

MCS Choices Campaign

Client: Moore County Schools

Industry: Education

Buyer Persona: Parent of K-12 grade students

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Moore County Schools Regains Lost Enrollment



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Introduction

In March of 2020, Governor Roy Cooper ordered the closure of all public schools in North Carolina due to the COVID-19 pandemic. That fall, Moore County Schools experienced a three percent decline in student enrollment as students either moved to private schools or were homeschooled during the pandemic.

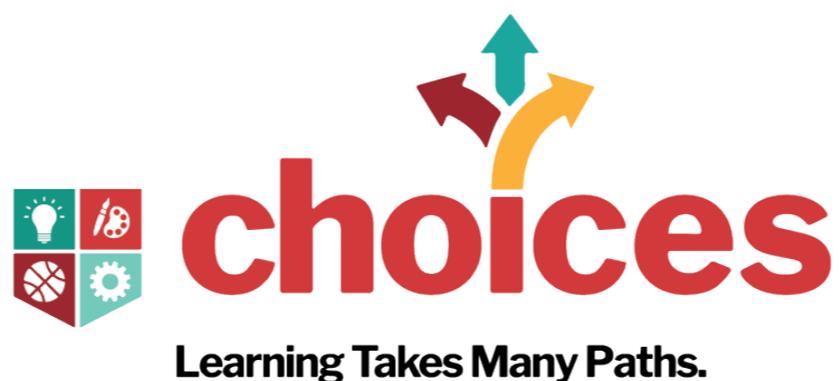
Moore County Schools rebranded its educational offerings – in-person, blend+ed, and the Connect! Virtual Academy and with First Flight Agency launched a “Choices” campaign in order to recapture lost market share during the pandemic.

As of Day 20, 2021, Moore County Schools had 12,825 students enrolled in its schools or its virtual academy, regaining all but 10 student memberships it had lost over the 2020-21 school year.





The Story of MCS Choices



In-Person Learning

For kids who:

- Learn best face-to-face
- Need daily interaction
- Enjoy specials, electives, and non-core classes
- Thrive on a daily schedule



Connect! - Virtual Academy

For kids who:

- Motivate themselves
- Learn well independently
- Are computer literate
- Work best at home
- Communicate effectively online
- Need flexible scheduling
- Might want access to extracurricular and athletic activities



Blend+ed - The Perfect Blend of Home and School

For homeschool students in grades k-5 and 9-12 who:

- Learn well both face-to-face and virtually
- Are supported by engaged families
- Are interested in expanding on their homeschool curriculum
- Want to participate in extracurricular and athletic activities

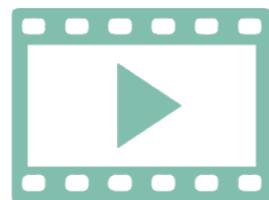


In early 2021, MCS came to First Flight Agency to run a campaign in the spring to educate the families with kindergarten through 12th grade students of their choices with the county’s public school system. This partnership was established from previous successful kindergarten enrollment and teacher recruitment campaigns. The goal was to regain lost market share due to the pandemic.



Creative:

- Logo design to represent MCS Choices and the three alternatives while cohesively blending with the current school district logo following its guidelines
- Update marketing materials used by MCS



Video:

- Long-form video to educate on the MCS choices of learning options
- Short-form videos to be used on social media platforms and YouTube advertising



Web:

- Microsite design and development MCSChoices.com
- One landing page with information on all three options leading users to register their students. FAQ and ease of use. Information about Kindergarten registration. Links to relevant pages on the MCS site.



Social Media:

- Organic and paid posts
- Target families with K-12 students to attend MCS



Advertising:

- Search, display, and video ads targeting kindergarten parents, military families, homeschool and private school interest
- Sponsored content in local media digital platforms





Educate Families

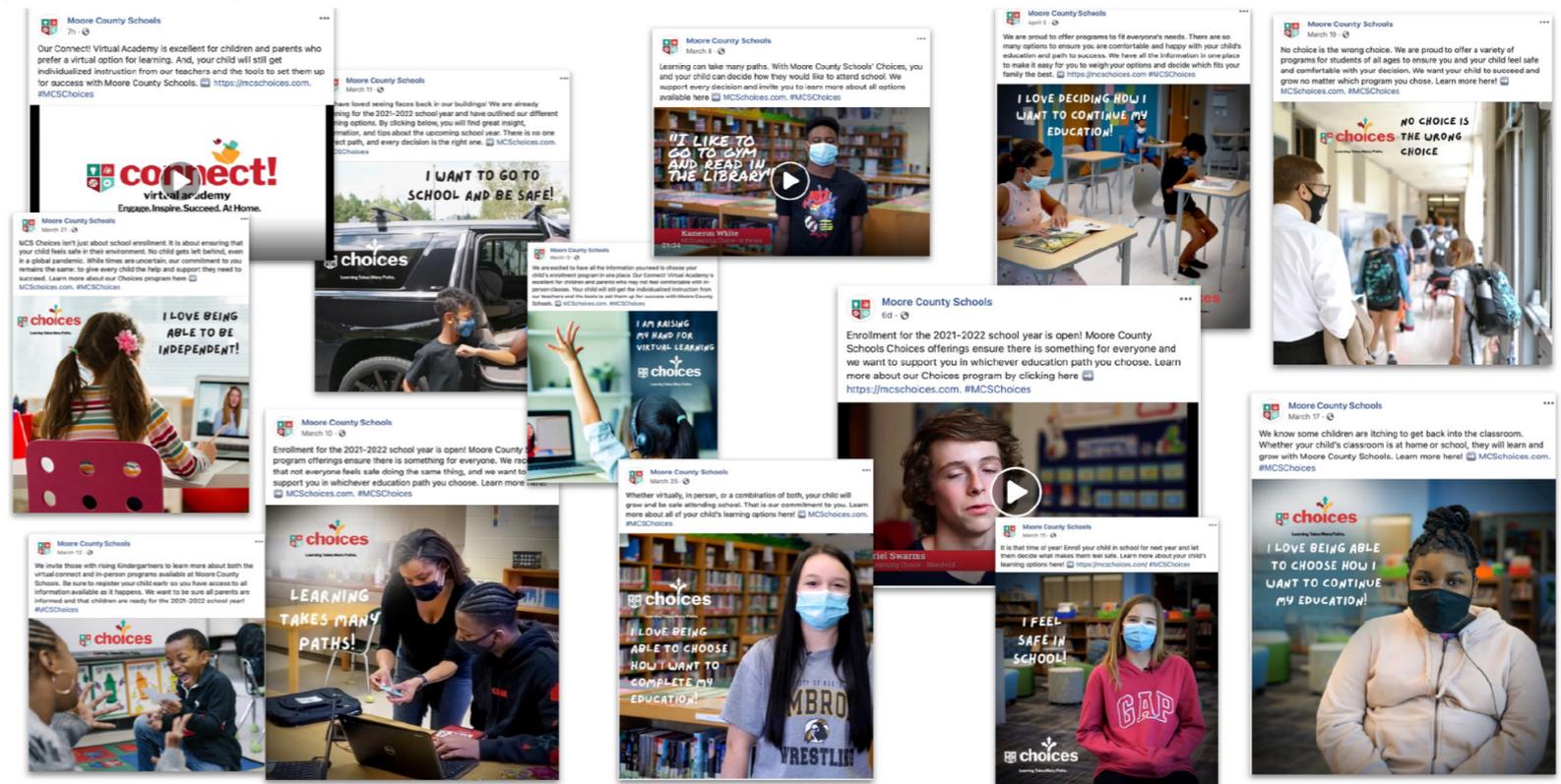
Moore County Schools needed to educate families of the choices they had for their students. FFA designed and developed a landing page with information explaining the options available and [video](#) with actual students, parents, and teachers discussing their choice and experience. The [microsite](#) was the landing for all marketing efforts and received 1,657 sessions accumulating 5,615 events. The acquisition is as follows: Social 584, Direct 368, Paid 461, Referral 236, and Organic 8.

Sponsored content was implemented in two local email newsletters and on [thepilot.com](#), published by the local newspaper, The Pilot Newspaper. It was agreed that families with school-aged children would most likely be better served via the newsletters and website vs. the printed paper. The Sway, a newsletter targeted at millennial women, produced 68 article clicks. The Pilot's Briefing, a daily briefing of current events, had 158 article clicks. The [thepilot.com article](#) received 711 article views.

Advertise to Enroll

MCS's Facebook and Instagram were used to bring awareness and advertise enrollment deadlines. Both paid and organic posts were created leveraging video and photography of current students, parents, and teachers explaining their choice and experience. There were 14 posts to each platform with a reach of over 31,200 and 4,169 total engagements.

MCS wanted to have kindergarten and most new enrollment numbers in by the end of April 2021. We used paid search, video, and display advertising to increase awareness of the three choices, as well as the urgency of enrolling before April 15, 2021. There were 69.5K impressions, 504 clicks, and 20 calls between all of the campaigns.



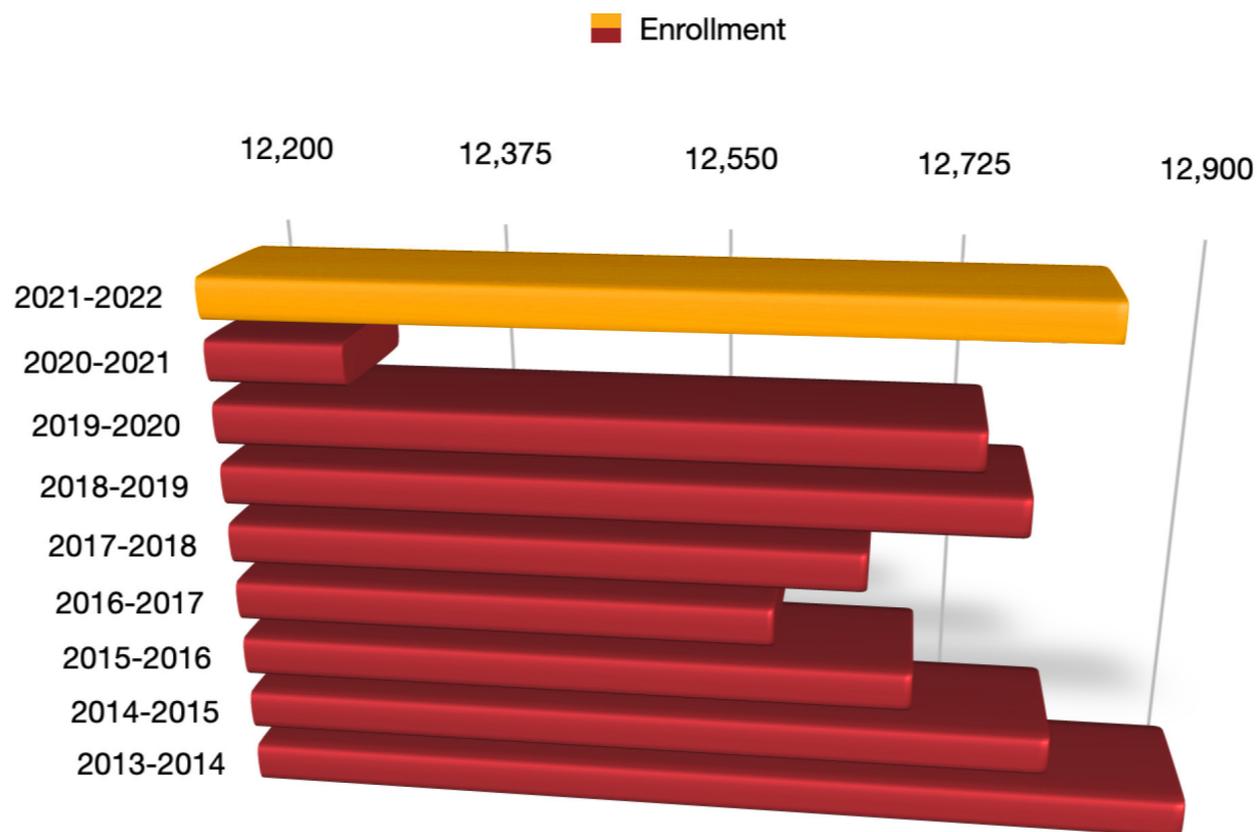


Overall Results

As of Day 20, 2021, Moore County Schools had 12,825 students enrolled in its schools or its virtual academy, regaining all but 10 student memberships it had lost over the 2020-21 school year. The Pilot reported, ‘Administrators predicted modest growth, estimating about 12,400 students when budgeting for the current school year. But enrollment is actually set to eclipse where it was even two years ago.’

As the district’s fall 2021 enrollment was above their original 12,400 student enrollment estimate, MCS was eligible for additional state funding. ‘That additional funding will cover the salaries of additional teachers to serve the expanded student population — or at least unburden local funding streams that the district typically uses to supplement the state allotment,’ stated The Pilot Newspaper.

In 2019, MCS estimated to enroll 100 students for the virtual academy when it opened, and this would meet North Carolina’s requirement to qualify as a school and receive appropriate funding. The Pilot reported, ‘620 students who have voluntarily enrolled in the district’s Connect all-virtual academy: 186 elementary, 140 middle and 295 high schoolers,’ at the beginning of the 2021-2022 school year.



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