

**Virtual Subcommittee on Advertising/Marketing
November 16, 2012**

Participants: Jessica Noble, Keith Wilson, Jody Siebenmorgen, Marla Elmquist, Julie Ewing, Brooke Blanck, Tom Lawson

Virtual Advertisement Discussion

Participant 1- Was told to send a pamphlet and letter to each superintendent before advertising in their district. Never was told to post the dates/locations of district visits to the KSDE Advertising webpage. Was told not to advertise on the radio, but then was told it was okay but only one time. Has noticed that neighboring district is advertising on radio. Is it ok to advertise on radio?

- Jessica and group replied yes-it is ok to advertise on the radio

Participant 2- In the past, they had to send a letter and advertisement materials to every district that they were going to be advertising within. This was a cumbersome process. The new process (established last year) was to share a link to the district virtual webpage (not the vendor) on the KSDE Virtual Advertising webpage. On the district virtual webpage there should be a link to the advertisement materials and dates/locations that they would be in the districts. This information should be easily accessible on the webpage.

Participant 3- Believes this is an antiquated process. With nearly 1/3 of the districts having a virtual school, it is becoming less threatening to districts. Perhaps we should remove the requirement to notify districts about virtual advertising.

- Jessica pointed out that removing this requirement would require State Board of Education approval since it is in regulations.

Participant 4- The requirement to share advertising materials and dates/locations was more for the in-district visits and less about advertisement on the radio/tv/internet.

Participant 5- Most districts now see virtual schools as a benefit to their struggling students and they often contact us to partner with them. We are no longer seen as trying to “steal” their students.

Virtual Subcommittee on Advertisement Recommendations

1. Survey superintendents to find out if they annually review the virtual advertising webpage and if they are interested in knowing which virtual schools/programs advertise in their district.
 - Send survey out the week of November 26 to superintendents and share results at Virtual Advisory Council meeting on December 5.
2. If it is determined that superintendents do access the virtual advertising webpage and do want to know the virtual schools/programs who are advertising in their area, KSDE should create a guidance document for virtual advertisement. This guidance should cover the following:
 - June 1 deadline for sending the district virtual webpage link to KSDE
 - Locations/dates refers to in-district visits
 - Annual superintendent list serve message
 - Listing of allowable types of advertising
 - Procedures for last minute in-district events
 - Provision for county level events
3. If it is determined that superintendents do not access the virtual advertising webpage and do not want to know the virtual schools/programs who are advertising in their area, then KSDE should ask the State Board of Education to remove this requirement. However, KSDE should continue to alert districts about new virtual schools and programs that have opened and share the webpage for each virtual school/program on the KSDE site.