

Orange County Public Schools



**“Thinking Outside the (Lunch) Box:
Sales and Marketing Strategies**



**Florida School Finance Officers Association
November 10, 2011**

Orange County Public Schools



Early Findings

- ❑ Money is being made from school assets, and not always by school districts.
- ❑ There is inventory to identify and sell.
- ❑ There is a market. Companies want to reach your employees, parents and – with care – students.

Advertising in Districts

Why?

- ☐ New revenue
- ☐ Flexibility and less dependency on state funding and local property taxes
- ☐ Saves threatened programs
- ☐ Enhances brand image by applying value to district assets and your audiences

Need help? Help yourself.

Six Ways to Generate
New Revenue for Your District

1. Licensing Agreements

Remind distributors and retailers that school logos are covered under “common law trademark rights.”

Revenue from gross sales should be between 7-10%.

Two year revenues: \$6,787



2. School Properties

Garages, buildings, or ground leases (cell towers)



Two year revenues: \$13,000

3. District Communications

- Direct mail
- E-Newsletters
- Parent Guides
- Code of Conduct

OCPS Today
ORANGE COUNTY PUBLIC SCHOOLS

Innovative Program Puts Students On The Fast Track

A group of high school seniors will graduate this year from a unique program being offered by Orange County Public Schools for the first time. The Nursing Academy allows high school students to complete in two years the technical and academic coursework necessary to become a Licensed Practical Nurse (LPN).

Students complete their core academic curriculum online, and learn nursing fundamentals in the classroom and through internships at nursing homes and hospitals.

Teacher Yvonne Julien (center) surrounded by students (l-r) Sarah Smith, Cady Dicken, Sierra Farwell, Keisha Turnbull, and Amani Garcia.

Teacher Yvonne Julien is a nurse and has been with OCPS for 27 years. "I love teaching nursing fundamentals," Julien said. "These students have a profession when they graduate, which really puts them ahead of the game."

The students agree. "I come from a family of doctors and nurses, so I've always known this is what I wanted to do," said Keisha Turnbull, a junior from Colonial High School. "I plan to continue my education to become a registered nurse."

4.7.2010
KINDERGARTEN: A NEW FRONTIER

Registration for kindergarten begins on April 7, 2010, from 9 a.m. to noon at your child's school. Children who are five years old on or before Sept. 1, 2010 are eligible to start kindergarten in August 2010. Not sure what school your child will attend? Go to www.ocps.net for more information and registration details, or call 407.317.3233.

GIVE YOUR CHILD A GOOD START TO A GREAT FUTURE.

OCPS Encourages You To "Be There"

"Be There" is a national movement to inspire parents to become more involved in their children's education. Research shows that strong parent involvement leads to higher student achievement.

We want to inspire parents to make ordinary moments extraordinary by relating to their children during the daily routines of life. It doesn't take additional resources of time or money, so anyone can do it.

For tips on how to "Be There" for your children and to share your teachable moments with other parents, visit our Web site at www.ocps.net and click the "Be There" button.

Atlanta Braves Spring Training
Buy One, Get One Free
ATLANTA BRAVES SPRING TRAINING

ESPN WING WING GO SPORTS
MORE INFO

Two year revenue: \$41,000

4. No-Cost Affinity Cards

Partner with a financial institution to earn revenue on transactions by cardholders



7,292 cards

\$82,925 earned

(two years)

5. Online Advertising

- ☐ Add or edit school board policy
- ☐ Secure buy-in from school principals
- ☐ Install ad placement & tracking software
- ☐ Identify inventory
- ☐ Set rates
- ☐ Sell well
- ☐ Report and thank

26 months: **\$212,440**



Online Advertising Specialty Pages

2011 Graduation Schedule

Students Parents Community Employees

Community Resources

Newsroom

Videos on Demand

Media Relations

Publications

Advertising Program

2011 Graduation Schedule

Accomplishments

Leadership Orange

2011 Graduation Schedule

2011 Valedictorian Videos

Myriell Doan - Evans HS
Amana Abdulwakeel - Winter Park HS
Peter Jiang - University HS
Chris Pyles - Ocoee HS
Cima Mallakal - Cypress Creek HS
Audrey Winkelsas - Wekiva HS
Nicole Kiewer - Dr. Phillips HS

Scholarship Winners

Graduating seniors who received a full or substantial academic scholarship or U.S. military academy appointment

East River High

William Kupke, Central Florida
Brittani Warren, Rollins
Hunter Spychkober, Palm Beach Atlantic
Holly Meadows, Stetson
Deontae Lafayette, Florida
Nora Lonsman, Florida State

Amway Center*	UCF Arena
*Note - This is the new venue located at 400 W. Church Street, Orlando, FL 32801.	Thursday, June 2
	10:00 a.m. Apopka
	3:00 p.m. Winter Park
	8:00 p.m. East River
Friday, June 3	Friday, June 3
	10:00 a.m. Wekiva

Graduation Schedule

Menus

Word of the Month
pa-tri-ot-ism
n. 1. love of one's country and willingness to sacrifice for it
2. loyalty, faithfulness, allegiance, and devotion to one's nation

Florida Residents
AFTER 2PM ANNUAL PASS
\$60 Plus Tax
Disney's water parks
CALL 407-W-DISNEY FOR INFO

NUTRITION 101
Conditions can dramatically change the fat content of a sandwich. Just one tablespoon of real mayonnaise adds 100 calories and 6g grams of fat to a sandwich (that's 12% of the recommended daily fat maximum). The same amount of mayonnaise adds just 10 calories and less than 1 gram of fat.
A TASTY MORSEL FOR PARENTS

Brain Ticklers
Why did King Kong climb to the top of the Empire State Building?
(It took the giant ape a whole meal to get to the top of the building.)
Life is a journey, it is not a destination.

Wed., March 3	Thurs., March 4	Friday, March 5
Choice of One Cheese/Pepperoni Pizza	Choice of One Chili/Shredded Cheese	Choice of One Chicken Bowl/Black Beans/ Yellow Rice
Or Turkey/Cheese Chef Salad Cool Pack	Or Chicken Tender Snack WW Wrap Cool Pack	Or PBJ Uncrustable Cool Pack
Choice of Two Baby Carrots/Light Ranch Dressing	Choice of Two Side Salad Applesauce	Choice of Two Mixed Vegetables Diced Peas
Mixed Fruit 100% Fruit Juice	Fresh Seasonal Fruit	100% Fruit Juice
Choice of Milk	Corn Mini Loaf Choice of Milk	Sour Cherry Ice Pop Choice of Milk

Wed., March 10	Thurs., March 11	Friday, March 12
Choice of One Ultra Dog	Choice of One BBQ Baked Chicken	Choice of One Cheese/Pepperoni Pizza
Or Cheese WW Pretzel Cool Pack	Or Cheese/Fruit Cool Pack	Or Chicken Fajita Salad Cool Pack
Choice of Two Sweet Potato Fries Green Beans	Choice of Two Roasted Potato Wedges Corn on the Cob	Choice of Two California Blend Vegetables Sliced Apples
Orange Wedges	Pears	100% Fruit Juice
Choice of Milk	Dinner Roll Choice of Milk	Choice of Milk

6. Athletics Sponsorships

An accepted blend:
Athletics and Advertising



Athletics Sponsorships

Be Creative

Customize

Deliver on Promises



2009 - \$114K. 2010 - \$257K. 2011 - \$101K. **TOTAL - \$501K.**

Event Vendors

Gymnasiums



Football stadiums

Baseball fields

Soccer fields

Cross Country courses

Orange County Public Schools

Rule # 1

Don't overdo it.



Rule # 2

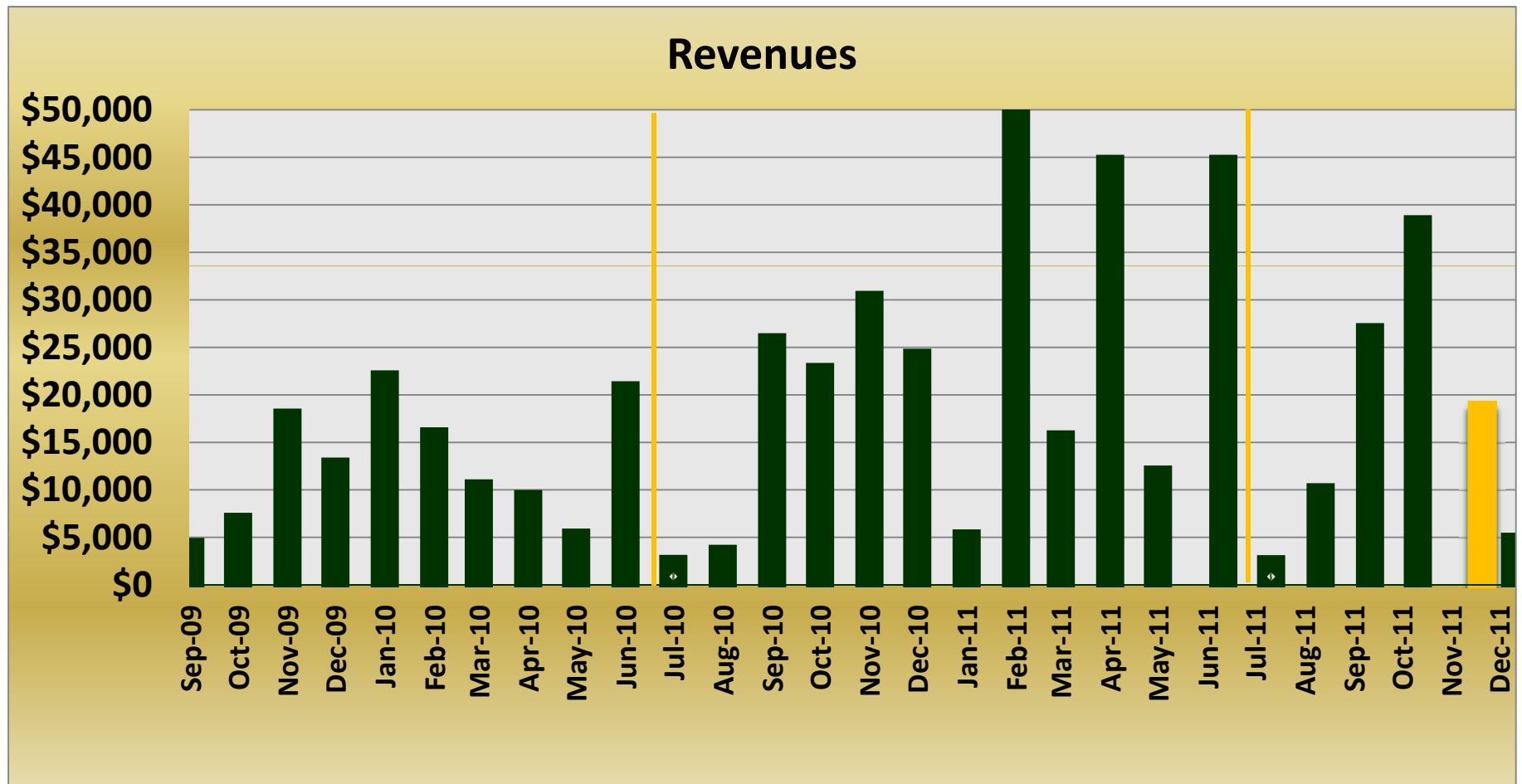
Know your limits.



Other Money Maker Ideas

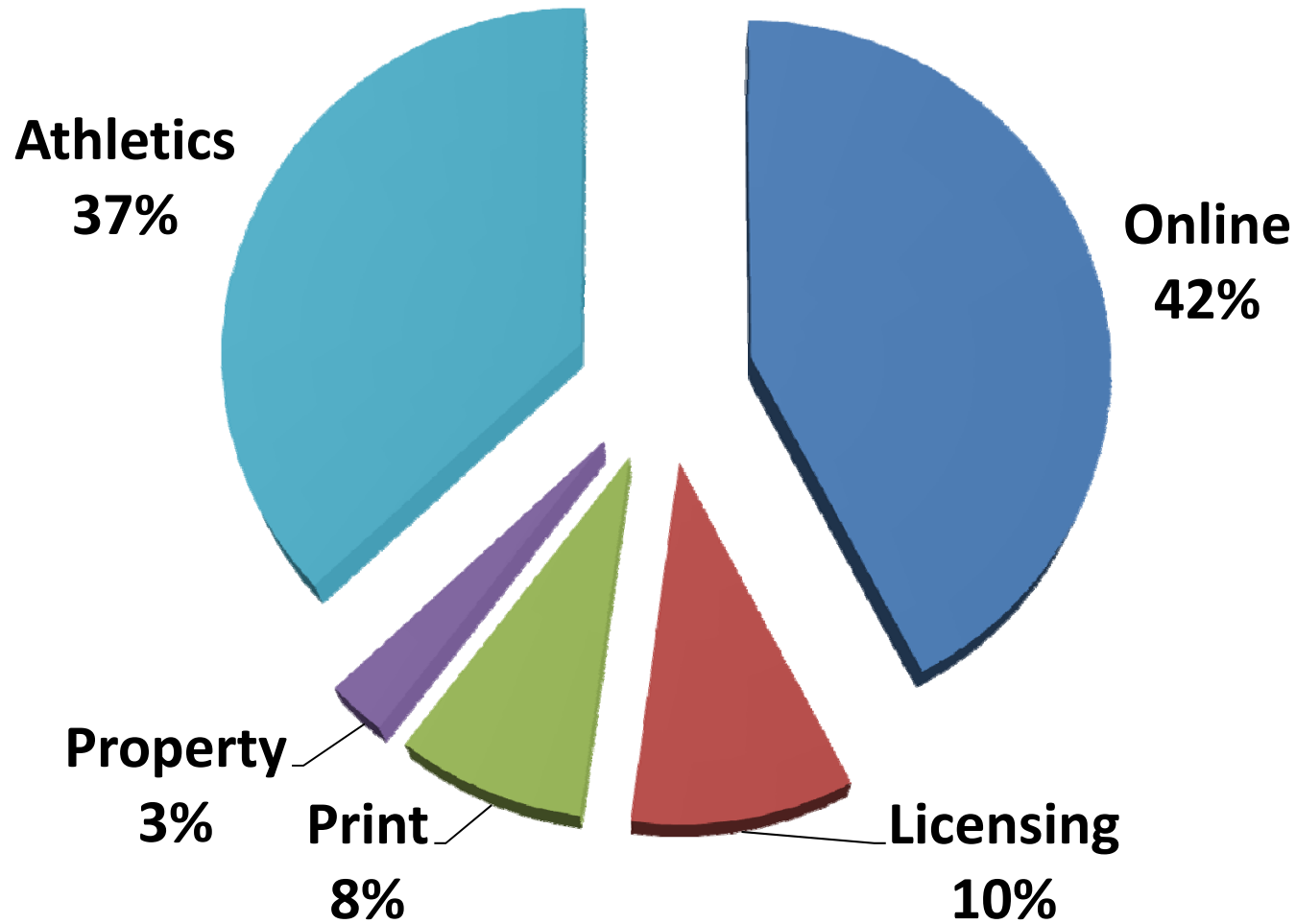
- ☐ Media broadcast partnerships
- ☐ Brand providers in concession stands
 - Pepsi vs. Coke, Subway, Panera, Hot dog purveyor, etc.
- ☐ Employee discounts & deals programs
- ☐ Fees to reach or “share” with employees
- ☐ Stadium, gym or building naming rights
- ☐ Flower bouquet sales at graduations
- ☐ Art website for student and instructor art

Revenues 2009-2011

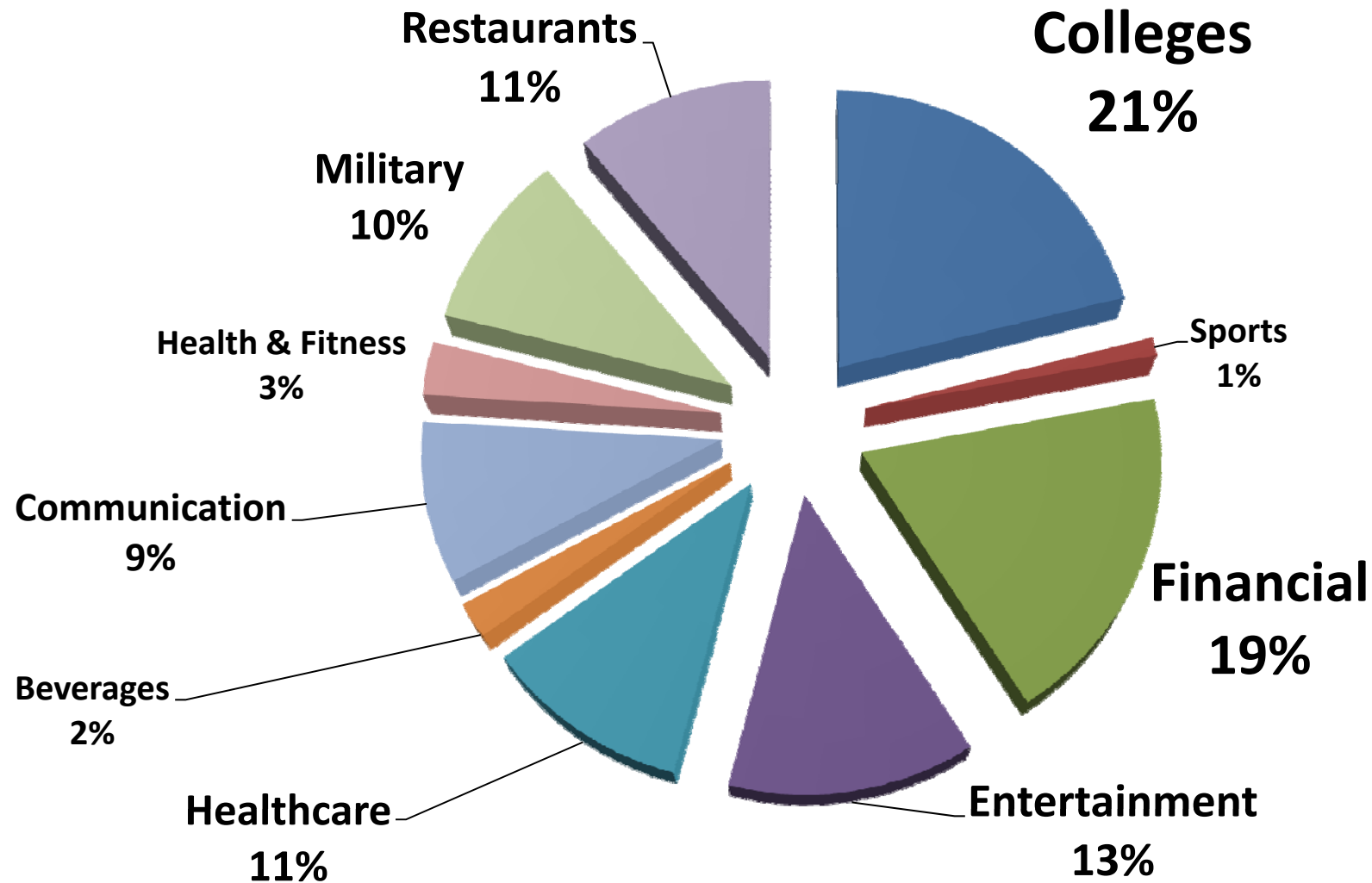


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Revenue Sales



Revenue Sources



Revenue Allocations

- Ensure success by sharing revenue with schools and programs that own or manage the assets.
- Dedicate revenues to specific causes; i.e., district Athletics Preservation Fund, scholarships, Arts Preservation, etc.
- Publicize your allocations

Summary

- Districts have assets with market value.
- An advertising program shows your public you are innovative and proactive for the benefit of education.
- Options: In house unit vs. 3rd party agents
 - In-house investment pays for itself multiple times without splitting revenues.
 - 3rd party agents can reach more prospects.
- What value you put on your assets translates into brand value to the public.



The Operational Side

- ☐ Good and frequent communication is important.
- ☐ Talk about your success and your menu of opportunities.
- ☐ Recruit commercial media sales teams
 - they can bundle your assets with theirs and extend your marketing reach.

Sponsorship Execution Plan

Work with principals and athletic directors in a formal way. Treat them like your clients too.

Communicate every obligation so everyone knows what they must do.

SAMPLE



Sponsorship Execution Plan

Administrator authorization: Dr. Jenkins
Administrator signature: Dr. Barbara Jenkins/Dylan Thomas
CC to: Kevin Demer KD (with initials)
School: Edgewater High School
Principal:
Athletic Director: Valerie Miyares
Program name: Don Reid Ford – Halftime Car Giveaway Promotion.
Program date(s): 9/17/2010
Program details/description: During the 9/17/2010 Apopka @ Edgewater varsity football game, Q92 and Channel 27 will have a booth at the game. They will collect names to have one person kick a halftime field goal from the 40-yard line. If the contestant makes the kick, they win a car. Q92 and Channel 27 will both promote your home game for a two-week period prior to the scheduled game date. This should increase your gate receipts.
Revenue: \$300 prior to game night. Other benefits: Free advertising on radio/television. PA package purchased for the season (another \$86.84 paid to Edgewater)

Online Pricing Formulas

- ❑ Annual agreements:
 - Home page: \$1.99/cpm
 - Employee page: \$2.99/cpm
 - Student page: \$2.99/cpm
 - Parent page: \$2.99/cpm

- ❑ Weekly agreements:
 - Home page: \$3/cpm
 - Employee page: 7/cpm
 - Student page: \$7/cpm
 - Parent page: \$7/cpm

Pricing Formulas Athletic Sponsorships

- ☐ Public Address announcements: 1.39 cents/pp
- ☐ Football goal post pads: 3.2 cents/pp
- ☐ Sideline signage: 5.4 cents/pp
- ☐ Basketball court signage: 26.0 cents/pp

Pricing Formulas

☐ Online – Targeted

- ☐ Graduation Schedule: Flat fee \$500/month

- ☐ Menu Advertising: 2 cents per student

☐ Out-of-Home (OOH)

- ☐ Garage advertising, monthly: 0.45 cents/pp

☐ Print

- ☐ Annual Parent Guide: 1.27 cents/pp

- ☐ Monthly E-newsletter: .74 cents/pp

Make it Work

- ☐ Get them to say yes early. They'll say yes often.
- ☐ Sometimes you have to price low to get the first one on board. It's better to have inventory sold because, when people see it working, it sells itself.
- ☐ Reach out to high profile industry leaders first.
- ☐ Be consistent in pricing. Let demand drive it.

Questions?

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www.ocps.net



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