

PEJE

Partnership for Excellence
In Jewish Education

DAY SCHOOL GROWTH AND EXCELLENCE: AD CAMPAIGNS

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If you are reading this in San Diego, Greater Boston, or San Francisco, you may have noticed a new kind of message about day schools. In these communities, and others, advocacy groups are undertaking marketing campaigns to boost the profile of day school education. They are putting up posters in key locations like coffee shops frequented by parents of small children and placing ads in parenting magazines. Usually the message is about day school education in general and often plugs all the day schools in the area. A sampling of messages:

San Diego: "Because there's more to life than an 'A' on a math test. A Jewish education goes beyond great academics."

Greater Boston: "Looking for strong academics and the values that matter most?"

San Francisco Bay Area: "We're about academic success, developing intellectual curiosity, and challenging each student. And something more important."

The way day schools themselves and collaborations of schools are using ads is attracting national attention. The Forward recently featured Out of the Box Advertising's innovative system of producing top-quality marketing campaigns for day schools at bargain prices. Founder Jonathan Schreiber has created a number of prepackaged campaigns (including the Bay Area campaign) that he offers to schools or collaborations of schools, with the agreement that he will not license the same campaign in the same metropolitan area. One such model, called the "Yes" campaign, presents a series statement like, "Do we teach students to understand the Constitution or the Torah? Yes." This cost-effective model allows Schreiber to

deliver what he calls the "democratization of marketing," with schools able to access superior quality templates at a fraction of the cost.

As day schools build their capacity to create and place these kinds of ad campaigns, they are also strengthening the ways they "live" the campaigns internally. Jennifer Miller Cohan, a PEJE Coach and Director of Day School Marketing at the Jewish Education Center of Cleveland, has worked with the Gross Schechter School to take Schreiber's "Yes" campaign to deeper levels within the school community. With Cohan's guidance, the school engaged its parents in a workshop to come up with their own questions that would fit in with the "Yes" campaign. As a result of the workshop, Cohan said, "parents developed a feeling of ownership of the marketing campaign that they never would have had." Plans are underway for similar exercises with students. As official ambassadors or simply members of the school community, these stakeholders are becoming a part of the school's marketing efforts in very real ways, and, in the process, cultivating individualized and unified messages about the school.

For more information visit www.ootba.com.



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