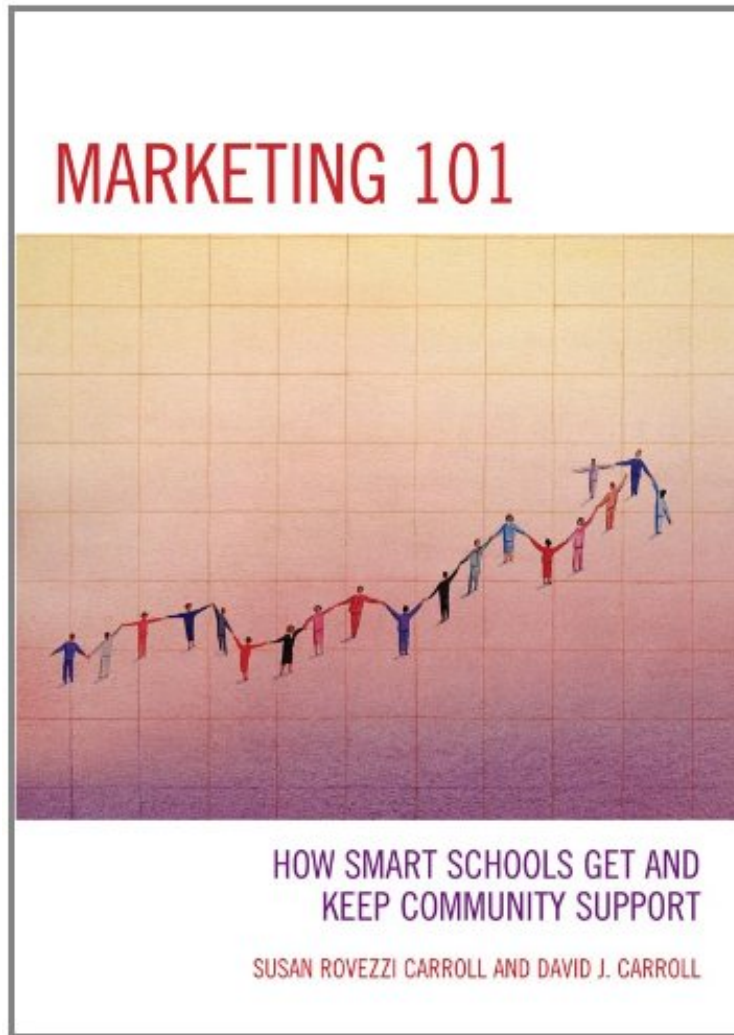


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Marketing 101: How Smart Schools Get and Keep Community Support

David Carroll, Susan Rovezzi Carroll
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David Carroll, Susan Rovezzi Carroll : Marketing 101: How Smart Schools Get and Keep Community Support before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing 101: How Smart Schools Get and Keep Community Support:

Marketing 101: How Smart Schools Get and Keep Community Support is a compact, practical handbook created to guide educators in the application of marketing strategies that get results. For many years, marketing has been implemented in school settings with a fragmented, piecemeal approach_ only to have disappointing and sometimes

expensive results. This book will introduce educators to sound marketing principles and action steps. Full of descriptive, concrete examples, the information is easy to adapt to any educational setting as a workhorse to capture and retain community support. The years ahead forecast challenging demographics, savvy consumers and high expectation stakeholders. Susan and David Carroll detail how to interpret demographic trends, assess your image in the community, groom your staff as ambassadors, select and use marketing communications tools correctly, pass your budgets, and other strategic marketing steps for immediate use and success. This book is essential to educators who want their schools to be aligned with the community they serve.

Marketing 101: How Smart Schools Get and Keep Community Support is an excellent resource for re-energizing the increasingly tentative faith in public schools. The book offers proactive strategies for being more responsive to all constituencies and for seizing opportunities to improve public image. (Lois Lanning, assistant superintendent of schools, Region 15, Middlebury/Southbury, Connecticut) Never before has there been such a pronounced need to build support for public education nation wide. Building upon proven success, the strategies contained in Marketing 101 are an invaluable resource for public schools serious about building and sustaining long-term community support and trust. (Bill Erlendson, assistant superintendent, San Jose Unified School District) They have distilled all of their knowlegde into a compact practical handbook designed to guide educators in the application of marketing strategies that get results. (Litchfield County Times) For over 30 years, the Carroll's have provided marketing research and strategic direction to public schools, universities, hospitals and health care organizations and corporations. Now they have distilled all of their knowledge into a compact, practical handbook designed to guide educators in the application of marketing strategies that get results. (The Hartford Courant 2011-06-26) About the Author Susan Rovezzi Carroll and David Carroll provide strategic marketing consultation based on data driven information. Public schools, non-profit organizations, and corporations have looked to them for their expertise for over 30 years.