

Michele Anciaux

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Subject: Notes from marketing meeting

The outreach/marketing committee met with Marilyn Hawkins on Tues., May 18 from 11:30 a.m. to 1:00 p.m. regarding marketing of the International School. It was a very productive meeting, resulting in the following marketing decisions:

MAIN MARKETING MESSAGE: Educate residents re: International School's features, benefits and long-term vision.

Other messages:

Unique
Goal of high academic achievement
Goal of teaching "new basics" -- cultural understanding, critical thinking, technology
Foundation for creating "citizens of the world"
Early acculturation
Cross-cultural training
"English Plus"

MAIN AUDIENCES:

Need to manage the expectations of:

Parents
Students
Monetary supporters
Influentials (media, academics, activists, elected officials, educators (elected and appointed)
International community
Teachers/administrators
District
Community at large (UW, Wallingford/Fremont area), taxpayers

PSYCHOGRAPHICS of those who will send kids to the I.S.:

Foreign nationals
Nationalized citizens
Multiracial families
Parents who want "something different"
Parents who want community/cultural awareness
Close-to-perfect voters
Highly involved in kids' ed.
Committed to public ed.
Moveable from private school
"Critical" of schools
High expectations
Want options
Savvy/networked
Learning culture

DEMOGRAPHICS:

Zip Codes 98103, 98105, 98104, 98122
B. A. T.
Professional/Managerial
Alternatives - SOHO, Nonprofit, Public employees
\$38K median income/indiv.
Age 30+

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