start to finish, the campaign was carried out over nine months.

- **November 2022:** AMT meets with Central Registration to outline the need for a campaign, determine opportunities for growth and find out where former students are now attending.
- **December 1, 2022:** The rough draft of Dublin City Schools' first-ever enrollment campaign is submitted to Dr. Fred Williams.
- **December 13, 2022:** The [drafted campaign](#) is shared with district leaders and principals during our [monthly meeting](#). It is determined our enrollment window for the 2023-2024 school year will begin on February 21st and that each principal needs to meet one-on-one with AMT to determine specific needs.
- **January 6th - 13, 2023:** AMT [meets with each principal](#) to discuss their enrollment video, brochures and other ideas they have to ensure our campaign is a success.
- **January 10, 2023:** During our [monthly principals meeting](#), it is determined Dublin City Schools will be hosting our inaugural Campus Tour Day on Wednesday, March 1st.
- **January 12, 2023:** Dr. Williams meets with his Superintendent Advisory Councils, hearing their feedback on what a prospective student and their family would like to know, potential opportunities to shine, advice on how we could have a

smoother transition between elementary, middle school and high school as well as ways to ensure parent information nights are successful.

- **January - February 2023:** After meeting with each principal, brochures and campus commercials are created. Additionally, [scripts and graphics](#) are shared with principals to include in their Principal Weekly Update (1, 2, 3).
- **January 27, 2023:** Dr. Williams begins sharing information about the Irish Gifted Academy's Application Process as well as announcing that enrollment for the 2023-2024 school year will begin on February 21st, as part of his [Lead Learner Update](#). This practice continues throughout 2022-2023.
- **February 5, 2023:** Based on feedback from Dr. Williams's Advisory Councils, a [Rising 9th Grade Information Night](#) is scheduled.
- **February 21, 2023:** Enrollment for the 2023-2024 school year [begins!](#) Dublin City Schools' enrollment billboards go up across Dublin-Laurens County.
- **February 23, 2023:** Open Enrollment packets are mailed to 80+ local faith-based leaders.
- **Mid-February - March 2023:** Tables, flyers and yard signs are set up during Dublin's six-week-long St. Patrick's Day Festival.
- **February 27, 2023:** The enrollment campaign is presented during the [Dublin City Board of Education Meeting \(1\)](#).
- **March 1, 2023:** Dublin City Schools carries out its first Campus Tour Day.
- **March 16, 2023:** Dublin City Schools has an enrollment table with information about every campus during the [Pancake Supper](#), a yearly community celebration drawing close to 5,000 people to the Dublin Middle School campus.
- **March 17, 2023:** With thousands of people visiting Dublin High School's campus for the Leprechaun Road Race, St. Patrick's Tennis Tournament, Miss Emerald City Pageant and the annual Leprechaun Contest, flyers are placed in bathrooms and other high-traffic areas, and Sign Gypsies yard signs are displayed. Additionally, bookmarks that remind community members about Open Enrollment are placed in treat bags distributed during the St. Patrick's Parade.
- **March 22, 2023:** Our [Smooth Moves](#) Campus Tour Day is held to provide rising 9th Graders with a taste of Dublin High School before they begin.
- **April 3rd - 7th, 2023:** Campus commercials are shared via social media.
- **April 15, 2023:** Pre-K Registration is a key component of our [Baby Irish Class Reunion](#).
- **April 19, 2023:** A [meeting](#) is held with community stakeholders about our vision for the new Career Academy.
- **April 20, 2023:** A [meeting](#) is held with DCS middle and high schoolers about their desires for the new Career Academy. We hear their feedback on course offerings, potential names, logos and their preferred methods of communication.
- **April 20 - May 26, 2023:** #ThePowerOfChoice and the unique learning experiences available to our students are celebrated as part of every Senior Shoutout (1,2).
- **May 16, 2023:** Dublin Middle School hosts [Smooth Moves Campus Tour Day](#) for rising 5th Graders.
- **June 12, 2023:** Based on research results, Dublin City Schools rebrands both the college and career academy and Dublin High School's honors track. Following the [June 12th BOE Meeting](#), both the Dublin City Schools College and Career Academy and the Irish Honors Academy at Dublin High School are born.
- **June 17, 2023:** Dublin City Schools shares campus brochures and Open Enrollment information as part of Dublin-Laurens County's Juneteenth Parade and Festival.
- **July 20, 2023:** Social media graphics are shared, reminding families that Pre-K spots are still available.
- **July 31, 2023:** A [boosted social media post](#) is shared, reminding families that we've saved them a seat and there is still time to register.
- **August 1, 2023:** Each campus hosts their [Open House](#), with enrollment information readily available.
- **August 3, 2023:** Dublin City Schools' [first day of the 2023-2024 school year](#). A [social media post](#) is shared explaining that if families have loved our coverage, there is still time for their children to be included in our second-day-of-school photos.
- **September 1, 2023:** Based on FTE count day, our campaign concludes.

## Budget:

The overall cost of Dublin City Schools' #ThePowerOfChoice enrollment campaign was approximately \$6,650. \$4,800 was spent on four billboards strategically placed at the four entrance points of our City for two months; each provided a weekly reach of more than 60,000 people. \$500 was spent for the Rising 9th Grade Information Night and the Rising 5th Grade Smooth Moves



Celebration. \$359.72 was spent on boosted social media posts. \$257.13 was used to mail our enrollment packets to local faith-based leaders. \$225 was spent on yard signs. An additional \$500 was earmarked for printed materials, flyers, posters, bookmarks, giveaways and candy. The campaign also required upwards of 300 man-hours. However, the results were well worth it. The campaign yielded an overall 6.5% increase in the number of students currently enrolled within Dublin City Schools, which equates to more than \$650,000 in additional funding.

## IMPLEMENTATION

Dublin City Schools used every item in its toolbox to generate excitement around the #ThePowerOfChoice.

### Strategy # 1 - Experiential Communications

- Hosted the Rising 9th Grade Information Night ([1](#), [2](#), [3](#), [4](#)), the [Class of 2027 Smooth Moves](#) at Dublin High School and the [Rising 5th Grade Smooth Moves](#) at Dublin Middle School.
- Hosted [Baby Irish](#) to connect Birth to just before Pre-K families with district and community resources and provide them with the opportunity to register for Pre-K.
- Set up tables, flyers, posters, bookmarks, graphics and yard signs during Dublin's six-week-long St. Patrick's Day Festival ([1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#)) as well as during our community's Juneteenth Celebration ([1](#), [2](#), [3](#), [4](#)).
- Connected prospective students with the Fighting Irish Family during Dublin City Schools' [Campus Tours Day](#) ([1](#), [2](#), [3](#), [4](#), [5](#), [6](#)). 22 families attended with 18 enrolling in Dublin City Schools.

### Strategy # 2 - Traditional Advertising

- [Billboards](#) were strategically placed at the four entrance points of our City for two months each; each provided a weekly reach of more than 60,000 people.
- Created [brochures](#) for every campus.
- Mailed [enrollment packets](#) to 80 [faith-based leaders](#) across Dublin-Laurens County. Pastors hold significant influence as key community leaders. Their guidance is particularly crucial in addressing major decisions, such as determining the best educational path for your child.
- Created [printed materials](#) that were shared in offices, directly mailed to targeted grade levels, handed out in person and posted in bathrooms and other high-traffic areas ([1](#), [2](#)) before graduation and St. Patrick's events.

### Strategy # 3 - Digital Media Engagement

- Carried out social media strategies ([1,2,3,4,5,6](#)), including boosted posts, bringing the words of our plan to life.
- Utilized [recruitment videos](#) that succinctly communicate the unique learning environments of each school and provide parent/student testimonials about why they chose and continue to stay at Dublin City Schools. Each was posted to social media ([1,2,3,4,5,6](#)), added to the district website and shared via each school's Principal Weekly Update.
- Created [this video](#) to describe how a family can enroll in the Irish Gifted Academy. As a program of choice within Dublin City Schools, the IGA has an application that is in addition to the district's traditional enrollment process.
- Created a [video](#) about gifted education in Dublin City Schools.
- Updated/simplified the enrollment landing page on the district's website.




### Strategy # 4 - Internal Communications

- Created a [school leader toolkit](#) as a one-stop document containing all information necessary for school leaders to engage with families and a [Principal Planning Document](#) for their school video and brochure.
- Increased staff and family awareness of #ThePowerOfChoice enrollment campaign through Dr. Williams's Lead Learner Updates ([1](#), [2](#), [3](#), [4](#), [5](#)), Principal Weekly Messages and What's Up Next Videos ([1](#), [2](#), [3](#)).
- Dublin City Schools staff members [shared](#) why they believe in a Dublin City Schools public education during the [Opening Convocation](#). Each week, a [staff member's response](#) is shared in Dr. Williams's weekly update and on the district's social media ([1](#), [2](#)).
- Hosted Internal and External Communications Best Practices [professional development](#) with every staff member.

## Strategy # 5 - Branding

- Created the [Dublin City Schools' College and Career Academy \(1,2,3\)](#) and the [Irish Honors Academy \(1\)](#) following feedback from current high school and rising 9th Grade families about opportunities available at Dublin High School.
  - Created brochures and [logos](#) for each program.
  - Created a [WAY Stars Advisory Board](#) made up of 9th, 10, 11th and 12th Graders to further uplift the student voice during the College and Career Academy's inaugural year of existence.
  - Launched The WAY's #WorkforceWednesday Social Media Feature ([1,2,3,4](#)).
- Launched the [Communications Apprentice Program](#) to uplift the unique voice and perspective of Dublin High School students.

## EVALUATION

Objective	Method	Baseline	Final Results
Dublin City Schools will see a 3% increase in the number of students enrolled in the district from September 1, 2022, to September 1, 2023.	Experiential Communications; Advertising; Digital Media Engagement; Internal Communications; Branding	BASELINE - September 1, 2022  <b>2,216 Students</b>	CONCLUSION - September 1, 2023  <b>2,362 - An Increase of 146 Students equating to 6.5%</b>  **In December 2023, district enrollment was up by an additional 30 students. 
Every campus across Dublin City Schools will actively engage in the district's enrollment campaign by March 1, 2023.	Planning Meetings between Principals and the Communications Department; Campus Commercials; Brochures; Campus Tour Day	BASELINE - December 1, 2022  <b>NONE</b>	CONCLUSION - March 1, 2023  <b>100%</b> 
Dublin City Schools will ensure consistent correspondence by providing 50 communications about our enrollment process to key publics by June 30, 2023.	Lead Learner Updates; Principal Weekly Updates; Social Media; Analytics; Baby Irish; Smooth Moves for Rising 9th and 5th Graders; Surveys; Webpage; Graphics; Flyers	BASELINE - December 1, 2022  <b>NONE</b>	CONCLUSION - September 1, 2023  <b>82</b> 

Comparing district data from September 1, 2022, to September 1, 2023, Dublin City Schools experienced a 6.5% increase in the number of students enrolled across our district from 2,216 to 2,362. This rise is the direct result of all campuses being actively engaged in the campaign and exceeding our correspondence objective - creating over 75 communications for key publics. Additionally, 200+ families attended our 5th Grade Smooth Moves Transition Day, 60+ families attended our Rising 9th Grade Information Night, and 22 families attended our inaugural Campus Tours Day. During the research phase, we discovered there was much confusion surrounding both the college and career academy and Dublin High School's honors track. Therefore, both were rebranded to schools-within-a-school following the June 12th Meeting of the Dublin City Board of Education.

For our initial efforts, Dublin City Schools was awarded the Georgia School Public Relations Association's highest honor for Strategic Communications, the Peach Award, as well as a Georgia School Boards Association SPARK Grant of \$5,000 to further fund enrollment efforts. As part of our Baseline Communication Assessment, CESO Communications also ranked "Student Enrollment Retention and Recruitment" as one of Dublin City Schools' exemplary practices. Per their guidelines, "communications in this area demonstrate a deep understanding of strategic communications with evidence that the district exceeds standard tactics." The district is currently utilizing lessons learned from our inaugural enrollment campaign to successfully [recruit, retain and register](#) even more students for the 2024-2025 school year.



# SUPPLEMENTAL MATERIALS



## IMPLEMENTATION - EXPERIENTIAL COMMUNICATIONS

Research shows that designing an enjoyable and distinctive experience stands as one of the most effective methods to engage customers, fostering their curiosity about a brand and its offerings. Taking this information to heart, Dublin City Schools crafted several experiences for prospective families to engage with the district above and beyond traditional marketing, including a Rising 9th Grade Information Night, Smooth Moves Tours for Rising 9th and 5th Graders and a Campus Tour Day.

**THE POWER OF CHOICE**  
Come Learn More About the Many Opportunities Available At  
**DUBLIN HIGH SCHOOL**  
RISING 9TH GRADE INFORMATION NIGHT  
**NEW DATE**  
Sunday, February 5th  
**@ 3:00 PM**  
Dublin High School Auditorium



Dublin City Schools GA  
March 1, 2023 · 🌐  
Wanting to learn more about Moore Street School & it's "Path to Success"? Principal Puckett is ready to greet guests as part of today's Campus Tours! Remember, prospective students, their families & community members are encouraged to stop by any of our schools today from now until 2:00 PM!  
#ThePowerOfChoice #EveryMinuteReallyCounts #TheDublinWay  
Boost post to reach up to 7162 more people daily if you spend \$133.  
Christi Hughes Thublin, Melanie Newman and 27 others 1 share

**DUBLIN CITY SCHOOLS**  
**CAMPUS TOURS**  
EXPERIENCE THE POWER OF  
**CHOICE**  
Visit Schools Within Our District  
Wednesday, March 1, 2023  
Drop-In Between 9:00 AM - 2:00 PM



# SUPPLEMENTAL MATERIALS



## IMPLEMENTATION - EXPERIENTIAL COMMUNICATIONS

Baby Irish began in October 2022 and is Dublin City Schools' community initiative specifically geared toward connecting families with children ages Birth to Pre-K with district and community resources. We hope that by collaborating with families early and often, we solidify our standing as **THE** district of choice. Additionally, we aim to make the Pre-K registration process easier for families by meeting them where they are. That's why we provide them with the chance to register for Pre-K during our Spring Class Reunions.





# SUPPLEMENTAL MATERIALS



## IMPLEMENTATION - EXPERIENTIAL COMMUNICATIONS

Dublin's St. Patrick's Festival offers six weeks of fun for the whole family. With over 40 events throughout February and March, our community goes above and beyond to celebrate all things Irish. With thousands of people visiting Dublin City Schools' campuses for the Pancake Supper, Leprechaun Road Race, St. Patrick's Tennis Tournament, Miss Emerald City Pageant and Leprechaun Contest, flyers were placed in bathrooms/high traffic areas, and Sign Gypsies yard signs were displayed. Additionally, bookmarks reminding community members about open enrollment were placed in treat bags distributed throughout the St. Patrick's Parade.



Similarly, Dublin City Schools strived to meet families where they were during the summer by sharing campus brochures and open enrollment information as part of Dublin-Laurens County's Juneteenth Parade and Festival.



# SUPPLEMENTAL MATERIALS

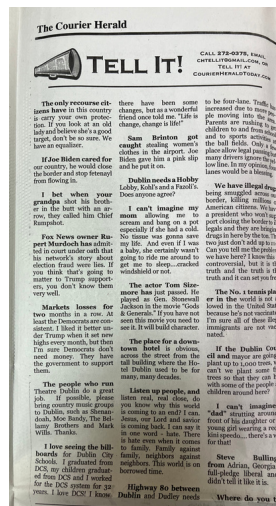


## IMPLEMENTATION - TRADITIONAL ADVERTISING

This was the first time in Dublin City Schools' 125-year history that we utilized billboards to promote the district. According to research from Lamar Advertising, our four billboards had a weekly reach of over 60,000 people



Our community's feedback was overwhelmingly positive, with our local newspaper even including a "Tell It!" that read: **"I love seeing the billboards for Dublin City Schools. I graduated from DCS, my children graduated from DCS, and I worked for the DCS system for 32 years. I love DCS!"**





# SUPPLEMENTAL MATERIALS



## IMPLEMENTATION - TRADITIONAL ADVERTISING

Pastors hold significant influence as key community leaders. Their guidance is particularly crucial in addressing major decisions, such as determining the best educational path for your child. Therefore, we mailed over 80 enrollment packets to local faith-based leaders.



*Thank You!*

With the support of local faith-based leaders like you, Dublin City Schools stands committed to being a "world-class charter school district that produces globally competitive students." Providing families with **#ThePowerOfChoice**, we offer an all-day gifted program, themed elementary schools, high school course credits at the middle school, onsite Bible classes at Dublin High School, the only International Baccalaureate program between Macon and Savannah, dual enrollment opportunities, and a school-within-a-school College and Career Academy committed to preparing today's students for their tomorrow.

As we prepare for the 2024-2025 School Year, we would appreciate your support in sharing enrollment information in your church newsletter or bulletin. Should you have any questions about enrollment, our Bible class or Dublin City Schools in general, we would love to set up a time to connect!

DUBLIN CITY SCHOOLS IS **NOW ENROLLING** FOR THE 2023-2024 SCHOOL YEAR

**THE POWER OF CHOICE**

**ENROLL AT**

Email registrar@dcsirish.com, call (478) 353-8378 or visit [www.dcsirish.com](http://www.dcsirish.com) for more information



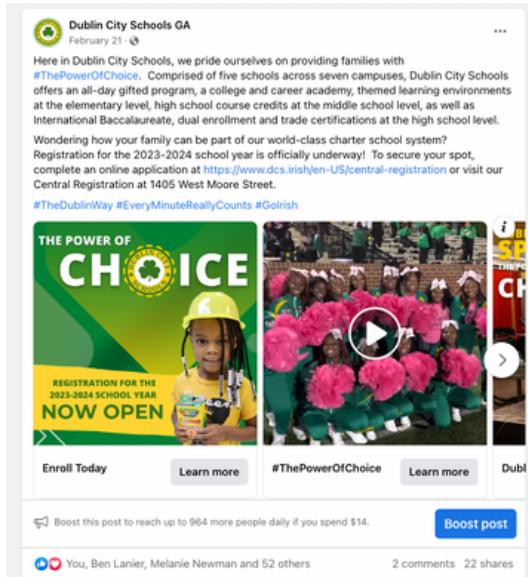
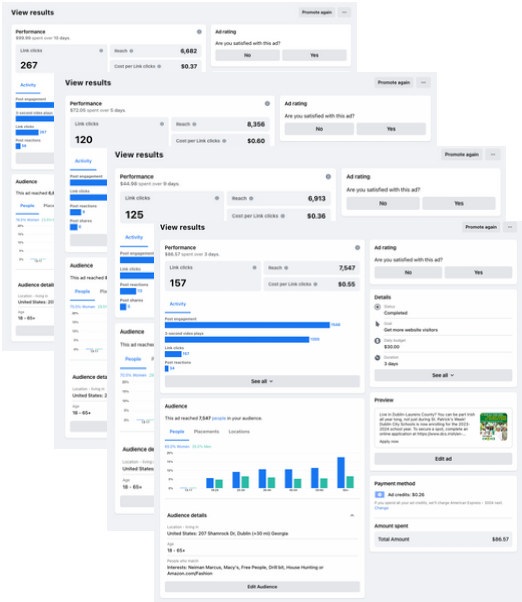
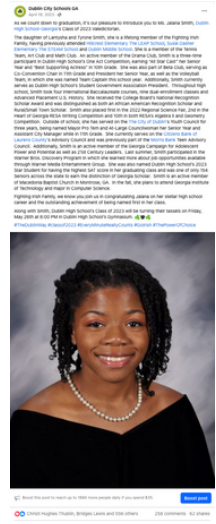
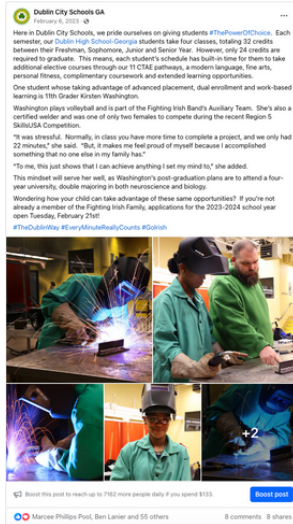
Unlike most districts, Dublin City Schools offers complete school and program choice - hence the title of our campaign. Essentially, geographic barriers do not dictate where a child attends school; instead, families select the campus that best fits their child's unique needs and interests based on its theme, extracurriculars and programs of study. However, when collaborating with Central Registration, it became clear that some families find it challenging to select a school because they're unclear of its special characteristics. One way we addressed this head-on was by creating brochures for each school and program of study. These brochures are not only displayed at Central Registration but were a key piece of literature during our experiential communications opportunities.



# SUPPLEMENTAL MATERIALS



## IMPLEMENTATION - DIGITAL MEDIA ENGAGEMENT

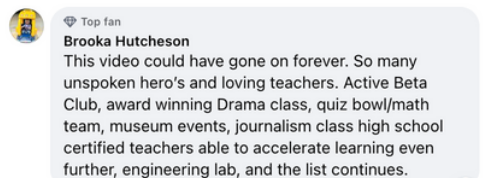
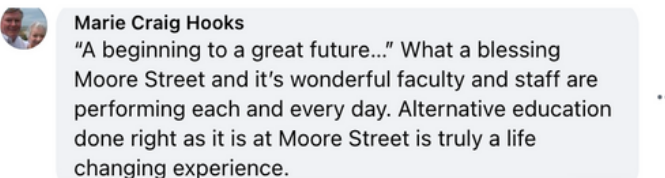


In addition to organic posts, Dublin City Schools utilized five boosted posts. Together, they reached 32,227 people, resulting in 669 clicks to the enrollment page and only cost \$359.72.

Recognizing that not every family would be able to attend Campus Tour Day, Smooth Moves or Baby Irish, campus commercials were created for every school and program of choice. Just on Facebook, enrollment videos garnered nearly 9,000 views and 890 likes.



### Video Reactions Included:



# SUPPLEMENTAL MATERIALS



## IMPLEMENTATION - INTERNAL COMMUNICATIONS

### ADDITIONAL INFORMATION NEEDED FOR THE BROCHURE:

- Number of Students
- Number of Staff Members
- Photo of Principal – Their name and address
- Points of Pride (i.e. graduate very active and supportive positive school climate and Behavior Intervention and

### OTHER IDEAS/OPPORTUNITIES:

### DUBLIN CITY SCHOOLS' 2023 ENROLLMENT CAMPAIGN

Each school will have its own enrollment video and brochure. Additionally, we are currently in the process of selecting a districtwide date on which families will be able to tour all of our schools. And, the Communications Department will be creating graphics/scripts that can be included in your weekly message.

### GENERAL QUESTIONS:

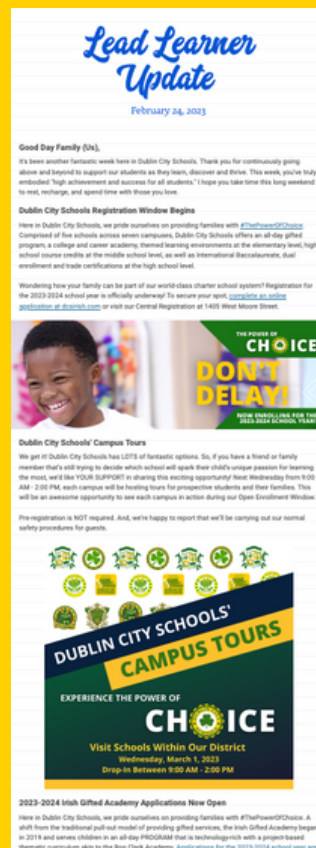
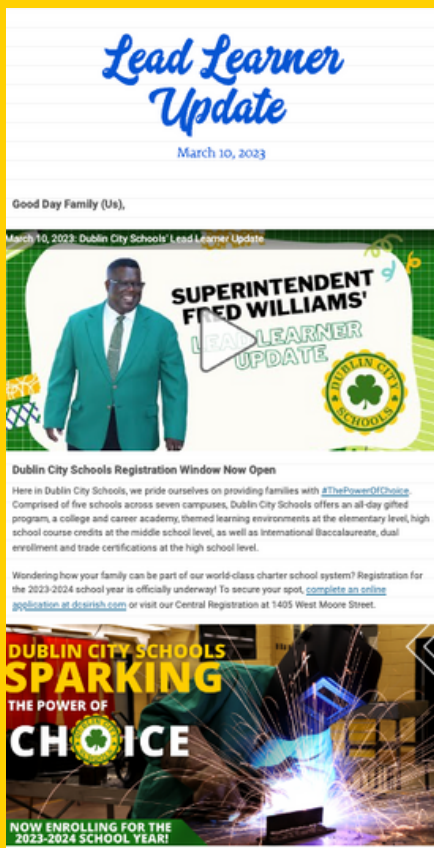
- What's your grocery aisle answer for "why your school?"
- What makes your school unique?
- What is your school's culture?
- If IGA, Suse or Hillcrest, how are you living out your theme?
- What curriculum is taught on your campus? Does any grade level or subject matter present its lessons in a unique way?
- What specials and/or connections classes does your school offer?
- What are some of the recent academic accomplishments or points of pride for your school?
- What are some yearly traditions/activities that make your school unique?
- How does your school prepare students for the next level whether that be middle school, high school or college and career?
- How are you keeping students safe?
- How many veteran teachers do you have? Are they all highly qualified?

### WHEN CONSIDERING WHO TO INTERVIEW:

- What teacher(s)/staff members would you like to highlight?
  - How can they speak to the culture of your school?
  - Did they and/or their child attend?
  - Do they teach a unique subject matter?
- When considering student interviews, make sure you're getting both the ah factor and their backing you with a punch.
  - Do they offer a unique perspective?
  - Do they hold a leadership position within your campus?
  - Will their story inspire?
- Who are your cheerleader parents?
  - Why did they choose to send their child to your school, and why do they continue to have their child attend your school?
- Do you have a local business partner/member of your LSTF that you believe would do a great job representing your school?

Recognizing that principals have more than enough tasks on their plate, our goal was to simplify the Enrollment Campaign process as much as possible by providing leaders with graphics and scripts that could easily be added to their Weekly Updates. Additionally, we provided leaders with ideas and guiding questions when determining the look and feel of their school's marketing material.

According to our district's Communications Survey, the second most viewed form of communication comes from Superintendent Dr. Fred Williams' Lead Learner Update. Therefore, we used his weekly newsletter to increase staff and family awareness of #ThePowerOfChoice Enrollment Campaign.





# SUPPLEMENTAL MATERIALS



## IMPLEMENTATION - INTERNAL COMMUNICATIONS


As part of Dublin City Schools' Open Convocation, Dr. Williams shared why he believes in a Public Education and more specifically a Dublin City Schools Public Education:

- 77% of American Presidents attended Public School Systems
- 3 Presidents from GA attended Public Schools
- The Mayor of Dublin attended Public School
- 75% of Georgia State Representatives attended Public School
- 77% of GA Supreme Court attended Public Schools
- 86% of the Dublin City Council came from Public Education
- 89% of Georgia Governors attended Public Schools
- 92% of America's Workforce comes from Public Education
- 95% of Georgia's Workforce comes from Public Education
- 100% of the Dublin City Board of Education come from Public Education

**If Georgia has been the best place to do business for all these years, what does it say about Public Education?**



He then asked staff members to share why they believe in a Dublin City Schools Public Education. Each week, a staff member's response is shared in his Lead Learner Update and the district's social media.



I believe in a Dublin City Schools Public Education because I've never seen a school system display more support for their teachers than Dublin City Schools. There is a level of trust and support between the board of education staff, school admin, and teachers that I believe is unmatched in the State of Georgia.

**-Seth Watts, Dublin Middle School**



I believe in a Dublin City Schools Public Education because I graduated from Dublin City. I believe in DCS because our teachers give 100% and love and truly care for our students. We want to see our students to succeed.

**- Jennifer Jessup, Susie Dasher Elementary School**



# SUPPLEMENTAL MATERIALS



## IMPLEMENTATION - BRANDING

During the research phase, we discovered there was much confusion surrounding both the college and career academy and Dublin High School's honors track. Therefore, both were rebranded to schools-within-a-school following the June 12th Meeting of the Dublin City Board of Education.

- Lexile Levels
- Assessment scores (CMAS)
- Teacher recommendations
- The student's attendance record

Current and rising Dublin High School students that have been previously identified as talented, gifted, and high-achieving will be included in the rebranding effort.

Students of both The WAY and the Career Academy are interested in the School's Principal, Dr. Michael Overstreet.

— Moving forward, all career education opportunities across Dublin City Schools will be under the umbrella of The WAY. For the 2023-2024 school year, students will be able to take: Agriculture, Air Force ROTC, Business & Technology, Career Skills, Certified Nursing Assistant, Construction, Cosmetology, Criminal Justice, Food Sciences, Mechatronics, Teaching as a Profession and Welding.

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**DUBLIN CITY SCHOOLS NEWS RELEASE**

**For Immediate Release: June 12, 2023**  
 Contact: Ashley-Michelle Thublin, Director of Strategic and Crisis Communications, at [amthublin@dcischools.com](mailto:amthublin@dcischools.com) // (478) 484-4654

**Two New School-Within-A-School Programs Announced To Serve All Dublin High School Students**

Following tonight's meeting of the Dublin City Board of Education, the district is excited to announce two school-within-a-school models created to best meet the needs of Dublin High Schoolers.

**The WAY**  
 During the 2022-2023 school year, Dublin City Schools was the sole partner remaining in the Heart of Georgia College and Career Academy, a program originally intended to meet the needs of local industries through a regional partnership between several school districts. Therefore, a steering committee made up of regional industry experts, Oconee Fall Line Technical College, Dublin City Schools staff and students as well as vested community stakeholders has been meeting this year to determine next steps.

The Heart of Georgia College and Career Academy has dissolved. And, the Dublin City Schools College and Career Academy, commonly referred to as The WAY, is our answer to what's next.

Rooted in **Workforce Accelerating Youth**, the school-within-a-school College and Career Academy will be integrated within Dublin High School's community and culture. The WAY will further ensure that workforce readiness and career/life skills are more than just a buzzword but a true part of the DNA of Dublin City Schools.

It will be placed within Dublin High School's 400 and 500 hallways, meaning that for the first time in over a decade, ALL students will have a firsthand look at ALL the career education opportunities Dublin City Schools provides. Additionally, because of the new model, students will no longer lose valuable instruction time caused by the need to travel to a separate location.

Through The WAY, students will be able to graduate on Friday night and be prepared to start work on Saturday morning.

**The Irish Honors Academy**  
 Similar to The WAY, the Irish H developed to offer talented, gifted opportunities and challenges to encompasses Dublin High School International Baccalaureate courses.

Rooted in preparing its students program focuses on core subject Social Studies - especially as the Mason and Savannah. To ensure dual-enrollment, advanced individual needs, they may choose. For example, they may elect in traditional English Language.

In addition to preparing its students, the Irish Honors Academy students also:

- Take annual college visits
- Receive an Irish Honors
- Wear honors cords at graduation

Qualifying criteria for the Irish Honors Academy includes:

- The student's academic
- Reading Inventory/Math



## WORKFORCE WEDNESDAY POSTS

**ABOUT OUR PROGRAM**

Rooted in **Workforce Accelerating Youth**, the school-within-a-school College and Career Academy will be integrated within Dublin High School's community and culture. The WAY will further ensure that workforce readiness and career/life skills are more than just a buzzword but a true part of the DNA of Dublin City Schools.

**CONTACT US**

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- 1127 Hillcrest Parkway, Dublin, GA 31021

**BEN LANIER**  
CEO of THE WAY

**THE WAY**  
DUBLIN CITY SCHOOLS COLLEGE & CAREER ACADEMY  
HIGH ACHIEVEMENT AND SUCCESS FOR ALL STUDENTS!

**ABOUT OUR PROGRAM**

The Irish Honors Academy at Dublin High School is a school-within-a-school program developed to offer talented, gifted and highly-motivated 9th - 12th grade students with opportunities and challenges to ensure they're college and career ready. The program encompasses Dublin High School's International Baccalaureate courses.

**CONTACT US**

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- 1127 Hillcrest Parkway, Dublin, GA 31021

**DR. MICHAEL OVERSTREET**  
PRINCIPAL

**IRISH HONORS ACADEMY AT DUBLIN HIGH SCHOOL**  
HIGH ACHIEVEMENT AND SUCCESS FOR ALL STUDENTS!

**Dublin City Schools GA**  
August 16, 2023

This [#WorkforceWednesday](#), we're thrilled to showcase **Dublin City Schools College and Career Academy's Cosmetology Pathway** and how our students are redefining the world of style and self-care.

Composed of skills that range from classic finger waves and box braids to intricate nail designs and facials, our students explain that Cosmetology 3 coursework is rooted in one of four key potential professions: Esthetician, Beautician, Barber or Nail Technician.

"The WAY is literally setting us up for future careers," said **Dublin High School-Georgia 11th Grader Julianna Young**. Although she sees herself becoming a veterinarian, Julianna plans to pay for her graduate degree by becoming a licensed cosmetologist and taking on clients between classes. Her area of expertise is all things hair, stroking of color or gentle exfoliation.

"I actually love this class because, when I grow up, I want to be a dermatologist," said **Blanca Edmond, a Davis 10th Grader**. "I took it to begin learning more about the face and skin care techniques. Plus, Mrs. Martin works with us on what is and is not correct communication with our future clients."

Like Carver, the intricacies of wedding don't instantly click for **Dublin High School-Georgia 11th Grader Carver Higgins**. "Honestly, it was a little rough in the beginning," he said. "But, I was determined to get the work done, and now, I'm a wedding for life. For me, I've always wanted a plan, a career that would allow me to be great. And, after the wedding that path, it's lucky. I have people behind me - like my parents, Coach Lanier, Mr. Team, Family and friends - that are showing me the correct way to do things and helping me along when I need it."

Both Carver and Higgins encourage understanding to give wedding a try, especially if they enjoy working with their hands. However, once weddings move back to the Dublin High School campus, the waitlist to begin classes might be a little longer. This year we have had 24 students join in Wedding 1!

In fact, over the past two years, The WAY has seen an overall 100% increase in the number of Dublin High Schoolers taking dual-enrollment classes through CFC, with wedding being one of the main contributing factors to our growth!

Fighting back fatigue, join us in celebrating these exceptional students who are shaping the future of wedding and bridging the gap in the workforce! And, stay tuned as we not only follow their journey but highlight a new pathway next week!

#TheDublinWay #WorkforceWednesday

Boost this post to reach up to 1771 more people daily if you spend \$55. [Boost post](#)

Christi Hughes Thublin, Melanie Newman and 116 others 6 comments 30 shares

**Dublin City Schools GA**  
August 16, 2023

It's [#WorkforceWednesday](#), and we're thrilled to spotlight the **Dublin City Schools College and Career Academy's Wedding Pathway** - a classroom where sparks of innovation and opportunity fly high.

"Industry is begging for wedding," explains **Ben Lanier, CEO of THE WAY**. "It's a huge need in the workforce. And, while it's a great job, industry leaders have had to pay for their staff to earn certifications, our students will already have them before they leave Dublin High School!"

In fact, for the first time, Dublin High School has five students who will earn their Technical College Certificate before they graduate. As Carver, Kwananah Odomo, Diego Jackson, Jylan Jackson and Jarvis Higgins are true trailblazers in our wedding pathway. Having already taken dual-enrollment classes through Oconee Fall Line Technical College, they've mastered stick welding, welding in the flat position and using the cutting torch, and they still have more to go, before becoming Dublin High School alumni. With work ethics that just won't quit, Gibmon, J. Jackson and Higgins take CFC dual-enrollment classes each morning after a full day of classes and studying practices, while Carver joins after school and off-session practice with storm welding.

Carver, who's only a few classes away from earning his Associate's Degree, explained that he first learned about wedding through a TikTok video and was instantly intrigued the first time he saw it in person.

"It immediately piqued my interest," he said. "This is my fourth wedding class, and I've developed a love for it the same way I love for welding. It doesn't stop there. My eventual plans are to become a professional welder."

After high school, Carver will begin his wedding apprenticeship under his uncle, a successful welder in Atlanta. He credits The WAY with guiding him toward his eventual career path.

"As a 9th Grader, I didn't understand the College & Career Academy; however, when they started explaining the steps we could take to improve our life on our way to having careers after high school, I was hooked," he said. "To be able to start in a small town like Dublin, and, by working hard, show others how they can set the stage for their future."

Both Carver and Higgins encourage understanding to give wedding a try, especially if they enjoy working with their hands. However, once weddings move back to the Dublin High School campus, the waitlist to begin classes might be a little longer. This year we have had 24 students join in Wedding 1!

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#TheDublinWay #WorkforceWednesday

Boost this post to reach up to 852 more people daily if you spend \$15. [Boost post](#)

Christi Hughes Thublin, Ben Lanier and 16 others 2 comments 23 shares

# SUPPLEMENTAL MATERIALS



## EVALUATION



Dublin City Schools was awarded the Georgia School Public Relations Association's highest honor for Strategic Communications, the Peach Award, as well as a Georgia School Boards Association SPARK Grant of \$5,000 to further fund enrollment efforts. Additionally, as part of our Baseline Communication Assessment, CESO Communications ranked "Student Enrollment Retention and Recruitment" as one of Dublin City Schools' exemplary practices. Per their guidelines, "communications in this area demonstrate a deep understanding of strategic communications with evidence that the district exceeds standard tactics."

Dublin City Schools is currently utilizing the results from our inaugural enrollment campaign to successfully recruit, retain and register even more students for the 2024-2025 school year. Lessons learned included but were not limited to:

- The need to create a new, user-friendly website that incorporates best practices of web design, site navigability and accessibility with a focus on providing quality displays on both desktops and mobile devices.
- Incorporating a weekend Early Bird Enrollment to support families that cannot take off work to register their child.
- Providing front office staff members with additional professional development centered around the enrollment process.
- Expanding the amount of boosted posts shared across our social media sites, as Facebook continues to rank first as the "most watched" form of communication for our district.
- Increasing the length of time and number of billboards displayed across our community.
- Adding yard signs as another community touch point.

**JOIN DUBLIN CITY SCHOOLS FOR  
EARLY BIRD ENROLLMENT  
SATURDAY, MARCH 2  
8:00 AM - NOON**

**Irish Gifted Academy Gym  
1951 Hillcrest Parkway, Dublin, GA**

**TRADITIONAL IN-PERSON ENROLLMENT  
BEGINS MONDAY, MARCH 4  
8:30 AM - 4:30 PM // 1405 West Moore Street**