



# Open Registration Communications Plan



Carl B. Mitchell

Public Affairs Office

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# SLPS Strategic Values



Highly Effective  
Educators and  
Leaders



Authentic Family  
and Community  
Partnership



Equitable and  
Multiple Sources  
of Data



Joyful and  
Engaged  
Students



Personalized  
Supports and  
Innovative Pathways



College and  
Career Ready  
Critical Thinkers

*Values Across Our Student Goals*





## 3rd Grade Reading

—  
Growth and Proficiency



## 3rd Grade Math

—  
Growth and Proficiency



## College and Career Readiness

—  
High School Students Prepared for Workforce and Post-Secondary Employment



## Culture and Climate

—  
Student Wellbeing

# Student Success Goals



# 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 21<sup>st</sup> 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



**Awareness**



**Conversion**



**Advocacy**

**Consideration**



**Loyalty**



# 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

# External Channel Examples



# External Channel Examples



School Starts August 18th

**YOU BELONG HERE**

SAINT LOUIS PUBLIC SCHOOLS

School Starts August 18th

**YOU BELONG HERE**

SAINT LOUIS PUBLIC SCHOOLS

School Starts August 18th

**YOU BELONG HERE**

SAINT LOUIS PUBLIC SCHOOLS



# External Channel Examples



**You Can Go Anywhere From Here!**

**You Can Go Anywhere From Here!**



**You Can Go Anywhere From Here!**



# External Channel Examples



SAINT LOUIS PUBLIC SCHOOLS  
**SCHOOL STARTS  
AUGUST 18TH**

Register Today ▶



SAINT LOUIS PUBLIC SCHOOLS  
**SCHOOL STARTS  
AUGUST 18TH**

Register Today ▶

*You can go anywhere from here!*



SAINT LOUIS PUBLIC SCHOOLS  
**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 21<sup>st</sup>.

January 2025

Open registration closes on the 8<sup>th</sup>. 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?

