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Student for Success in
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CENTER FOR EDUCATIONAL EXCELLENCE
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Superintendent

Communications Department

2018 ASPRA*tions Award Entry: Publications & Electronic Media – Identity/Image Package

PUHSD Billboards

PURPOSE: We created and placed billboards as an overall branding campaign to increase awareness of our district/school successes and offerings, and to instill pride in our district.

WHERE AND WHEN IT'S BEING USED: The billboards are posted in various places throughout our district boundaries for several months over the summer. This year we had a mix of both traditional bulletins and digitals to total 37 locations around town. The digital board artwork can be changed regularly, so we start with a congratulatory message to our graduates in May, change them to general messages after a couple of weeks, and then end it with a dual message reminding everyone when school starts again and to enroll if they haven't yet.

TARGET AUDIENCE: Our target audience is the general community, voters, students (current and prospective), parents and staff.

HOW IT IS SUPPORTING EFFECTIVE COMMUNICATION: This billboard campaign plays off of the theme, look and feel of our Experience High School booklet, which is distributed heavily to our community in the fall and spring. The billboards are bright in color and feature large photos of our actual students, along with our logo and message, in many cases driving them to the website for more information.

OUTCOMES ACHIEVED: Our billboard campaign has helped increase community awareness of our district and schools and elevates viewers opinions about our district and schools. As a bonus, our staff loves seeing them in such a large, public forum, instilling pride and increasing employee morale. We have experienced all-time high levels of enrollment, despite neighborhood gentrification, reduced partner elementary district enrollment and heavy competition from charter schools in the area.

Linda Abril

Alhambra

Bioscience

Bostrom

Trevor G. Browne

Camelback

Central

Cesar Chavez

Desiderata

Betty H. Fairfax

Franklin

Gifted & Talented

Carl Hayden

Maryvale

Metro Tech

Montessori

North

Phoenix Coding

South Mountain

Wilson

Billboard Campaign Artwork



PHOENIX
UNION
High Schools

**5,367
GRADUATES**

Congratulations, Class of 2018!

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SMALL SCHOOLS.**
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PHOENIX
UNION
High Schools



BIOSCIENCE • PHOENIX CODING • FRANKLIN POLICE & FIRE

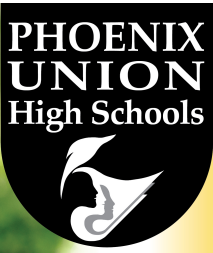

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EARNED \$102 MILLION
IN COLLEGE
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Classes Start August 6