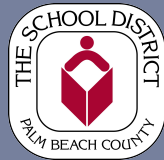
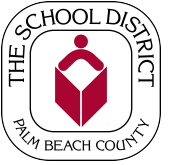


# Compete or Die: Your Choice.

*Our \$66 million wake up call.*

**Sean Cooley**  
Chief Communications Officer  
School District of Palm Beach County





# We are competing for every student.

## **-7,000**

**Student Decline in 2025-2026**

Largest decline in our 117-year history

## **-\$66 million**

**Gone From Our Budget**

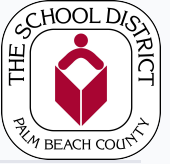
Revenue at stake for every student lost

## **In 2026-27...**

**More Voucher than Charter Students**

FES vouchers projected to surpass charter enrollment in PBC

# The Playing Field Has Changed



**The question is not whether families have options.**

The question is whether your school district is **competing against them.**



**Charter  
Schools**



**Private  
Schools**



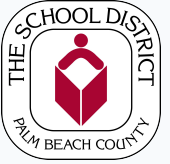
**Micro-  
schools**



**Home-  
schools**



**Virtual  
Schools**



# What's in the News?

**Tampa Bay Times**

**Florida's public schools are losing students faster than expected**

**wlrn** ©PBS

**Broward considers 34 schools for closure, repurposing or consolidation**



**Palm Beach County Schools see significant drop in enrollment**



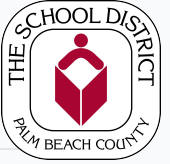
**Orange schools face \$25M shortfall after enrollment drops nearly 7K students**

**Tampa Bay Times**

**After days in class, Tampa Bay schools already seeing enrollment drop**

**OCBS NEWS**

**Miami-Dade Schools enrollment drops by 13,000 students, prompting budget cuts**



# We Have to Tell Our Own Story

Your School, Your Legacy



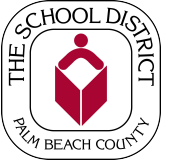
**Perception**  
*is Reality*



**What Gets  
Celebrated,  
Gets Repeated**



**Emotion  
Makes  
People Act**



# Where We Started: 3 Major Campaigns

01



## Kindergarten Enrollment

Encouraging families with incoming kindergarteners to register at their zone school.

02



## Choice Programs

Promoting specialized and magnet program applications to offer unique educational paths.

03



## Employee Recruitment

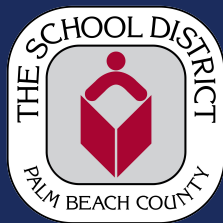
Attracting top-tier teachers and staff to join the School District community.

# A Dual-Brand Strategy With a Focus on Promoting Schools (NOT just the District)

## School District Brand

Serves Chambers of Commerce, elected officials, employees, and the broader community.

- Trust and legitimacy, especially for referendums
- Employer-of-choice positioning
- Community confidence
- Superintendent's brand



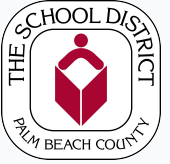
## A School's Brand

Serves families. It is where enrollment decisions actually happen.

- Families do not enroll their child in a District; they enroll their child in a school
- Emotional connection to a specific school
- Principal-led storytelling
- Neighborhood-level relevance







# Palm Beach's Changing Approach

## BEFORE

### Three Isolated Campaigns

Kindergarten, Choice, and Employee Recruitment

### General Social Media Presence

No clear enrollment focus, no paid advertising strategy

### Marketing the Institution

Promoting the School District as a brand, not individual schools

### No Win-Back Strategy

Families who left were not contacted or asked to return

## AFTER

### Year-Round School Celebration on Website and Social Media

Consistent, relentless amplification of individual school stories. Create **"That's my baby"** moments

### Paid Digital Advertising

Boost social media posts, work with digital ad agency to **target your competition**

### Improve Choice Policies and Family Experience (♪ I want you to want me ♪)

A charter/private school will do whatever it takes to get a family enrolled. Will you?

### Reorganizing and Retooling to Support Enrollment

Creating new office to focus exclusively on **admissions**. Higher ed figured this out years ago

# 10 Things You Can Do **Right Now** to Increase Enrollment



1

## Mail a Postcard to Charter Families

Send a postcard about your school district directly to charter school families in your area. **Email and text them too!**

2

## Create Social Media Student Stories

Design compelling graphics to share on social media that actively encourage enrollment.

3

## Run Paid Digital/Social Ads

Target charter/private school pickup times with paid ads when families are in carline.

4

## Audit Enrollment Policies

Are policies truly family-friendly? Review every step of the process for barriers.

5

## Involve Leaders in Unenrollments

Principals or high-level administrators should be involved in every unenrollment case.

6

## Implement Intent-to-Return

Direct, personal follow-up for any family that hasn't confirmed their return.

7

## Audit Social Media & Website

Does your presence encourage enrollment? Fix boring online 'bulletin boards'.

8

## Require School Tours

Mandate that every school conducts regular tours for prospective families.

9

## Secret Shop Your Schools

Experience the enrollment process firsthand to understand what families encounter.

10

## Mandate Open Houses

Require schools to host interest events to attract and engage prospective families.