


**MAGNET TOOLKIT:
AVOIDING A MARKETING
TRAIN WRECK**



Duval County Public Schools

Who We Are:


- Incorporates 841 square miles; largest county in 48 states
- Consists of more than 160 schools throughout the Jacksonville metropolitan area
- Serves approx. 130,000 students
 - 105 Elementary Schools
 - 28 Middle Schools
 - 19 High Schools
 - 4 Alternative Schools
 - 3 Exceptional Student Centers
 - 5 Charter Schools



Duval County Public Schools



Magnet Programs:

- Serves more than 21,000 students
 - 31 Elementary Schools
 - 2 K-8 Schools
 - 10 Middle Schools
 - 12 High Schools
- 7 "Inspirations" magnet schools (MSAP 2004-2007)
- 10 "Dreams Begin Here" magnet schools (MSAP 2007-2010)


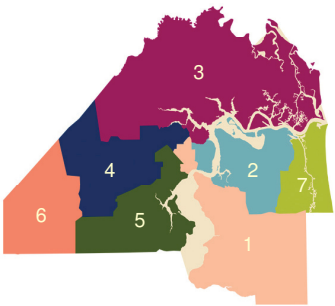


Duval County Public Schools

- 7 Elementary transportation zones
- 2 Middle school transportation zones
- 57 Title I elementary schools





Elementary School Zones




Who Owns Your Program?

- Is this a joint ownership between the district and the school?
- Who is your cheerleader?
 - District Magnet Coordinator
 - Program Coordinator
 - School-based employee




Who Owns Your Program?

- District Personnel
 - Magnet Supervisor; Magnet Grants Supervisor; Technical Mgr., Marketing; Technical Mgr., Lottery; Technical Mgr., Parent Information
- School-based Personnel
 - Principal
 - Magnet Lead Teacher (MLT)




Who Owns Your Program?

- Magnet Lead Teacher (MLT)
 - MLT job description
 - Memorandum of agreement
 - MLT performance scale



Assessing & Reviewing Your Program

- District Provided Data
 - School profile
 - Magnet enrollment and racial balance history
 - Desegregation order
 - MSAP goal
 - Recruitment guide
 - Magnet schools
 - Traditional schools



Assessing & Reviewing Your Program

- Are there priorities established for student selection?
- How does NCLB impact your program?
- Are there other School Choice options that impact your program?



Magnet Timeline

- Pre-printed magnet applications mailed to all current KG-10th grade (December)
- Heavy marketing and recruitment activities (January – February)
- Application deadline (February 29)
- Magnet lottery (April 1)




Planning & Timeline


- Start with the end in mind
 - End date
 - Milestones and other benchmarks
- Magnet College
 - Differentiated assistance to schools by the District Magnet Office
 - Magnet College schedule



MLT ToolKit




The image shows the cover of the 'MLT Tool Kit' for the 2007-2008 school year. The cover is yellow with a purple border and features a central graphic of a book and a person. The text on the cover includes 'MLT Tool Kit', 'Darnell-Cookman', and '2007-2008'. There is also a small logo for 'MAGNET PROGRAMS' in the bottom right corner of the cover.



MLT ToolKit

- My Magnet
- MSA
- MLT
- Magnet College
- Calendar
- Application
- Procedures
- Forms




Planning & Timeline

- Marketing & Recruitment Plan
 - Diversity of choice
 - Gain a large, diverse applicant pool
 - Targeted recruitment
 - Spreading the District's population




Scream the Theme

- District
 - City billboards
 - Print ads in journals
 - Public service programs (Radio & TV)
- Joint Collaboration
 - School brochures
 - Magnet reference guide
 - Magnet Mania
 - District-wide Open House day
 - Parent Information Sessions
 - Community awareness




Scream the Theme

- School
 - Individual tours
 - Mailings
 - Feeder school visits
 - Parent awareness
 - Keeping your existing students





Scream the Theme

- It doesn't end with being accepted by the lottery
 - "Reeling" in the students
 - Orientations for new students
 - Summer camps



Possible Derailments

- Can you deliver what you sold?
 - School grades impact program perception
 - Budget
 - Continued support after grant dollars end
 - Change in administration
 - Faculty buy-in
 - Mandated legislation





Engineering Your Program to Success

- You need tools for
 - Assessing & Reviewing
 - Planning
 - Marketing
 - Growing



Contact Information

- District website
 - www.duvalschools.org
- Magnet Programs website
 - www.magnetprograms.com
- School Choice website
 - www.duvalchoice.com



Contact Information

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