



Col. Zadok Magruder High School

Magruder Marketing Project

Ideas from January 25, 2007 Meeting

Goals:

1. Enhance the reputation of MHS
2. Inform middle school feeder school parents who have expanded choices for high schools about the programs, activities and opportunities at MHS
3. Reinforce in all feeder school families' minds their plans to come to MHS
4. Build a sense of MHS Community

Tools:

1. Publish a brochure to be distributed to feeder school families/fact sheet
2. Produce a DVD or video of Magruder events (perhaps using the slide shows Mr. Bachtell has taken) highlighting achievements and broad range of activities
3. MHS website could have a tab with highlights (similar to brochure information)
4. Coordinate with feeder school PTA's to inform and collaborate (through presidents, websites, listserves and middle school liaisons) (See separate section below)
5. Bring MHS to cluster schools through exhibits, events, communications
6. Promote MHS in local news media

Next Steps:

1. Determine priorities for 07 Spring Semester:
 - MHS fact sheet
 - Brochure committee
 - Events/Exhibit outreach
 - PTA meetings at middle schools
 - MHS link on MS web sites
2. Recruit Committee Chairs/members for each.
 - Include one student chair for each
 - One parent chair for each

Items to Publish or Spotlight for Recognition:

Academics

1. Number and variety of AP and honors classes

2. Academies
3. Extra-curricular clubs and activities that enhance academic achievement
4. MC classes offered MHS
5. Graduation rate

Staff

1. Teachers graduated from MHS and chose to come back home
2. Faculty qualifications (80% have masters or PhD) (check accuracy)
3. Teachers with experience in the marketplace who chose to come here
4. Scientists from NIH forming partnership for Robotics Club
5. Business partnerships for Project Lead the Way (check accuracy)

Activities / Clubs

Academic

1. It's Academic
2. Math Team
3. Robotics
4. National Honors Society
5. French/Spanish Honor Societies
6. Forensics

Artistic

1. Drama
2. Band/Orchestra (award winning)
3. Art Show
4. Photo exhibit

Service

1. Key Club
2. SHOP (Students Helping Other People)
3. SADD
4. STAND
5. JROTC

Journalistic

1. Newspaper
2. Yearbook (award winning)
3. Lit Magazine

Activities

Multi-cultural

1. Sisters
2. Brothers
3. Hispanic
4. Muslim

Activities – (Look at the various clubs and see which ones draw the most people. Make sure they are highlighted.)

Athletics

1. (___) students participate in athletics
2. (___) teams
3. Intramural
4. Recent titles (from 2002 and on)

School Spirit

1. Homecoming
2. Colonel Crazyies

Alumni Accomplishments

1. Drew Bowling (author)
2. Pro Athletes
3. College Athletes
4. Newscaster (Hellie)
5. Others!!

Ways of Reaching Out to Feeder Schools

1. Send music groups to perform/help with 6th grade Outdoor Ed
2. Pep rallies at middle schools
3. Demonstrations by Robotics Club at feeder school science fairs
4. Include feeder school families in MHS homecoming events
5. Include middle school band students in the band at a football game (or other activity)
6. Offer shadow visits
7. Offer discount tickets to drama productions for middle school students
8. Invite selected art students from feeder schools to display art in MHS art show
9. Talk with middle school and elementary school communities for more ideas
10. Look at beginning clubs/activities in feeder schools that would continue through high school (e.g. Robotics, chess, others where there might be a competition or that might be widely recognized and help with college admission)
11. Mount Art Show/Photo Exhibit at middle schools
12. MHS link on MS web sites