



Public Burden Statement:

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The obligation to respond to this collection is voluntary. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Education, 400 Maryland Ave., SW, Washington, DC 20210-4537 or email ICDocketMgr@ed.gov and reference the OMB Control Number 1880-0542. Note: Please do not return the completed MSAP Marketing/Recruitment Key Informant Interview to this address.



Grantee Name: _____

Name and Role of Respondent: _____

Telephone: (____) ____ - _____

Thank you for taking the time to participate in this interview. It will take 25 minutes to complete. We are assessing the 2010 Magnet Schools Assistance Program (MSAP) grantees' current technical assistance needs, and this interview is part of our ongoing data collection effort. There are no right or wrong answers. We want to identify your needs in program marketing and student recruitment to provide you with the most relevant and focused technical assistance to help you meet your minority group isolation objectives. Do you have any questions before we begin?

Background:

1. Please indicate which entity has primary responsibility for your MSAP project's marketing and student recruitment. (Please select one.)

- € Local education agency, specify department: _____
- € Magnet project
- € Magnet school

2. What are your MSAP schools' major challenges when recruiting targeted students? (Please select all that apply.)

- € Poor school image
- € Lack of student transportation
- € Highly competitive school choice market
- € High percentage of racial/ethnic segregation
- € Changes in demographics/population
- € Public awareness
- € Other, specify: _____
- € Do not know

3. What is your MSAP project's level of experience with marketing? (Please select only one.)

- € Very little to no experience
- € Some experience of basic marketing campaigns; e.g., distributing letters and flyers
- € Experience creating a recognizable magnet school brand
- € Experience implementing an extensive marketing campaign
- € Experience creating a recognizable brand and implementing a successful marketing campaign



MSAP Marketing/Recruitment Key Informant Interview

MAGNET SCHOOLS
ASSISTANCE PROGRAM
Diversity • Academic Excellence • Equity

TECHNICAL
ASSISTANCE
CENTER

(Telephone)

For the next set of questions, I will read a series of marketing and recruitment strategies. Please indicate: 1) if you have not implemented the strategy; 2 if you have implemented the strategy but it was not effective; 3 if you have implemented the strategy and it was effective; or 4 if you have implemented the strategy but you are not sure if it was effective.

Marketing and student recruitment strategies	Rate			
	1	2	3	4
Student recruitment:	1	2	3	4
a. Established a student recruitment team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Set annual and overall student recruitment goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Assessed the school choice market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Identified the target student groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Established strategies to retain current students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Developed a student recruitment plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Branding:	1	2	3	4
g. Assessed the MSAP project's school(s) public image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Established a consistent message that communicates the desired public image for each MSAP school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Created a logo that reflects your desired image for each MSAP school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Created a tagline that reflects your desired image for each MSAP school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Displayed the logo and/or tagline where it is visible (e.g., printed materials, website, flyers, letters, inside and outside of the school(s))	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Assessed how well the school's brand is recognized in the community for each MSAP school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing:	1	2	3	4
m. Developed a marketing plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Created a user-friendly, informative school website(s) that is marketing focused	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Promoted your MSAP project's school(s) through media (e.g., local newspaper, TV, social media)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. Distributed letters and general information to prospective students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. Visited and presented at feeder schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. Had open houses or workshops for prospective families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. Tailored materials to specific audiences (e.g., non-English speaking families)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
t. Evaluated your marketing activities and strategies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication:	1	2	3	4
u. Communicated your MSAP school(s) brand/desired image(s) to current parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
v. Communicated your MSAP school(s) brand/desired image(s) to teachers and school staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
w. Communicated your MSAP school(s) brand/desired image(s) to students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
x. Communicated your MSAP school(s) brand/desired image(s) to magnet partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Technical assistance

4. What are the top three technical assistance needs that will help your MSAP project meet its minority group isolation objectives?

- 1. _____

- 2. _____

- 3. _____

5. Please select your MSAP project staff's preferred method for receiving marketing and recruitment technical assistance. (Please select only one.)

- Webinar
- Consultations with MSAP Center marketing and recruitment expert
- Online community of practice
- Toolkit
- Other, specify: _____

7. Did a representative from your MSAP project attend the MSAP Center's marketing and recruitment webinar series or review the archived webinar files?

- Yes
- No
- Do not know

8. Has your MSAP project staff participated in other professional development on marketing and recruitment?

- Yes
- No
- Do not know

9. Do you work with a student recruitment and/or marketing consultant/expert?

- Yes
- No

10. If yes, what type of work does the consultant/expert do for your MSAP project?

11. Are you willing to send copies of your marketing plan, recruitment plan, and/or collateral materials for us to review?



€ Yes

€ No

Glossary of terms

Brand: A name, term, design, symbol, or other feature that identifies one provider's goods or services as distinct from those of others.

Marketing: The activity of creating and communicating offerings that have value for customers, clients, partners, and society at large.