Marketing & Communications

# Action Steps Checklist

## Print & Collaborate With Your Team

Clear, consistent communication is key to helping families understand school choice and reinforce your school's mission. This checklist highlights actionable steps your marketing team can take to raise awareness, build trust, and drive enrollment.

- [ ] Ensure your website and all marketing materials reflect current school choice programs and deadlines.
- [ ] Launch targeted digital ads focused on school choice eligibility zip codes.
- [ ] Share school choice family stories on social media and email.
- [ ] Set up campaign-specific tracking in FACTS or your CRM.
- [ ] Hold quarterly alignment meetings with Admissions and Financial Aid.
- [ ] Create flyers or one-pagers to distribute at local events or partner sites.
- [ ] Run analytics monthly to assess marketing ROI by funding source.

## Notes