

Open Registration Communications Plan

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Public Affairs Office
December 10, 2024



SLPS Strategic Values



Highly Effective Educators and Leaders



Authentic Family and Community Partnership



Equitable and Multiple Sources of Data





Personalized Supports and Innovative Pathways



College and Career Ready Critical Thinkers







3rd Grade Reading

Growth and Proficiency



3rd Grade Math

Growth and Proficiency

Student Success Goals



College and Career Readiness

High School Students
Prepared for
Workforce and
Post-Secondary
Employment



Culture and Climate

Student Wellbeing



Portrait of a Graduate



College & Career Ready

Change Agent

Critical Thinker

Communicator

Competent

Culturally Aware

Collaborator





Agenda

- Open Registration
- Marketing & Communications
 Roadmap
- District-Owned Communication Channels
- External Communication
 Channels
- Timeline





Open Registration



Previous Process

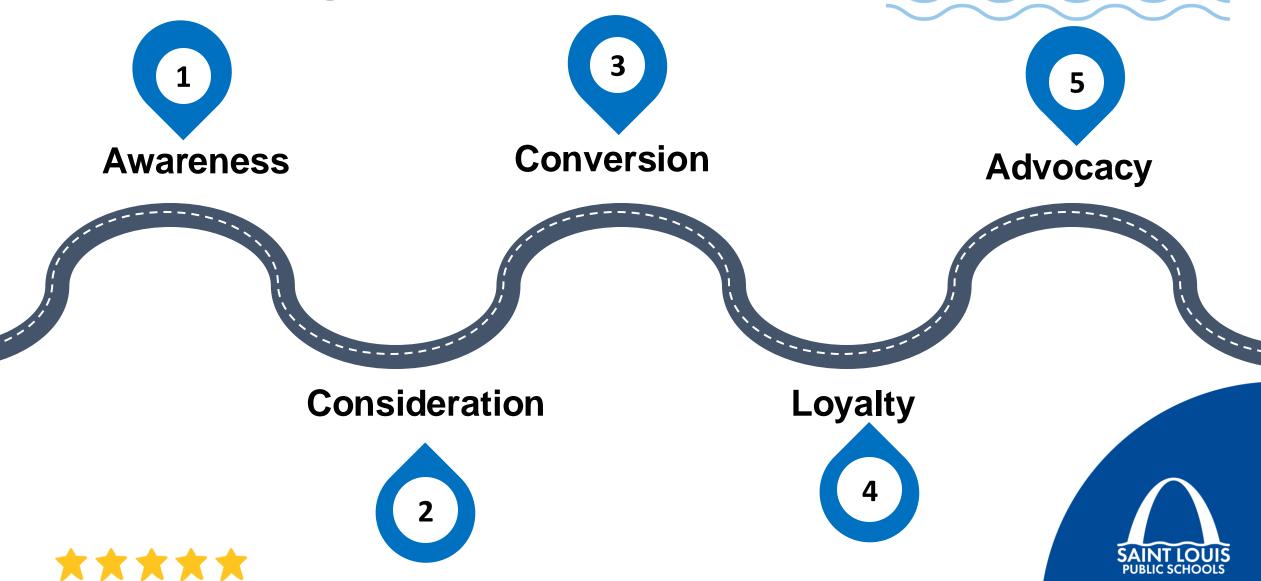
- SLPS students K-11 are "rolled over" in our Student Information System (SIS) from one academic year to the next
- We include bus routes for every student expected to return, unless parents opt-out for transportation

Current Process

- All parents (current and prospective)
 will need to register beginning
 Tuesday, January 21st for the 2025-26
 academic year
- Parents will need to opt-in for transportation
- Parents will sign-up for before and/or after care during registration



Marketing & Communications Roadmap



District-Owned Channels

Mass Communications

- Robo Calls
- Text Messages
- Emails
- Peachjar

Other

- District Website
- Superintendent's Newsletter
- School-Level Communications
- Physical Flyers and Posters

Social Media

- Facebook/Instagram
- YouTube
- TikTok
- X





External Channels



Traditional

- TV (Network and Cable)
- Radio
- Print

Outdoor

- Billboards
- Street Posters
- Transit



Digital

- Web Banners
- External Email Blasts
- Out-of-Home
- Over-the-Top





















































SCHOOL STARTS
AUGUST 18TH

Register Today

You can go anywhere from here!





Timeline

Transportation RFP was released.

Magnet lottery has run and parents have been notified of placement.

November 2024

Registration for the 2025-26 school year opens on the 21st.

January 2025

Open registration closes on the 8th. Students can still register, but transportation priority is given to those who registered before the deadline.

March 2025

December 2024

Communication regarding the open Registration season begins.

February 2025

Transportation vendor is selected.



Questions?



