

Community Assistantship Program

**Cyrus Magnet School
School Marketing Plan 2005-2006**

Cyrus Magnet School School Marketing Plan 2005-2006

Prepared in partnership with
Cyrus Math, Science and Technology School

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Cyrus Magnet School School Marketing Plan 2005-2006



Step 1: Mission Statement – A clear mission statement for the school and the marketing plan will help to focus the school’s efforts. The mission statement is the purpose and starting point from all which flows. It is important to evaluate your mission statement in light of changing environmental conditions. This helps to keep you focused as an organization on what you are about. This will help you in evaluating the objectives you develop later in remaining consistent with the mission of the school. CMST should reevaluate its mission statement at least every three years.

Questions for guidance – Who are we? Whom do we serve? How do we serve them? What are the limits of what we do? Does everyone have a shared understanding of our mission?

Mission Statement

The mission of Cyrus Math, Science and Technology School is to form a partnership with families and the community to provide children with a hands-on, innovative and integrated education focused on Math, Science and Technology. CMST provides a safe, positive, enriched environment through small, multi-aged classrooms that allows ample time for students to explore and take risks required to truly learn and discover.

Step 2: Situation Analysis -- Examine CMST’s current marketing program or examine your internal and external environment to understand where you are today and how you arrived at that point in time.

Questions for guidance – What are the past experiences relative to the financial, human and capital resources as well as the strengths and weaknesses of CMST? What are the cultural, societal, economic and demographic trends existing in your market area? What other marketing opportunities can be identified from the strengths and weaknesses?

Strengths	Weaknesses	Opportunities	Threats
Program	Financial Security	Starbuck Closing	Open Enrollment
Staff	Demographic Issues in Area	Open Enrollment	Apathy
Kids	Physical Space	Technology Development	

Step 3: Market Research – Surveys and discussion groups with school and non-school parents, special education parents are the best ways to really understand your market for the purposes of developing a marketing plan. But a self-evaluation can also be helpful in answering the following questions and thus understanding your market. Here are some categories for self-evaluation: academic excellence, values/character building; convenience; physical plant; safety; physical education; faculty; extracurricular activities; sense of community; cost.

Questions for guidance -- Why do parents of our current students choose our school? Why do some parents choose other schools? What does the community think of our school? What are other school officials saying about CMST?

What is CMST's position/image in the community and surrounding areas?		
Statement of Image	Is it a Strength or Weakness?	Identified opportunity to market or improve.
Small	Both	Personal Attention
Dieing	Weakness	CMST is growing
Financially unsound	Weakness	Fix the Budget

Step 4: Identify Target Segments – The goal here is to match your school's strengths with people most likely to be influenced by those strengths. Describe your target group in detail. Where do they live? What are their lifestyles? Can they afford your services? What are their needs?

Questions for guidance -- What types of parents are most likely to choose our school, as it currently exists? What types of parents might choose our school if we make some affordable improvements or changes? What financial resources exist to answer price questions?

Market Segment Group	Why this group?	Perceived benefit to school.
Existing Families	Solid base and understanding	Keep enrollment up
New Families	Really concerned for children/ New energy	Enrollment and energy
Open Enrollment Families		
Childcare and Preschool Families	Get them started at CMST	Great feeder to other programs

Step 5: Marketing Strategy – Brainstorm for ways to develop and communicate the right messages about your school and for ways to create the right improvement/s to your school. Develop measurable goals.

Questions for guidance - What are the quantifiable goals for the school marketing program? How will they be measured? What will be offered to the key decision-makers in relation to the school service (Product)? How will the children and key decision-makers use the service (Distribution)? What is the message to be communicated to the key decision makers (Promotion)? What must the key decision-makers give up to send their children to school (Price)?

<p>Key Messages</p> <p>A wonderful school with a wonderful environment for students to learn at their own accelerated pace. The people care and parents want to be involved in their children's educations.</p>
<p>Strategies for Conveying These Messages</p> <p>Word of Mouth Brochures View book</p>
<p>Suggested Improvements</p> <p>Unified Message and Materials Properly using word of mouth</p>
<p>Strategies for Creating these Improvements</p> <p>Talk to the parents Get the materials made up Website Development</p>

Step 6: Marketing Tactics and Budget – When executing marketing strategies, it is important to get the basics right, be clear about who is doing what and track progress carefully. First and foremost, the strategy must be communicated and supported. All members of the school community need to understand the message, including which elements of it are the focuses and which are the important facts supporting it. All members need to understand their role in disseminating the message. All members need to understand the goals of the marketing program and why they are important. Give a detailed account of each aspect of the strategy that will be put into operation.

Questions for guidance – What actions will we take? Who will be responsible for implementing each action? When is it to be accomplished and how much does it cost? What are the growth targets and how will we measure the results?

Goal:				
Strategy A:				
Action Plan	Responsibility Delegated to:	Cost/Funding:	Timeline:	Results

Step 7: Evaluate the Strategies – Your basic messages are unlikely to change dramatically from year to year, but your strategies should be evaluated quarterly so that weaknesses can be identified and strengthened, or strategies can be adapted to meet new market needs.

Questions for guidance – Did we achieve our goal/s? Which strategies should we continue? What have we learned? What are the new targets created from this evaluation?

Strategy	Action Plan	Outcomes	Suggested revisions of future actions?	Reviewed by/ Date
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