

**Pioneer Springs Community School**  
**Marketing Policy (approved 5/20/19, revised 9/16/19)**

Pioneer Springs shall continually promote the school's mission to the community throughout the year to provide the highest enrollment potential for the school. Each year, the Administrative team, led by the Advancement Director, shall establish an Annual Marketing Plan for planned communications within the Pioneer Springs Community School's internal and external communities. This plan should be presented by the September board meeting in order to maximize awareness of Pioneer Springs and to increase enrollment and waitlist for the annual lottery.

The Annual Marketing Plan shall include the following:

- Off-campus Community Outreach/Marketing Events
- On-campus Community Events
- Information Sessions/Open House
- Community Seminars
- Website
- Social Media
- Press Releases
- And any additional ideas