

# ***Tips for Marketing***

## ***Your Choice Program***

- Set up your website with a visible and accessible Interdistrict School Choice Program link on your homepage. The Interdistrict School Choice Program area on your website should include all your program information: available seats, timelines, and ALL forms that parents will need. Most importantly, emphasize why they should choose your district/school.
- Advertise in local print and social media, such as on Facebook. You need to give people a chance to hear about your program and learn what sets it apart from their Resident Districts or other Choice programs.
- Other marketing strategies to pursue:
  - Open House
  - Tours
  - Brochures in key outlets
  - PTA Meetings
- Provide a descriptive program profile to the NJDOE that they will post so families can learn about your program.
- Keep a cordial relationship with your Resident Districts, especially if you are taking large numbers of their students.
- Designate a person in your district to be the key communicator for your choice program. Be sure that your board, staff, and community know who that person is and that all information regarding the program is to be directed to that person.
- Designate an extension on your phone system for your Choice program that is supervised by your key communicator.
- Be sure that you have the support of all your staff, board, and key members of your community for the program. One naysayer can do significant damage in the smooth implementation of your program.

REMEMBER: *Misinformation is deadly*