

# Take Another Look at the Gary Schools!



“With the great strides we've made over the past year, I KNOW it's time for parents, students and the entire community to give us another look.

– Dr. Pete Morikis, Emergency Manager



**Gary Community School Corporation**  
Doing What is Best for Students - Today - Tomorrow - Everyday

# 2019 GCSC Enrollment Campaign Overview

The “Take Another Look at the Gary Schools” Enrollment Campaign will target parents and students currently enrolled in the Gary schools as well as potential enrollees and the general community of stakeholders. These audiences will be encouraged to take note of what has been accomplished over the past year and the great future that lies ahead in the new school year.



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# 2019 GCSC Enrollment Campaign Goals

	2018-19	2019-20	2019-20
	Actual	Growth	Goal
	ADM	Goal	ADM
	4,584	719	5,304

- Each school has been given an estimated growth goal based on current enrollment.
- Each school will host activities to encourage enrollment growth
- Enrollment campaign activities will continue through September 13, 2019.



# Reasons to Take Another Look at the Gary Schools

- Process to enroll has been simplified (Shorter form, enroll all your children at once)
- Focused recruitment of talent (Education, experience, Gary natives coming home to help)
- Progress in financial recovery – The District's deficit has consistently declined over the past year
- Merging of schools for effective programming and greater educational offerings (ex. McCullough)
- Greater focus on STEM education (ex. FUSE program)
- The rejuvenation of the Gary Area Career Center – (ex. Increased course offerings via Ivy Tech partnership and opportunities to earn dual credit)



# Reasons to Take Another Look at the Gary Schools

- Gary Middle School / Bailly Plan – Creation on two middle schools offering Arts and STEM programs
- Every school to offer coding, IT and tech classes
- Purdue University Northwest's Partnership with Beveridge Elementary School
- PACE reps in every building – Parents have a direct contact to stay informed of school activities, etc.
- After school tutoring
- Summer enrichment programs
- Breakfast and lunch provided daily
- All-day kindergarten
- Enhancement of our Athletic programs
- Improved Communications efforts to connect with all stakeholders

(Traditional outreach, Social Media, Emails, Robocalls, Community meetings, etc.)



# Vehicles to Fuel the Enrollment Campaign

- Traditional Media
- Social Media
- Advertising
- Website
- Direct Mail
- Email Marketing
- Community Meeting / Events
- Op-ed



# Timeline for the Enrollment Campaign

Action Items	Owner(s)	Timing / Completion
Develop and finalize logos for campaign	Christie/Chelsea	May 10
Create enrollment toolkit for schools (brochure, talking points, suggested best practices)	Christie/Chelsea	May 17 (brochure printed and distributed by May 31)
Implement Social Media Campaign for Facebook/Instagram/Twitter	Christie/Chelsea	Ongoing – May 1 – Sept 13
Design print advertisement for placement in local papers and online	Christie	All ads should be placed/scheduled by May 31
Craft Op-Ed on enrollment for Dr. Peter Morikis	Chelsea	May 20
Design direct mail piece (mirrors brochure design)	Christie	Mailing to go out no later than June 15
Update website with enrollment information	Christie	May 17 – Sept. 13 (updates will be added as needed)
Schools to plan individual enrollment events	Principals to lead effort Communications team and administration to cover/attend	May 1 – Sept. 13
Schedule media interviews for Dr. Pete and team to discuss enrollment plan	Chelsea	May 1 – Sept. 13
Identify community meeting and grassroots platforms for team to appear and speak on the plan	Chelsea	May 1 – Sept. 13
Craft and record PSA highlighting campaign	Chelsea	May 20
Email marketing	Chelsea	<i>TBD on purchase of software and procurement of email addresses</i>
Develop Advertising Budget	Eric/Chelsea	May 10



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# Upcoming District Events



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## You're invited to our FUSE LAB OPEN HOUSE

Wednesday, May 22, 2019  
at 5:00 p.m.  
Gary Middle School  
301 Parke St. Gary, IN



Take a look at what our STEM students have been up to lab  
and meet the supporters of this incredible program.



Produced & Directed by:  
**Mark Spencer**

WEST SIDE Theatre GUILD  
*Serving the community one performance at a time.*

Choreographed by:  
**Asia Dickens**

# THE WIZ 2019

300 Students  
Gary Community  
School Corporation

## MAY 24, 25 @ 7pm and | MAY 26 @ 4pm

West Side Leadership Academy | West Side Theatre Guild  
900 Gerry St. | Gary, IN 46406 - Tickets available starting April 15th



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