

2018-2019

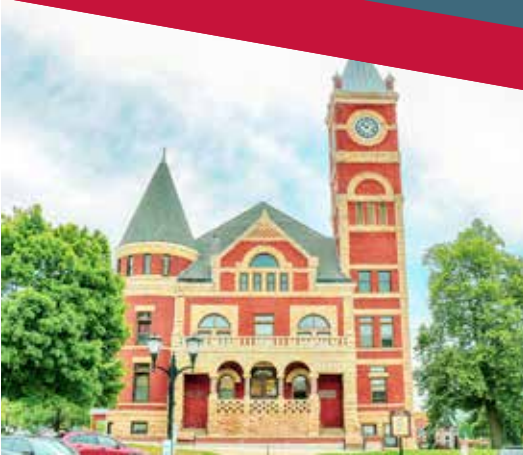
FINAL REPORT

UniverCity Year

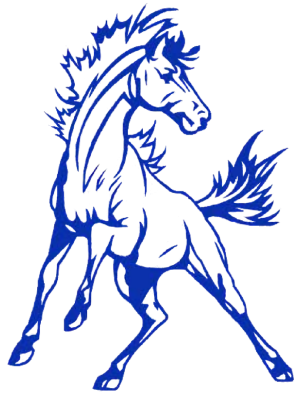
Better • Places • Together

Marketing proposals for Monticello School District

JOURNALISM 445: CREATIVE CAMPAIGN MESSAGES



2019 MARKETING PROPOSAL



MONTICELLO
SCHOOL DISTRICT



PREPARED AND PRESENTED BY ILLUMINATE

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ABOUT ILLUMINATE

We are Illuminate: a full-service strategic communications agency made up of eight forward-thinking, creative minds from the University of Wisconsin-Madison.

Grounded in meticulous research and strategy, we find the most innovative solutions for our clients' toughest challenges.





STRATEGIC FOUNDATION

THE RESEARCH AND STRATEGIC
PRINCIPLES BEHIND OUR PROPOSAL

KEY FINDINGS

In the past few years, the Monticello School District has been benefitting from the State of Wisconsin's open enrollment policy, meaning that more students living in the district are attending Monticello than are going to schools in other districts. This is important to maintaining the school's resource base. One goal of the messages produced for this campaign is to make sure that Monticello remains net positive by communicating the key advantages of Monticello schools.

Central to Monticello's success is the emphasis on community, which is evident in scholarship funding provided by community members, the students' commitment to community service and the strong relationships we observed between students and among faculty members. Highlighting this collaboration among Monticello community members will be a central part of our campaign messaging.

In addition to Monticello's sense of community, the school also leverages telepresence technology to provide students with opportunities to take AP courses, C.A.P.P and P.I.E courses for college credit, as well as additional subjects. This is a significant benefit for Monticello, as these courses are only able to be taught in cooperation with the neighboring districts of Juda, Albany, Brodhead and Blackhawk. For Monticello's college-bound students, telepresence is an investment in their futures, as many students are able to graduate with credits to apply to their future degree.

We spoke with UW-Madison Education Professor Julie Mead, an expert in Educational Leadership and Policy Analysis, to gain a better understanding of school choice and the role that school resources play in school retention. She touched on a concept called The Death Spiral, a situation in which a school district with limited course options motivates parents to look to other school enrollment options. Professor Mead explained the consequence of this: "people start leaving the school district; that reduces the amount of money coming into the school district, which makes it more difficult for the school district to offer options. More people start to look, so there's the spiral." We believe that leveraging Monticello's unique use of telepresence in marketing will help to combat the Death Spiral that many rural Wisconsin schools face.

While Monticello is a very close-knit community, our research also indicates that it lacks diversity, as the majority of students and staff at the schools are white (94.4 percent) and from similar backgrounds. Like many other rural schools in Wisconsin, Monticello is also struggling to attract and retain teachers, as the number of applicants for a given position has decreased dramatically in the past years. Contributing to this is the lack of housing available in Monticello and the lower salaries available for teachers in Monticello compared to other more metropolitan school districts.

When considering the key factors in school choice, a study conducted by the Friedman Foundation for Educational Choice identified that student-teacher ratios, smaller class sizes and improved student safety are among the top factors parents consider when choosing schools for their kids. Only 10 percent of study participants identified higher standardized test scores as a top factor. These insights are consistent with Monticello's best attributes: smaller, more focused learning environments and a safe, supportive community.

SWOT ANALYSIS

STRENGTHS

- Sense of community (symbiotic relationship)
- Extracurricular involvement
- Low student-to-teacher ratios
- Telepresence
- High graduation rate
- Low crime rate

WEAKNESSES

- Diversity
- Teacher attractability/retention
- Only one counselor for the whole district
- Cluttered, outdated website
- Low social media presence

OPPORTUNITIES

- Highly personal student-teacher relationships
- Connectedness between Monticello, Juda, Albany, Brodhead and Blackhawk
- Big Brothers Big Sisters program

THREATS

- New Glarus offers more housing
- New Glarus offers more activities for families/students
- New Glarus may offer more jobs for parents

KEY STRATEGIC PRINCIPLES

Target Audience

The target audience of our campaign will focus on parents and teachers in and around the Monticello School District. Parents and families in the Monticello district and other districts are faced with the decision of open enrollment. By targeting this audience, the campaign will both maintain its current student population and attract more parents to the district. Additionally, we will target teachers who are just beginning their careers and teachers who are looking to move across schools. Ideally, our campaign will show teachers the benefits of working in Monticello and encourage them to work there. Parents want to send their children to schools with excellent teaching standards, and teachers want to work at schools with a substantial student population. Because these two target audiences are reliant on each other for continued success, they act as integral parts of our campaign.

Positioning Strategy

Because Monticello has a naturally close-knit community, we will position the school district as a community that is strongly invested in the success of all its students. Specifically, we plan to highlight Monticello's strong, symbiotic relationship that exists with the community. When the community rallies around the school, the students feel supported and motivated, and in turn, give back to the community through service projects. To strengthen this position, we will use Monticello's small-town feel to its advantage. Despite its size, Monticello successfully prepares its students for higher education through advanced coursework all while providing each student with tailored, individual attention impossible to offer at larger schools. As a whole, our target audience will come to see Monticello as a district that stands out for its small town, supportive atmosphere and strong focus on the success of its students.

Rationale for Various Campaign Media

The school requested website critique, tri-fold brochures, flyers and video materials. The tri-fold brochures and flyers will serve as informational pieces for prospective families. In addition to the print media requested by the client, we will pitch social media materials along with a content calendar because Monticello does not have a strong presence on social channels. Digital communications are an essential part of this campaign because, given Monticello's emphasis on sophisticated technology like telepresence, it is important to also depict that focus in the school district's online presence. Shorter, interview-based videos will be created specifically for social media because social media provides more opportunities for higher reach and engagement with the campaign's target audience, as opposed to placing a long-form video on the school's website. Finally, in an attempt to simplify the client's website, we will reconstruct the tabs of information in a more concise manner while also proposing better ways of displaying photographs and hyperlinks.

Creative Directives

Our main goal for the campaign's creative elements is to promote Monticello as an attractive, viable alternative to other schools in the area for both families and prospective faculty members. We will do this by modernizing Monticello's brand and emphasizing the core values of community and student care. This approach will appeal to both families and teachers for a variety of reasons—students can thrive in this environment and teachers have an opportunity to make a positive impact on their students. This messaging will be showcased in both print and digital media, through teacher quotes, student testimonials and compelling images that highlight Monticello's sense of community.





CREATIVE PLAN

THE CREATIVE PLATFORM AND MESSAGES
FOR OUR PROPOSAL

CREATIVE BRIEF

Campaign Overview

Our campaign for Monticello Public Schools will center around the idea of community and the symbiotic relationship that exists between the school district and the larger community of Monticello. We want prospective parents to view Monticello as a district in a supportive, close-knit town that still offers a competitive, challenging curriculum for its students. Similarly, we want prospective teachers to view Monticello as an innovative and intimate school district at which to begin or continue their career. To achieve these objectives, we will rely on messaging that strikes a balance between being simultaneously informative and welcoming. We will emphasize the advanced coursework, cutting-edge technology and palpable sense of community that exists within the Monticello school district.

Creative Objectives

Our creative objects are focused on attracting and communicating with the key people within the Monticello school district. We want to persuade the parents of prospective students to consider Monticello as the best place possible for their kids to receive an education. We also want to persuade prospective teachers to consider Monticello as the best place to build their career as educators. We believe that we will be communicating with these members of our target audience when they research Monticello online, when they tour houses or apartments in the area or even when they visit public spaces in Green County. Additionally, we want to emphasize the close-knit, community aspect of Monticello through all of our messaging. If the campaign is successful, we would like all audience members to take away that Monticello is a unique school district with an unparalleled sense of community and focus on its students.



CAMPAIGN MESSAGE STRATEGY

Message Strategies

Overall, our messages are a largely equal combination of hard and soft sells. Because our primary goal is to help Monticello communicate its main advantages and benefits to prospective families and teachers, it is not possible to focus solely on either rational or emotional appeals. The nature of Monticello's main issues (being in a rural location, struggling to retain and attract teachers and striving to win the open enrollment battle), requires messaging that both emphasizes its academic and technological attributes and its close-knit, supportive community. That is, it is impossible to communicate the true essence of Monticello without combining hard and soft sells in our messages. Therefore, the primary reason why we chose to make the requested video focused on community is so that it acts as the vital emotional complement to the informational brochure and flyers.

Selling Premise

Our selling premise can be stated in the following two ways to apply to both prospective students and teachers:

- If you enroll your child/children in Monticello Public Schools, you will get all the opportunities of a large school with the close-knit, community feel.
- If you work at Monticello, you will change learning as a whole and see your work transform students' lives.

The Big Idea

The Monticello School District provides students with the support and community environment they need to thrive from the first time they walk through the school's doors to the day they walk at graduation.

For students, this means learning in an environment where they feel supported by both teachers and fellow students, while also receiving an education that consistently challenges and prepares them for the future. This can be seen in the images of Monticello students used throughout the brochure, flyers and social media content. Students of all ages are pictured playing, laughing, doing homework and learning. Within the video we created, students are seen excitedly discussing their favorite classes, sports and teachers.

For teachers, this means teaching in a district where they receive more than an ordinary curriculum outline. Teachers will have the opportunity to forge genuine relationships with their students thanks to the low student-teacher ratio, while also getting to push the boundaries of the traditional classroom through innovative technology such as telepresence. This can be seen most prominently in the promotional video, as current Monticello teachers commented on the rarity of Monticello that offers both competitive academic opportunities and a highly intimate setting where students receive all the attention they need.

Message Tone and Appeal

Our campaign will rely on both emotional and rational appeals, emphasizing the strong community ties within Monticello, while still providing our audience with valuable information about the school's unique advantages. This balance of emotional and rational appeals is dependent on the medium. While the brochure and flyer will include more information and rely more heavily on rational appeals, our social media and video content will share more personal anecdotes from those who are a part of the Monticello community through emotional appeals. No matter the medium or appeal, the campaign's messages will maintain a consistent friendly, warm, inviting and upbeat tone.

Target Audience

Our creative is intended to get prospective parents and teachers excited about Monticello. As a whole, we want our creative messages to make prospective parents and teachers feel that Monticello is the best school for their children to attend or the best place to start/continue their career. Specifically, when reading the brochure, we want these members of our target audience to feel like Monticello is a school district that values the success and well-being of its students and teachers above all else. They should feel that Monticello has a strong sense of identity and that it can provide an advanced, competitive curriculum. When viewing the videos we created, we want our target audience to feel a desire to be a part of the strong and close-knit Monticello community. Prospective parents should want their children to grow up in the supportive Monticello school district, while teachers should want to further their careers at a school that highly values what they do.

The creative messages should make prospective parents decide to enroll their children in the Monticello public school district. Ideally, Monticello's advanced teaching technology, low student-teacher ratios and undeniably strong sense of community communicated through the brochure, flyer and video will persuade parents that Monticello is the best school for their child/children to attend. For prospective teachers, viewing the creative messages should make them apply for a job at Monticello due to the competitive curriculum they could help teach and the strong relationships they will get to form with students and faculty. Coupled with the improved social media presence, reorganized website and cohesive brand identity, our target audience should decide to join the Monticello community with confidence, knowing that it will provide them with the quality education or career development they seek.

Brand Vision (Unifying Elements)

Theme

The overarching theme for the campaign is "Rooted in community. Grown in the classroom." As two separate but complementary pieces, we believe this phrase perfectly captures the essence of Monticello. The first half reinforces the incredibly close-knit, supportive community that exists both within the Monticello School District and between the district and the surrounding community. This symbiotic relationship allows Monticello to thrive while also creating a welcoming space for students and community members to interact and grow. The second portion of the phrase references the strong academic curriculum, competitive course offering and teaching technology at Monticello, which are all important for both prospective parents and teachers. Taken as a whole, this theme helps achieve our objectives by highlighting the two most powerful attributes Monticello has to offer: community and education.

Mascot

Monticello's existing mascot is the Ponies and is named after John Ponyicsanyi, a former basketball coach and high school teacher at Monticello. Monticello takes great pride in its mascot and the history behind it, which is why we decided to provide them with many variations of the pony logo to be used in all marketing materials.

Other Continuity Devices

We created a brand kit for Monticello in order to solidify their brand identity in all marketing materials. By selecting fonts, logo variations and color schemes, every piece of content Monticello shares is guaranteed to reinforce the identity of the district and create a feeling of cohesion for audience members.



2019 BRAND KIT



MONTICELLO
SCHOOL DISTRICT

FONTS

To connect with the community and reach potential new supporters, we want to build a strong voice and tone. The primary font we will use for headers is Barlow Bold, while our secondary font is Aileron Thin.

BARLOW BOLD

Barlow Bold should be used as the typeface for headers and titles. It is a strong font, so it should be used sparingly and strategically.

AILERON THIN

Aileron Thin should be used for supporting copy including attributions, captions, and other modifying language.

LOGO VARIATIONS

Three logo variations exist so that any brand material can display the pony logo. The primary color logo is royal blue, and a black logo with its reverse (white) are also available. Rift Soft Medium is used as the header and the smaller font is Benton Sans Light.



COLOR SCHEME

The colors that represent Monticello are what make the brand instantly recognizable. It is important that these colors remain consistent with those the school is currently. There are additionally two pastel accent colors added that provide options of dimension and variation.



The core colors of the Monticello School District are royal blue and a deep yellow with light yellow and dark blue accents. White and gray will also be used as accent colors for various text and design.



CAMPAIGN MESSAGES

Brand Personality

Overall, the creative messages turn Monticello's palpable sense of community and support into tangible materials that can be shared with prospective parents and teachers. Monticello has always been the welcoming and supportive school district that it is today, but the messages we created help amplify and strengthen these characteristics in a concrete manner. By sharing first-hand accounts from students and teachers of what makes Monticello special, our video in particular builds on Monticello's inherently intimate and close-knit personality and turns it into one that is also undoubtedly confident, competitive and proud. Additionally, all our creative messages are seamlessly branded to create a coherent brand identity that visibly solidifies Monticello's sense of pride and united community. The reorganized website and enhanced social media presence.

Print

Our print messages aim to communicate the main selling points of the Monticello School District in a rational manner. Through the tri-fold brochure, we will focus on communicating the most important aspects of Monticello, including student-teacher ratio, telepresence technology and community-student relationships. Aside from informing prospective parents, the brochure fits into the larger campaign context because each factual element included connects to our broader focus on community and student growth. We included a PowerPoint template of the brochure that is completely editable and customizable so that the photographs and text can be changed over time. The flyer we created emphasizes the same content as the brochure but is intended to be more brief. Additionally, we developed a few staple stationary templates in both Microsoft word and PowerPoint for everyday use within the school, including a letter and return address labels.

Film

The video series we created will use a more emotional appeal in relation to the larger campaign context. By drawing on interview content with Monticello students and teachers, we hope to build upon the factual information provided in the brochure and flyer. Hearing what the students and staff at Monticello have to say about the community will certainly strengthen our campaign's effectiveness.

Internet

The main effort we made for Monticello's online presence is improving the organization of its website. Although not a single, concrete message, the more coherent layout we created sends a strong message to prospective parents and teachers that Monticello cares about its online presence and accessibility. In connection to the larger campaign context, this improved structure emphasizes our focus on community by putting the informational needs of students, parents and teachers first. Ideally, the perception when our audience views the website will be that Monticello recognizes the importance of a user-friendly online experience for its valued students and faculty. A customizable email signature is also included so that all staff can have an on-brand signature online if they choose to use it.



**Rooted in
community.
Grown in the
classroom.
Go ponies!**

Quick Facts

- 350 total students grades 4K-12 in one district building
- 11:1 student-teacher ratio
- Monticello exceeds expectations according to the Department of Public Instruction
- 85% involvement in over 20 clubs and organizations
- 16 competitive middle and high school sports teams
- Award-winning music and arts programs
- 100% of high school students graduate each year
- RTI and Title 1 Award Winners
- Safety is one of our top priorities
- Our mascot is a pony, named after former basketball coach John Ponyicsanyi

**Looking to enroll?
Have a few questions?**



Contact Us!

Address: 334 South Main Street
Monticello, WI 53570
Phone: 608-938-4194
Email: info@monticello.k12.wi.us
Website: www.monticello.k12.wi.us



**2019-2020
Monticello
School District**



Why Monticello?

Our Mission

"Here we believe there is nothing more important than your child's education. Each and every day our highly qualified staff focuses on preparing students to become world ready citizens prepared to meet the challenges of the future... Our staff is committed to helping every student to grow, learn and excel."

-Allen Brokopp, District Administrator

Academics

Monticello offers an array of enriching classes for students of all ages. Our low student-teacher ratio allows us to focus on each child as an individual. As they grow, our technology allows them to excel beyond the high school curriculum. The high academic standard we hold ensures that students have the confidence they need to succeed.

Community

Our community values run deeply through the school. Many of our community members attended Monticello in their youth, and as a result, the locals are deeply invested in the well-being of the school. Monticello School District is the heart of the town. Whether it's school athletics or performances, we are where school and community events happen that bring people together. We are the second largest employer in Monticello with the second largest budget. Once a year we conduct the Community Day of Service. Our students give back by traveling around Monticello to complete roadside cleanups, helping at nursing homes and volunteering at the local food pantry.



"Monticello is rare... It's the best combination of having the opportunity to do lots of different things but still having that intimate setting that provides the individual attention a student needs to be successful."

-Kirsten Humm, 6th Grade Teacher

Opportunity

Students of every age are actively involved in one or more after-school clubs, sports and organizations. Our district does not sacrifice opportunity because of its smaller size; we offer every sport and activity that a large school would. Every young individual can get involved how they want to. In some cases, we collaborate with larger schools like New Glarus High School to make sports such as football possible.

Technology

Telepresence technology connects teachers and students across other school districts including Juda, Albany, Broadhead and Blackhawk. This enables smooth learning of Advanced Placement, C.A.P.P. and P.I.E. courses that provide the ability to earn college credit and save money in tuition costs. To foster the students' relationships with technology early on, each student receives their own Chromebook for homework and assignments starting in 6th grade, an impressive 1:1 student to technology ratio!

Transportation

Six of our own buses run four separate routes twice a day, and each are less than an hour. Because we own our own busses, we have control and flexibility. Parents are also able to drive students to and from school every day.



Brochure Side 2



Brochure Images



**JOIN THE PONY
FAMILY TODAY!**

MONTICELLO SCHOOL DISTRICT

WHAT WE OFFER

- ✓ Small class size
- ✓ "Technology rich" environment
- ✓ Inclusive learning
- ✓ 8 AP classes, P.I.E., and C.A.P.P.
- ✓ 14 "dual enrollment" courses
- ✓ 16 competitive middle and high school sports teams



**GRADES
4K-12**

**OPEN ENROLLMENT
2019-2020**

Address: 334 South Main Street
Monticello, WI 53570
Phone: 608-938-4194

Email: info@monticello.k12.wi.us
Website: www.monticello.k12.wi.us



Flyer



4/30/2019

Dear Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi accumsan placerat ultrices. Nullam fermentum varius justo nec consequat.

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Sincerely,

Name Typed Here

Position/ Title Here

Monticello School District

334 South Main Street, Monticello, WI 53570

Phone: 608-938-4194 | Fax: 608-938-1062

info@monticello.k12.wi.us | www.monticello.k12.wi.us

Sample Letter



Contact

Insert Name Here, Insert Position Here
Monticello School District
(608) 938-4194
insertemailhere@monticello.k12.wi.us

For Immediate Release

HEADLINE FOR THE PRESS RELEASE TO BE INSERTED HERE

"Deck" Sub Header for the Press Release to be Inserted Here

Monticello, WI (May 1, 2019) – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi accumsan placerat ultrices. Nullam fermentum varius justo nec consequat. Aenean eget urna vulputate, imperdiet lacus eu, ultricies ipsum. In molestie nisi quis lectus commodo facilisis. Mauris ac ante id ex varius porta ac sit amet leo. Cras condimentum ornare venenatis. Aenean ultricies tellus eget nisl vehicula, sed porttitor tellus vehicula. Pellentesque ex diam, dictum sed tristique quis, facilisis porta erat. Suspendisse potenti.

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Sample Press Release



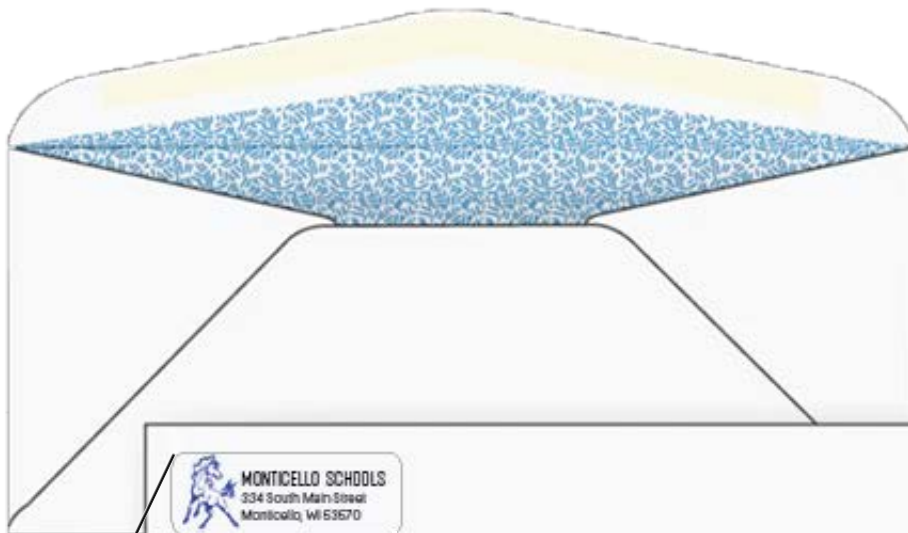
Insert Name Here
Approved Title/ Position

☎ (123)456-7890

✉ emailhere2@monticello.k12.wi.us

📍 334 South Main Street | Monticello, WI 53570

Email Signature



Return Address Label





*See page 15 for description. The full video is available on the flash drive.

SOCIAL MEDIA PLAN

Content Examples



TONIGHT:

PARENT TEACHER CONFERENCES

4:00 p.m.-7:30 p.m.

Meet with your child's teacher and see
the fabulous work they've been doing!



Management Plan

To manage Monticello's Facebook account, we created a content calendar for the 2019-2020 school year (August-May). Because the primary audiences of Monticello's Facebook account are parents and students who are dependent upon the account for information, maintaining a consistent presence and clear tone are of the utmost importance. Therefore, the content calendar is based around Monticello's academic calendar and includes sample copy for holidays, sporting events, parent/teacher conferences and more. While we expect events to be added and changed in the future, we hope this calendar will serve as an organizational framework for Monticello that will streamline their social media planning going forward. Because the client shared with us that only one staff member is currently handling their social media presence, we plan to propose the idea of student involvement in their social media management. Perhaps students interested in advertising, marketing or related fields could be recruited to help create content and plan posts. Additionally, we created a Canva account and step-by-step Canva user guide for Monticello so that they can quickly and easily design content for their Facebook page.

FINAL NOTES

Monticello is a unique school district; its combination of advanced coursework and incredibly close-knit community make it appealing to both prospective students and teachers. Through our careful message construction that strikes a balance between hard and soft sells, we have emphasized both facets of the Monticello school district through a variety of messages. Taken together, the video, brochure and flyer effectively communicate Monticello's core academic and community strengths. Coupled with the brand kit, wireframe of the website and social media content calendar, we believe Monticello will strengthen its brand presence and appeal to more prospective students and parents in the future.

Thank you!



SPRING 2019

CREATIVE CAMPAIGN 2019

MONTICELLO SCHOOL
DISTRICT

MONTICELLO PUBLIC
SCHOOLS



03

OUR AGENCY



04

STRATEGIC FOUNDATION

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CREATIVE PLAN

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KEY RESEARCH INSIGHTS:

“What makes Monticello,
Monticello?”

Monticello School District is a unique prospect for students and future teachers to learn, grown and engage with important academic and extracurricular materials. However, that may not be as apparent for Wisconsin families and teachers residing outside of the community.

When determining a starting point for this creative campaign, our team of researchers asked several grounding questions, including, “Why isn’t Monticello School District attracting as many students and teachers as desired” and, “What makes Monticello Monticello?” After some time ruminating, we found a wealth of revealing information that we deem important for the school district to use in the future.

THE VILLAGE OF MONTICELLO

Firstly, it goes without saying that the location of elementary and secondary education is important for families, students, and teachers. Whether these prospects are in need of residency for a better commute to their jobs, or they are just concerned about the surrounding neighborhoods, the location of the school is one of the most dominating factors in the Wisconsin school-selecting process.

Located in south-central Wisconsin, Monticello School District is nestled in Green County in the village of Monticello. Known for its prowess in manufacturing and agriculture, Monticello is home to approximately 1,200 hard-working people, 97% of them identifying as white. The village is proximal to several metropolitan areas, including Madison (approximately 45 minutes away), Milwaukee (1 hour, 45 minutes), Chicago (2 hours, 30 minutes), Minneapolis (4 hours, 45 minutes) and Indianapolis (5 hours).



07



MONTICELLO

SCHOOL DISTRICT

The State of Wisconsin's School Choice policy allows families to pursue alternative education options if they do not wish to enroll students at their assigned public options. This policy plays an important role in the enrollment process at Monticello School District – enrolling several new students in a year is just as exciting as losing students to a rival school district is unnerving. The number of students that a single school enrolls directly correlates to the number of staff members a school can have, so the enrollment of Green County students is a high priority for maintaining a higher number of teachers and staff members at Monticello School District.

08

MONTICELLO SCHOOL DISTRICT:

“Ranked #5 of 2019 Best School Districts in Green County, WI.”

According to Niche, a popular ranking and review site for American education, Monticello School District is listed as the #5 school district in “2019 Best School Districts in Green County, WI,” behind New Glarus, Monroe, Juda and Brodhead [2]. This lower than expected ranking can be attributed to several factors, especially statewide testing. According to the Wisconsin Department of Public Instruction’s “District and School Performance Reports” and WiseDASH Public Portal, Monticello’s average composite score on the 2016-17 ACT examination was lower than the average composite scores of the four Green County competitors, including posting an average composite score that was 3.3 points lower than New Glarus students and 2 points lower than Monroe students.

In addition, statistics regarding 2017-2018 Forward and DLM Exams given to students in grades 3-8 show Monticello students being 10.2% less proficient on the mathematics portions when compared to the state average. The same Forward and DLM Exam statistics showed Monticello students posting scores that were 10.2% better on the English Language Arts portion compared to the statewide average.

6.6:1
STUDENT-TO-STAFF
RATIO

0%
TRUANCY RATE

100%
GRADUATION RATE
OVER THE LAST FOUR YEARS

IMPORTANT STATISTICS:

Certainly, these statistics may be a bit disconcerting. However, further research offers several silver linings. After collecting statistics pertaining to test scores, our research focused more on students and their relationship to the school district. According to statistics from 2015-16, Monticello School District boasts a 6.6:1 Student-to-Staff ratio, which is lower than the ratios in the same year at New Glarus, Juda, and Monroe. In 2017-18, Monticello had an incident and discipline rate of 0.9% and a 0% truancy rate across the entire district.

In regards to graduating upperclassmen, Monticello is one of the only Wisconsin schools that can claim a 100% graduation rate over the last four years. Of last year's graduates, 52% of them enrolled in postsecondary education. While it is important to recognize that postsecondary education may not be in every student's plans, this statistic is slightly concerning since this mark is a 29% decrease from the previous four years [3, 4].

10

SWOT ANALYSIS

→ *Our next step in the development of this campaign was to analyze the research information. By developing a SWOT Analysis (Strengths, Weaknesses, Strengths, and Opportunities), we were able to create some insight to further solidify our plan. According to research, here are some areas that could be of extreme value to our campaign:*

STRENGTHS

Monticello is a school district that has a massive potential to propel students towards their academic peaks. This can be attributed to several factors, including the low student-to-staff ratio and the district's investment in technology. Often, small school districts are stuck with prejudices and assumptions that there may be a lack of resources available to students and staff. However, in the case of Monticello, the **small ratio** is a strength. Paired with **telepresence and distance learning technology**, the small student-to-staff ratio helps teachers better target students' needs and increase learning efficiency. In addition, the low ratio gives opportunities for students to build **strong relationships with their instructors**, ultimately, giving them a more personalized education. The 6.6:1 ratio in the district is smaller than local and statewide averages.

WEAKNESSES

According to statewide testing results, Monticello School District generally **scores below average** compared to students at local competitors. ACT, Forward and DLM exams are good indicators for prospective families to determine where they want to enroll their children, so below average scores on those tests could discourage said prospects from enrolling in Monticello. In addition, our research indicates that **postsecondary enrollment** for Monticello graduates has declined in the past few years. This lower number could possibly deter prospective families from enrolling students at Monticello.

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OPPORTUNITIES

After conducting our research, we found several opportunities for Monticello School District to build a strong reputation as one of south-central Wisconsin's best public school districts. Despite determining that Monticello has seen a decline in postsecondary enrollment, we believe that there is both structure and leadership in place to reverse this trend. By providing a wealth of **scholarship opportunities** to graduating seniors, Monticello can create financial relief for students looking to pursue some form of postsecondary education, making those dreams all the more possible. In addition, **expanding college prep** for students can provide valuable information for graduates and post-secondary education prospects, possibly easing stresses and encouraging students to pursue collegiate and university educations.

On top of this, we believe that **Monticello's location** could be beneficial for student learning. By being proximal to several metropolitan areas, an array of school field trips, pending school budgets, could expose Monticello students to life outside of Monticello, south-central Wisconsin, and possibly the state. These field trips would **increase cultural awareness** and possibly spark academic and future interests.

THREATS

Monticello, although a potential-filled school district, does have several obstacles in front of them. Local competitors provide interesting learning environments for southern Wisconsin students, families and prospective teachers. Coupled with strong reputations, these competitors are neck-and-neck with Monticello in the race to enroll more students.

Demographic research of Monticello reveals several other threats to the school district. According to Census data, Monticello is over 97% white. This **racial monolithism and lack of diversity** might mistakenly frame Monticello as an intimidating and/or hostile environment for students, families, and teachers of color. While this is out of the village and district's control, it is certainly a potential threat that could alienate several demographic sectors from enrolling in the Monticello school district.

Lastly, we determined that the **small district size** may provide some insecurities for potential teachers. With the strong possibility that students may leave Monticello School District or that the district may not enroll enough students per year, staff turnover is a fear that may create some apprehension for educators looking for full-time employment.

KEY STRATEGIC PRINCIPLES:

TARGET AUDIENCE

- Parents with young children
- Teachers, ages 25-40
- Graduate students seeking immediate employment

POSITIONING STRATEGY

Monticello School District has a number of attributes that help it to distinctly position itself and distinguish itself from nearby school districts. Primarily, emphasizing Monticello's small student-to-teacher ratio, as well as the extremely unique technological innovations in its classrooms, sets them apart from other school districts in the region.

IMPORTANT ATTRIBUTES

- Low student to teacher ratio
- Technologically innovative
- Wealth of student activities

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CUSTOMER BENEFITS

- Monticello School District provides a more personalized form of education, as opposed to that which one might receive from a larger school district. This allows for teachers to better identify areas where students struggle while building strong and personal student-teacher relationships.
- Monticello School District is a safe and secure school, allowing parents, students and teachers alike to focus on education.
- A plethora of student activities create opportunities for students to explore academic, athletic, and other extracurricular interests.

MEDIA RATIONALE

- *Saying that a strong digital presence is “important” is a vast understatement. In today’s day and age, it is essential for public outlets such as businesses, hospitals and school districts, to maintain a digitally efficient profile. Naturally, many people will seek out social media and other parts of the web for information, aside from how trivial or urgent the information might be. In regards to Wisconsin’s “School Choice” policies, parents seeking the best options for their children’s education or teachers pursuing employment rely on valuable, accurate and digestible information to make their best-informed choice.*

CREATIVE DIRECTIVES:

Our campaign focuses on bringing students and faculty to the Monticello School District. We will highlight the technology used in the school, which contributes to the growth of both Monticello students and faculty. We will also highlight the extracurricular events that the school provides as well as the competitive compensation Monticello offers their faculty.



CREATIVE PLAN:

CAMPAIGN OVERVIEW

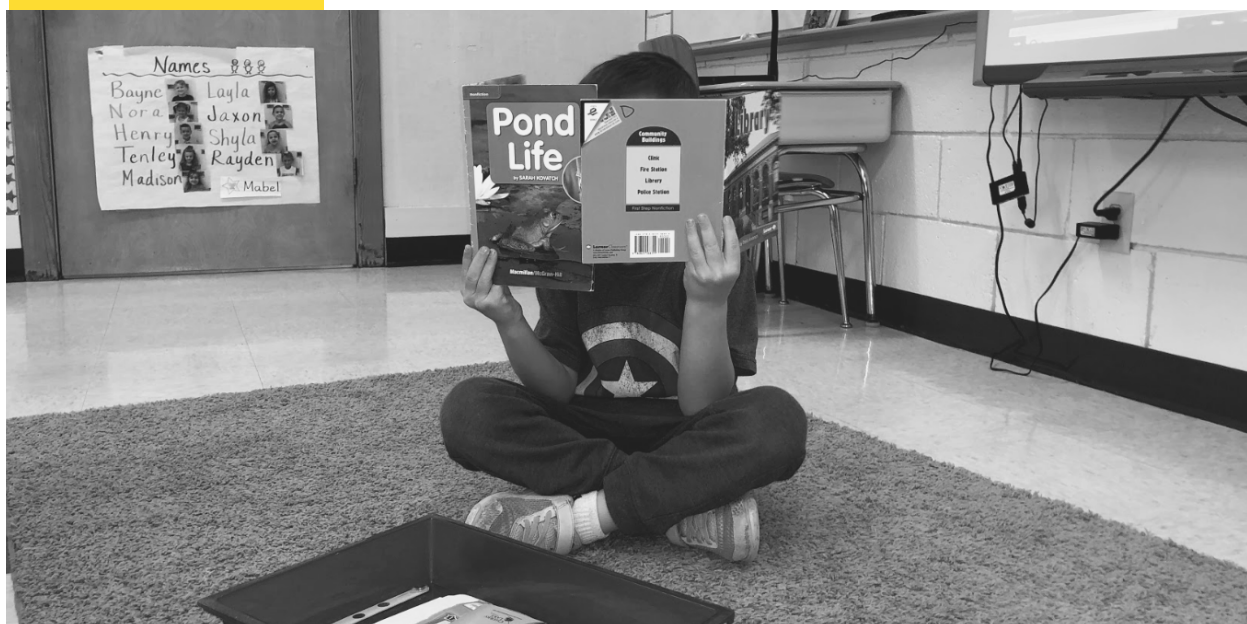
CREATIVE BRIEF

Our game-changing campaign for Monticello School District can be broken down into several areas. Our campaign stretches across several mediums, including print and online platforms. As part of this campaign, we've created a brochure in which Monticello School District officials can distribute them at local events. In addition, we've mocked up an entire website overhaul, in which our team of digital experts created an engaging and interactive website for visitors to browse and learn more about Monticello. The website's main features include a user guide in which students, parents and teachers have the ability to access important information about the school, and a weekly and monthly content calendar that visitors can use to get more involved in Monticello activities and events. Finally, the last aspect of our campaign involves a social media audit, in which our team of social media experts drafted up mock messages across several services, including Facebook, Snapchat, Instagram and Twitter.

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CREATIVE OBJECTIVES:

With our digitally-focused campaign, we want Monticello School District's digital presence to appear clean, professional and digestible. By doing this, Monticello will project an image of academic excellence and future success for parents, students and teachers alike.





CAMPAIGN MESSAGE STRATEGY

MESSAGE TONE AND APPEAL

Enrolling in a school or deciding where to work is a big life decision. This campaign will focus on highlighting the benefits of choosing Monticello over other, local school districts and how that will shape the education of students and experiences for teachers. By creating a product-focused campaign with soft sell tactics, we want to reassure prospective students and teachers that they are making the best-suited choices to set up their future successes.

SELLING PREMISE

Monticello School District isn't just any other school district. Compared to local competitors in south central Wisconsin, Monticello gives a one-of-a-kind education. Coupled with a technologically innovative environment, a low student to staff ratio makes learning more accessible, easier and more fun.

THE BIG IDEA

Monticello School District may be smaller in comparison to its competitors, but that doesn't mean students and prospective teachers will fall behind. The school district has much to offer, despite its relatively small size, and that is exactly what we would like to highlight. The main slogan of this campaign will be "Small District, Big Opportunities" to highlight that Monticello School District is the right fit for local Wisconsinites to learn, teach and grow.

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UNIFYING ELEMENTS

“*Small District.
Big Opportunities.*”

SLOGAN

In order to establish continuity in the campaign message, the slogan “Small District, Big Opportunities” will be used. The origin of this slogan has a direct connection to the district, as a Monticello student first suggested it during our visit. By using this slogan, it conveys a sense of authenticity and the students’ beliefs in its message. This slogan contrasts two unique attributes about the Monticello School District. First, it highlights one of the district’s main selling points: the comparatively small size of the school district offers a more personal experience for students and a smaller student-to-teacher ratio. Secondly, it foreshadows discussion of the unique opportunities offered in the district, such as a relatively high number of AP courses and technological innovations that improve learning. Lastly, through the use of parallel structure and playing on common phrasing, the slogan is effective, catchy, and memorable.

CAMPAIGN MESSAGES:

PRINT



PAMPHLET

Our Monticello pamphlet highlights everything important about this campaign in an easy-to-read medium. Accessible, aesthetically interesting and easily distributable, these pamphlets are essential to Monticello School District disseminating quick information to students, parents and prospective teachers about what it's like to be a Pony.

INTERNET



WEBSITE

Our website overhaul is necessary for several reasons. Firstly, our website overhaul focuses on ease-of-access to the most important of information. Secondly, by updating the look of Monticello School District's website with a professional, modern theme and succinct copy, visitors will be left with strong impressions of the schools and their people.



SOCIAL MEDIA

The implementation of a comprehensive social media plan will further make it easier for students, parents and teachers to reach out and learn more about what's happening in the Monticello School District. With outreach to Twitter, Facebook, Snapchat and Instagram, Monticello will be able to reach more people in shorter amount of times. A mix in media will also keep followers and subscribers interested and attentive.

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MARKETING MATERIAL: PAMPHLET

SMALL DISTRICT, BIG OPPORTUNITIES

Monticello School is a school of ____ students in Monticello, Wisconsin. Our small tight-knit community allows for our students to have one-on-one interaction with faculty to reach their full potential.

The technology and resources at Monticello are unlike any other school of our size. We also offer after school activities in sports, art, agriculture, music, theater and more. A variety of opportunities allow our students to succeed from elementary to the high school level.

"Our dedication to learning never ends, and that's what makes Monticello."

-MARK GUSTAFSON, PRINCIPAL



CONTACT US

Monticello School District
334 S. Main St.
Monticello, Wisconsin 53570

info@monticello.k12.wi.us
(608) 938-4194

Find us on social media:



MONTICELLO SCHOOL DISTRICT

HOME OF THE MONTICELLO PONIES



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EXTRACURRICULAR ACTIVITIES

Monticello School District offers a variety of extracurricular activities that spans over an array of student interests. From athletic to art programs, our students are guaranteed to find an activity that appeals to them.

- » Athletics
- » Band
- » Chorus
- » Future Farmers of America (FFA)
- » Art Club
- » Spanish Club
- » Future Business Leaders of America (FBLA)
- » Year Book Committee
- » National Honor Society

“Monticello offers all the benefits of a small school district, while using innovative technology to expand learning far beyond classroom walls.

-ALLEN BROKOPP, DISTRICT ADMINISTRATOR



NEW AND GROWING TECHNOLOGY

At Monticello Schools District, we take great pride in the modern and innovative technology that we offer our students in order to enhance and improve the quality of learning in the classroom.

The technology provided by Telepresence allows our students to share courses with other rural school districts, take virtual field trips and increase professional development.

This has broadened our district's resources by incorporating aspects such as smartboards and interactive video technology in our curriculum.

THE CLASSROOM EXPERIENCE

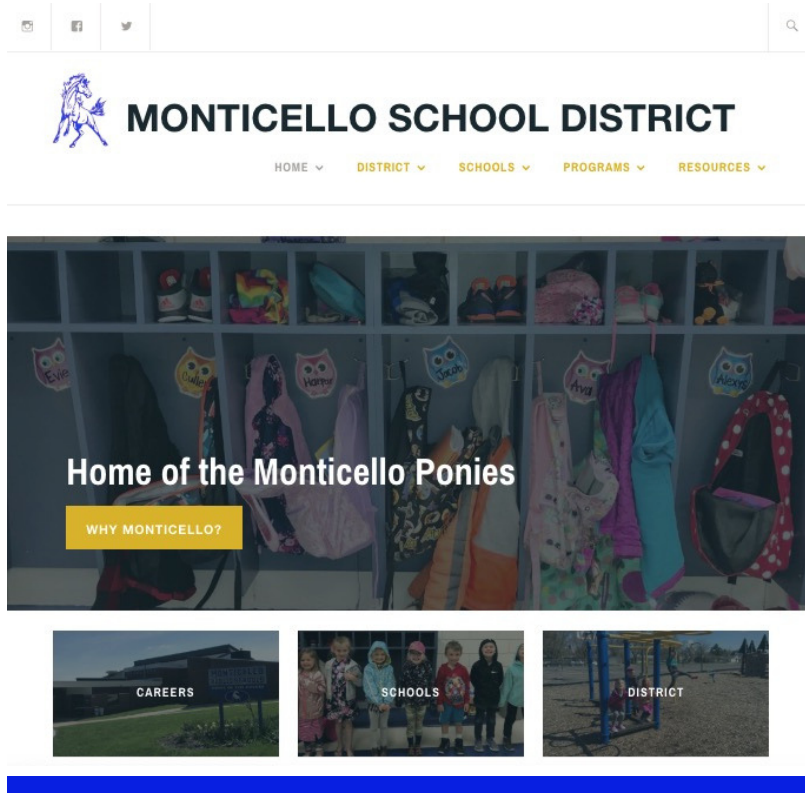
The Monticello School District proudly offers students smaller classroom sizes, in an effort to create a learning environment that best suits the needs of each student. This allows our teachers to be able to connect with and give attention to every student. Our classroom sizes also allow students to collaborate with their peers while building interpersonal skills that are necessary for their future growth.

Every child in kindergarten through twelfth grade are provided with opportunities in the classroom that both challenge and nurture their interest in learning.



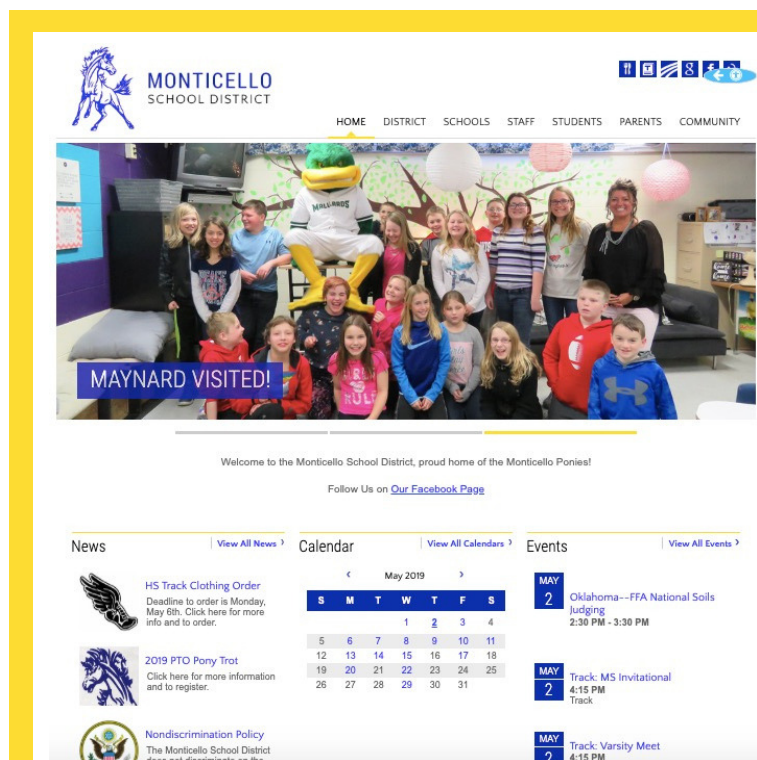
22

WEBSITE OVERHAUL:



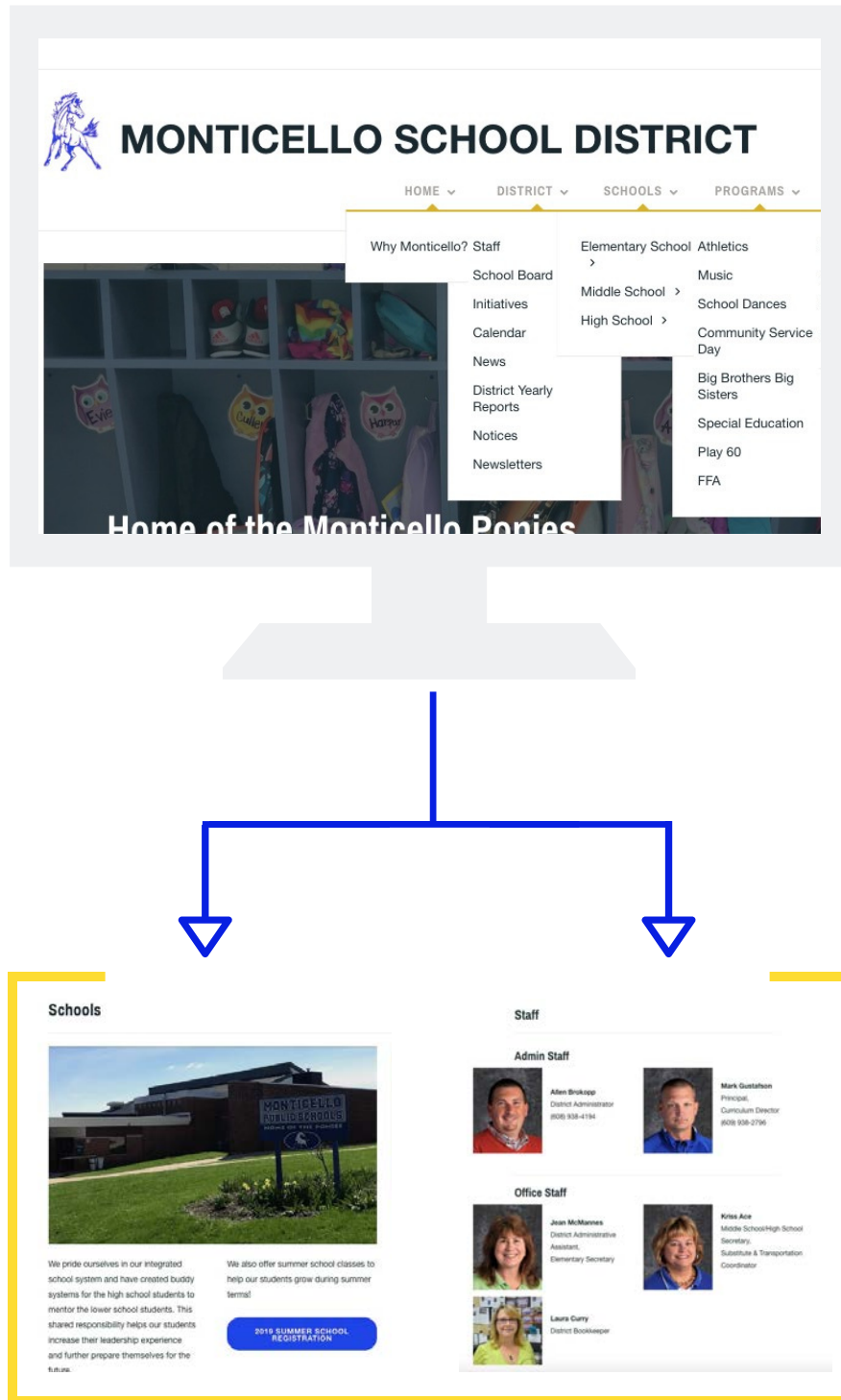
NEW LOOK

OLD LOOK



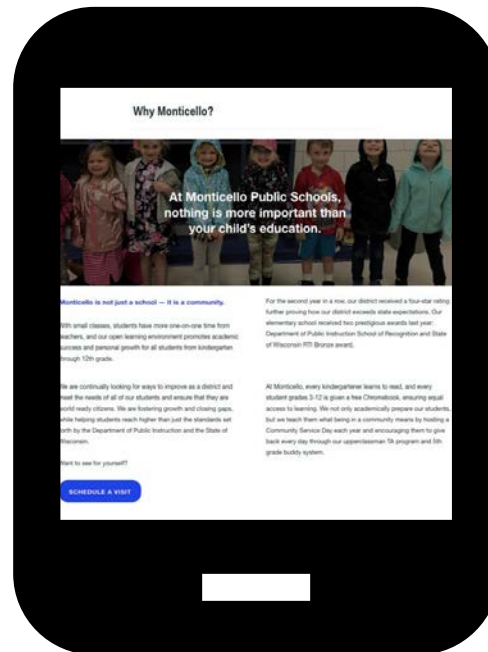
23

WEBSITE OVERHAUL:



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WEBSITE OVERHAUL:



Programs

Monticello School District is proud of its vibrant array of programs offered for students. With over 20 clubs and 85 percent student participation in at least one extracurricular activity, Monticello School District ensures that students grow both in and out of the classroom.

MUSIC

ATHLETICS

PLAY 60

FFA

BIG BROTHER, BIG SISTERS

SPECIAL EDUCATION

SCHOOL DANCES

COMMUNITY SERVICE DAY

Careers

Everyone who works at Monticello plays a critical role in providing a challenging yet supportive environment for learning and development. Our students don't turn to us simply for classroom instruction; they rely on our teachers, coaches, administrators, counselors and staff for guidance, encouragement and nurturing nudges to do their best. We are committed to creating a community of faculty and staff as rich and diverse as the world around us. Our environment of inclusion fosters open communication, deep collaboration and instructional freedom, and is backed by strong administrative support and professional development opportunities. As one grows, we all grow. The Monticello experience is not just a skillset, it's a mindset - where our expectations for students are high because our standards for professional and personal excellence for our faculty and staff are even higher.

Join us

WE BATH TEACHER

BUS DRIVER

ART TEACHER

COMMUNICATIONS COORDINATOR

EYE POSITION

EYE POSITION

Student Life

Reading is an essential, fundamental part of your child's growth.

Here at Monticello, **every** kindergartener can read!

Getting student's involved outside of the classroom is a key component of our learning curriculum. Our Elementary School halftime show and Pony Pasture encourage students to try get out of their comfort zone and try new things!

HALFTIME SHOW

PONY PASTURE

SCHOOL CALENDAR

May 2019

M	T	W	T	F	S	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

~ Apr

Athletics

Monticello is proud to offer a handful of athletic teams in our district. Go Ponies! Our programs include:

- Baseball
- Basketball
- Cross Country
- Football

- Softball
- Track
- Volleyball
- Wrestling

SCHOOL CALENDAR

May 2019

M	T	W	T	F	S	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

~ Apr

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SOCIAL MEDIA PLAN:

SOCIAL MEDIA AUDIT INTERNAL AUDIT

Monticello School District is present on the three most important platforms, Instagram, Facebook and Twitter. Currently, all three are being used to communicate with Monticello's primary social media audience, students and parents. The content is mostly comprised of school announcements, events and promotions.

These themes are necessary for any school district's social media accounts; however, Monticello has the opportunity to post more frequently, tailor content to each individual platform and create content unique to Monticello. These changes to Monticello's social media could help to encourage new students and parents to come to school in Monticello.

26

INSTAGRAM:



106
FOLLOWERS



20 - 30
LIKES PER POST

The audience on Monticello's Instagram is mostly made up of female high school students. Other audiences include, male high school students, female parents, and other organizations or groups with Instagram accounts. Since Monticello's audience on Instagram is mostly made up of current students, the content created for this platform should be tailored specifically to them.

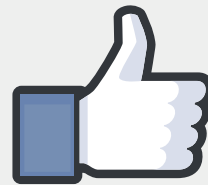
Instagram is the platform to showcase great pictures, that depict what everyday life is like as a student at Monticello. In the example content calendar enclosed in this packet, we suggested to highlight clubs, sports and concerts where visuals can be used to showcase the event.

If the content is tailored to students, then they should also be able to help create it. One way to do so is to have a small group of students take over the Instagram story for a special event. In our example, we suggested that the students at the FFA soil judging competition take over while they are competing. Moving forward, the content on Monticello's Instagram should be created with the students in mind.

27

FACEBOOK:

280
FOLLOWERS



AVERAGE OF 4 LIKES
PER POST

On Facebook, most of the followers on Monticello Public Schools' page are female parents. This group of followers aligns with Facebook's demographic.

Facebook should be used to communicate with parents. Example content could include school announcements, highlighting events and parent based organizations. To further improve Monticello's presence on Facebook, content can also be created with the purpose of sharing the school's events and accomplishments with the community.

Although, not all community members have students currently enrolled in the school, they might still be interested in showing their support. By involving the community on Facebook, Monticello could become the hub that brings all of Monticello together.

28

TWITTER:



36
FOLLOWERS



AVERAGE OF 0 LIKES
PER POST

Monticello's audience on Twitter has more of an even split between male and female parents. This makes Twitter a great platform to give quick updates about the school, such as daily announcements, school events, and cancelations.

Twitter should be used to provide information in real time with very few words. By consistently creating short updates, Monticello's twitter will become the place where parents get important information from the school.



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COMPETITIVE AUDIT:

JUDA

PLATFORM	FOLLOWERS	ENGAGEMENT	THEMES
Facebook	1,184	Average of 19 likes per post	<ul style="list-style-type: none">• Classes and projects• Alumni• Announcements

Juda's Facebook page does have more followers than Monticello's, however, the themes are similar for both schools. Monticello can set itself apart from Juda by highlighting and including Monticello's community on Facebook. It is apparent that Monticello cares about their community and now it can transcend to their social media.

ALBANY

PLATFORM	FOLLOWERS	ENGAGEMENT	THEMES
Facebook	1238	Average of 50 likes per post	<ul style="list-style-type: none">• Announcements• Students in action• Events
Instagram	259	20 - 50 likes	<ul style="list-style-type: none">• Announcements• Students in action• Events
Twitter	42	Average of 1 favorites per tweet	<ul style="list-style-type: none">• Teachers / staff• All grade levels• Events

Albany gets a higher average number of likes than Monticello, but they are posting more frequently. If Monticello can consistently post while also creating content for the different types of audiences, then they can compete with Albany's presence on social media.

30

COMPETITIVE AUDIT:

NEW GLARUS

PLATFORM	FOLLOWERS	ENGAGEMENT	THEMES
Facebook	1378	Average of 80 likes per post	<ul style="list-style-type: none">• Events• Promotions• Students
Instagram	346	Average of 80 likes per post	<ul style="list-style-type: none">• Sports updates
Twitter	400	Average of 2 favorites per tweet	<ul style="list-style-type: none">• Sports updates

New Glarus has a large following on all three platforms compared to Monticello and the other competition. This can be due to the sheer number of students and parents involved in the school. Monticello can boost their social media presence by highlighting the unique aspects of Monticello through the tailored content on each platform.



AUDIT SUMMARY:



RED



STOP

Monticello should no longer post photos that are not high resolution. The look of any social media account influences the users perception of that person or organization. In order to compete with nearby schools, Monticello should put thought into every aspect of a post.



YELLOW



CONTINUE

Monticello should continue to use social media to communicate with students and parents as these are their primary audience. This is done through content about announcements, events and promotions.



GREEN



START

There are tons of opportunities for growth with Monticello's social media. Content should be created with the specific audiences of each platform in mind. This ensures that the content is engaging for each audience. Monticello should also remember to highlight their strengths on their social media. These could include showcasing community involvement and the technology of each classroom.

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USER GUIDE:



SOCIAL MEDIA CONTENT CALENDER

USER GUIDE

This user guide allows you to organize social media activities far in advance. It will help coordinate efforts across all social channels. Each section will highlight nuances and provide tips for optimal productivity.

TWITTER

- Expands reach
- Converse with followers, share the latest updates and address audience
 - Provide quick customer service and support
- Good search engine tool to find and learn about school
- 280 character limit



**RECOMMENDED
IMAGE SIZE**
1024 x 512 pixels

**OPTIMAL
POSTING TIMES**
On average, the best time to tweet 8:00 - 10:00 am, as well as 6:00 - 9:00 pm on weekends.

FACEBOOK

- **MOST POPULAR** social network
 - 1.18 billion daily active users
- Form authentic relationship with the audience
- Posts with images account for 87% of total interactions
- Use VIDEO to tell a story
 - 100 millions hours of video are watched a day
 - Tell immersive stories that share places and experiences with the audience



**RECOMMENDED
IMAGE SIZE**
1200 x 900 pixels

**OPTIMAL
POSTING TIMES**
On average, the best time to post is 9:00 am on Thurs/Fri/Sat/Sun.

INSTAGRAM

- Highly curated and personal environment
- Inspires action
- 60% of its U.S. users use the app daily
- Attracts audience engagement
- Quality over quantity



**RECOMMENDED
IMAGE SIZE**
1080 x 1080 pixels

**OPTIMAL
POSTING TIMES**
On average, the best times to post are 1:00 pm and 5:00 pm on Fridays.

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CONTENT CALENDAR: WEEKLY

Time	Platform	Topic	Post	Photo
Day 1 - Sunday				
7:00 PM	Twitter	What is coming up next week	This weeks events include the FFA soil judging competition, the spring play and many sporting events. Check out our calendar for more details https://bit.ly/2Ubnaw #ponyproud	n/a
Day 2 - Tuesday				
1:00 PM	Instagram	Students at the FFA Soil Judging competition	We are rooting for our #FFA students at the National Soil Judging Competition in Oklahoma this week. Check out our story as they #takeover from the competition. #ponyproud	Students
Day 3 - Wednesday				
5:00 PM	Story	Student takeover at the FFA Soil Judging competition	n/a	Students
Day 4 - Thursday				
1:00 PM	Story	Student takeover at the FFA Soil Judging competition	n/a	Students
11:00 AM	Facebook	Overview of Spring Play that happened last night	The cast of the Spring Play with the Ponies blew everyone away last night! It's really incredible to see that all the time and energy they put into this production truly paid off. We are so proud of our future Oscar winners!	Cast
Day 5 - Friday				
5:00 PM	Story	Student takeover at the FFA Soil Judging competition	n/a	Students
Day 6 - Sunday				
7:00 PM	Twitter	Announcement	The #Ponies are taking the #ACT this morning. Make sure to eat a good breakfast and give it your all! #ponyproud	n/a
Day 7 - Wednesday				
5:00 PM	Instagram	Art in the park	Art in the Park is here at LAST! Come join us tonight @ 6 PM to watch our favorite elementary kids sing their little hearts out. Can't wait to see you all there!	Art
Day 8 - Friday				
9:00 AM	Facebook	High School choir and concert	Congratulations to the High School Band on their concert last night. It is always great to see you all showcase your many talents. Now we can't wait for the Trills and Thrills High School Choir concert tonight.	Choir & band
Day 9 - Saturday				
1:00 PM	Instagram	Home baseball game	Come cheer on the #Ponies as they take on the New Glarus Knights. #poniesbaseball #ponyproud	Graphic
Day 10 - Sunday				
7:00 PM	Twitter	Track Conference	Tomorrow the varsity track team is headed to @uwplatteville to compete in the conference meet. #unlikethewind #ponyproud	Toy Story

SOCIAL MEDIA MANAGEMENT

One of the great things about social media is the ability to quickly disseminate messaging to an array of people in virtually no time. Part of the comprehensive social media plan includes a post calendar, in which social media managers for Monticello School District will be able to plan posts ahead of time and consistently update their social media pages with just the click of a button. Not only will this help garner attention, but it'll save time for social media managers to prepare creative messaging.

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CONTENT CALENDAR: MONTHLY

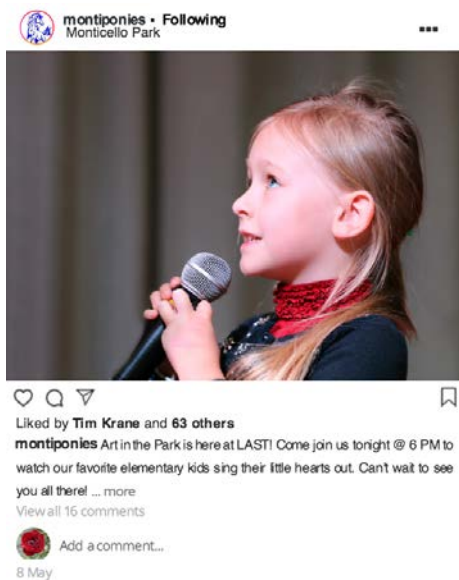
May						KEY:
						Facebook
						Instagram
						Instagram Story
						Twitter
SUNDAY 4/28	MONDAY 4/29	TUESDAY 4/30	WEDNESDAY 5/1	THURSDAY 5/2	FRIDAY 5/3	SATURDAY 5/4
Weekly sports schedule		FFA Soil Judging	FFA Soil Judging	FFA Soil Judging Spring Play	FFA Soil Judging	
SUNDAY 5/5	MONDAY 5/6	TUESDAY 5/7	WEDNESDAY 5/8	THURSDAY 5/9	FRIDAY 5/10	SATURDAY 5/11
Announcements			Art in the Park		HS Choir and Concert	Home Baseball Game
SUNDAY 5/12	MONDAY 5/13	TUESDAY 5/14	WEDNESDAY 5/15	THURSDAY 5/16	FRIDAY 5/17	SATURDAY 5/18
Track conference	Track conference					
SUNDAY 5/19	MONDAY 5/20	TUESDAY 5/21	WEDNESDAY 5/22	THURSDAY 5/23	FRIDAY 5/24	SATURDAY 5/25
	Booster club/PTO meeting					Announcements
SUNDAY 5/26	MONDAY 5/27	TUESDAY 5/28	WEDNESDAY 5/29	THURSDAY 5/30	FRIDAY 5/31	
		Middle School concert				

One way to ensure that Monticello is posting frequently is to plan out content each month. Above is an example content calendar we created based off of some of Monticello's events. To create this calendar, first determine which events to cover on social media. Then the next step is to decide which platform to post the content. Later in the audit, we give more of an explanation for how to choose each platform, but the above content calendar may be used as a template for future social media content.

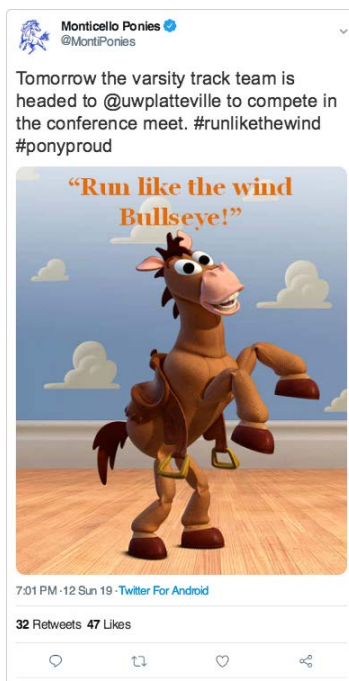
35

SOCIAL MEDIA CONTENT EXAMPLES:

INSTAGRAM

STANDARD
INSTAGRAM
POSTINSTAGRAM
STORY

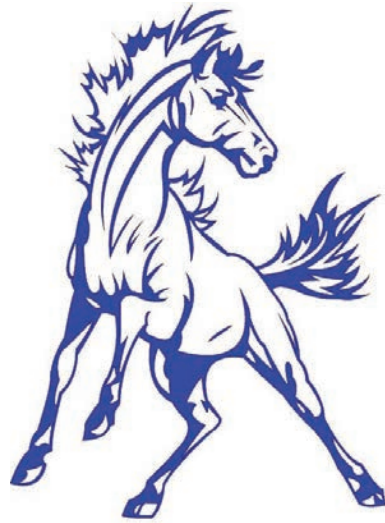
TWITTER

STANDARD
TWEET

FACEBOOK

STANDARD
FACEBOOK
POST

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MONTICELLO
SCHOOL DISTRICT

**THANK YOU
FOR WORKING
WITH OUR TEAM!**

About UniverCity Year



UniverCity Year is a three-phase partnership between UW-Madison and one community in Wisconsin. The concept is simple. The community partner identifies projects that would benefit from UW-Madison expertise. Faculty from across the university incorporate these projects into their courses, and UniverCity Year staff provide administrative support to ensure the collaboration's success. The results are powerful. Partners receive big ideas and feasible recommendations that spark momentum towards a more sustainable, livable, and resilient future. Join us as we create **better places together**.



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