



Edge Year End Summary 2022/2023

Enrollment Marketing Activities & Results

Agenda

- Executive Summary
- Messaging & Content
- Online Presence
- Website Updates
- Paid Media Campaign Results
- Google Business Profile Results
- Google Web Traffic (SEO + SEM) Results
- Ground Game

Executive Summary

Goal

- Increase awareness and lead generation to drive enrollment for Edge
- For CSC and Edge to work in partnership with a goal of increasing net enrollment by 12% (~20 students), from a baseline of 155 ADM to 175 ADM
- We reached ~167 total enrolled students and increased ADM to ~157, less than the goal of 155 + 15 ADM.

Deliverables

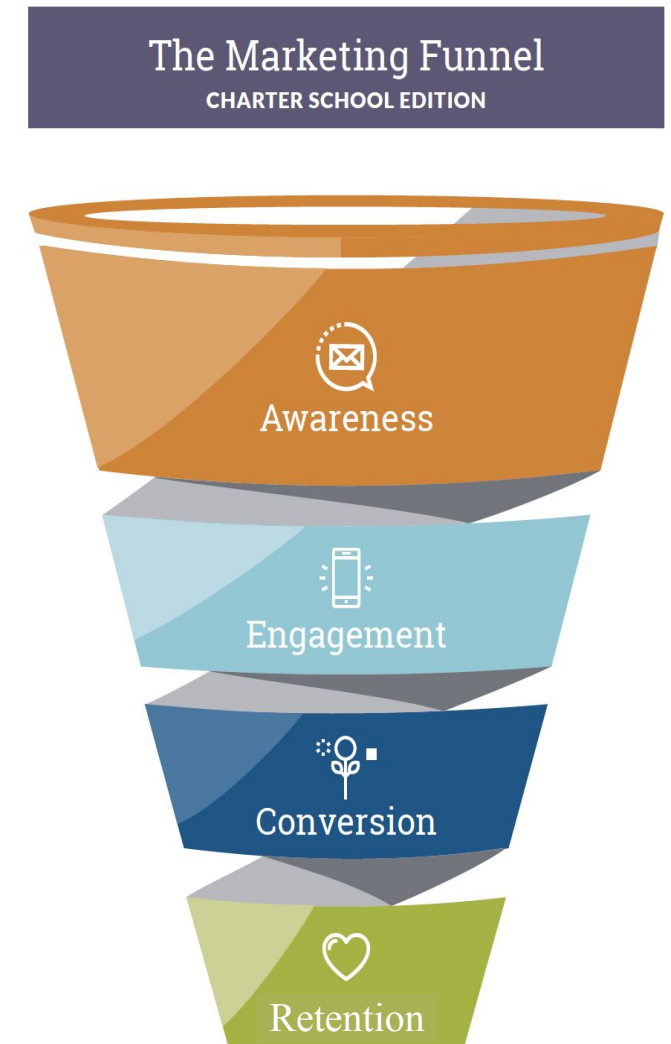
- Execute a paid Digital Marketing Campaign: Facebook and Google
- Build and execute an Awareness Campaign: SEO, Google Business Profile, Social Media, Print Assets, Digital Assets
- Tell the Edge Story: Blogs, Social Media, Website, Video, Marketing Collateral

Results

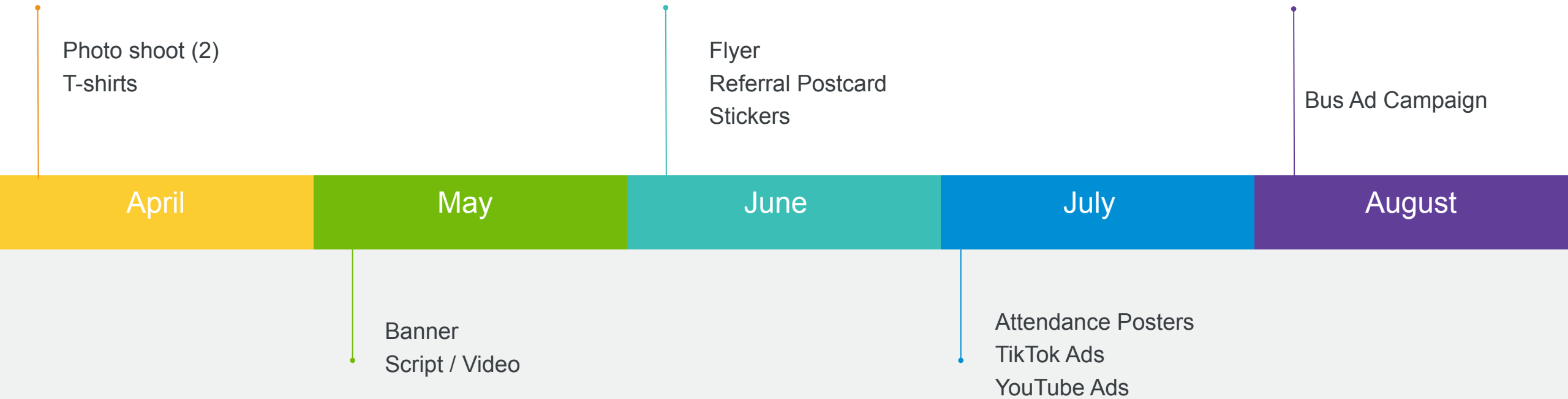
- Increased brand awareness as evidence by generating over 1MM impressions with digital campaign and over 5MM impressions with bus campaign
- Keyword results in first 10 positions in organic searches
- Social Media managed with consistently increasing engagement
- Generated enrollment leads through paid media and boosting activities
- Created assets for use by Edge (flyer, referral postcard, banner, attendance posters, tshirts, stickers)

OUR PARTNERSHIP: FUNNEL OVERVIEW

	Awareness	Engagement	Conversion	Retention
CSC	<ul style="list-style-type: none"> • Story Arcs • Paid Media • Social Media (enrollment) • SEO • Content Calendar • Flyers • Postcards 	<ul style="list-style-type: none"> • Blogs • Social Media • Swag • Online interest form • Website Updates for Enrollment • Online Enrollment Form 	<ul style="list-style-type: none"> • Event Promotion • Social Media 	
School	<ul style="list-style-type: none"> • Social Media (school) • Profiles • Photos / Content • Prompt feedback to CSC team 	<ul style="list-style-type: none"> • Social Media (school) • Open Houses/Social Event (6) • Meet the Staff Events • Mobilize Current Parents • Registrations 	<ul style="list-style-type: none"> • Registrations • Accept, Complete Applications • New Student Orientation • Social Media • Teacher Events • Meet the Staff Events • Mobilize Current Parents 	<ul style="list-style-type: none"> • Ongoing Parent Emails / Notes from Teachers • Ongoing <i>Meet the Principal</i> Events • School Satisfaction Surveys • Great School Experience



Our Partnership: 2022 Timeline



Messaging & Content

Amplifying your
voice

- Story Arcs
- Blogs
- “Why” Flyer & Messaging
- Referral Postcard
- Video Script

Story Arcs

Our History of Building the Future

- We are the oldest, most well-established charter school in Tucson.
- We have helped thousands of students find their futures with our alternative school approaches to credit recovery, flexible schedules and respect for each individual student's tremendously adverse challenges.
- Edge is an acronym for **Educational Group Effort**; our unique, intentional approach to education is built on partnerships.
- We partner with community agencies and businesses to offer electives and career profiles for our students to explore.

Creating Their Place in the World

- We cultivate trust and rapport with our students so they can establish and grow into their own personal goals. Graduation!
- We support our students as they navigate their lives. We help them process, cope with challenges, and where appropriate connect with outside resources, including free counseling and a 24-7 helpline.
- We are an alternative school community. We reject stigma, instill coping skills and foster inclusivity. We are helping students connect to JOY - in the classroom, and in their learning through events like Design Days, Day of Service.
- Students have a voice within our school - a voice that is listened to and respected.

Success for Every Student, Every Day

- Our highly qualified teachers individualize education and adapt to diverse learning styles. They're caring and dedicated, too.
- We use a mastery-based learning approach and our students thrive in this model, earning both credits and confidence.
- Our alternative school approach addresses deficiencies, enables a supportive 1:1 environment and elevates student development. We believe in these kids, when it seems no one else does.
- We recognize obstacles as necessary parts of high school growth and celebrate the individual in every Edge student. Our students are not alone.

Blogs

Telling your story

1. Top 10 Reasons to Choose Edge
2. Building Emotional Intelligence
3. We Appreciate our Teachers
4. Ever Wonder?
5. Supporting All Learners
6. Teaching Life Skills
7. Connecting to Joy: Design / Field Days
8. Summer School: Fast Track to Graduation
9. Credit Recovery - We Can Help
10. Be You.
11. Wednesdays Your Way
12. Thank You for Making a Difference (Greg Hart)
13. Welcoming New Leadership
14. We're Different
15. Your Voice Matters
16. Art Spoken Here
17. Take Charge!
18. Careers Start Here
19. Life After Edge
20. Unconventional? Us too!
21. Join a Club
22. Taava is Here for You!
23. Give Back and Grow
24. Tools You Can Use
25. Field Trips Get us Out There
26. Matthew King Found his Voice at Edge
27. 4 Ways to Set an Intention for 2023
28. Boys Matter
29. From Staff to Board: Meet Reggie Laister

Online Presence



Activated and/or Managed Facebook, Instagram, TikTok & YouTube



86 Social Media Posts



29 Blogs



2 TikTok Videos



3 YouTube Videos

Social Media Brand Building

Facebook / Instagram

Enrollment Marketing Post



Activity Post



community Post



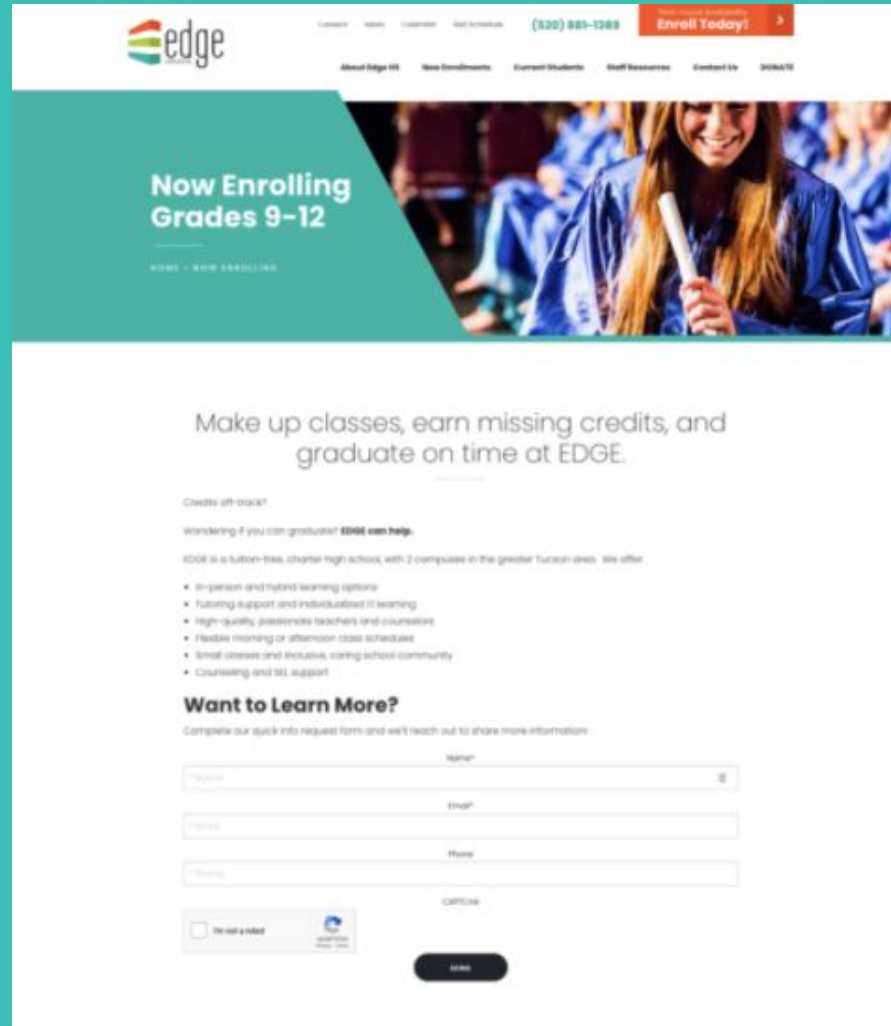
Website Updates & Results

- Updated Landing Page
- Added Testimonials Page
- Updated Donation Page and Donate Button

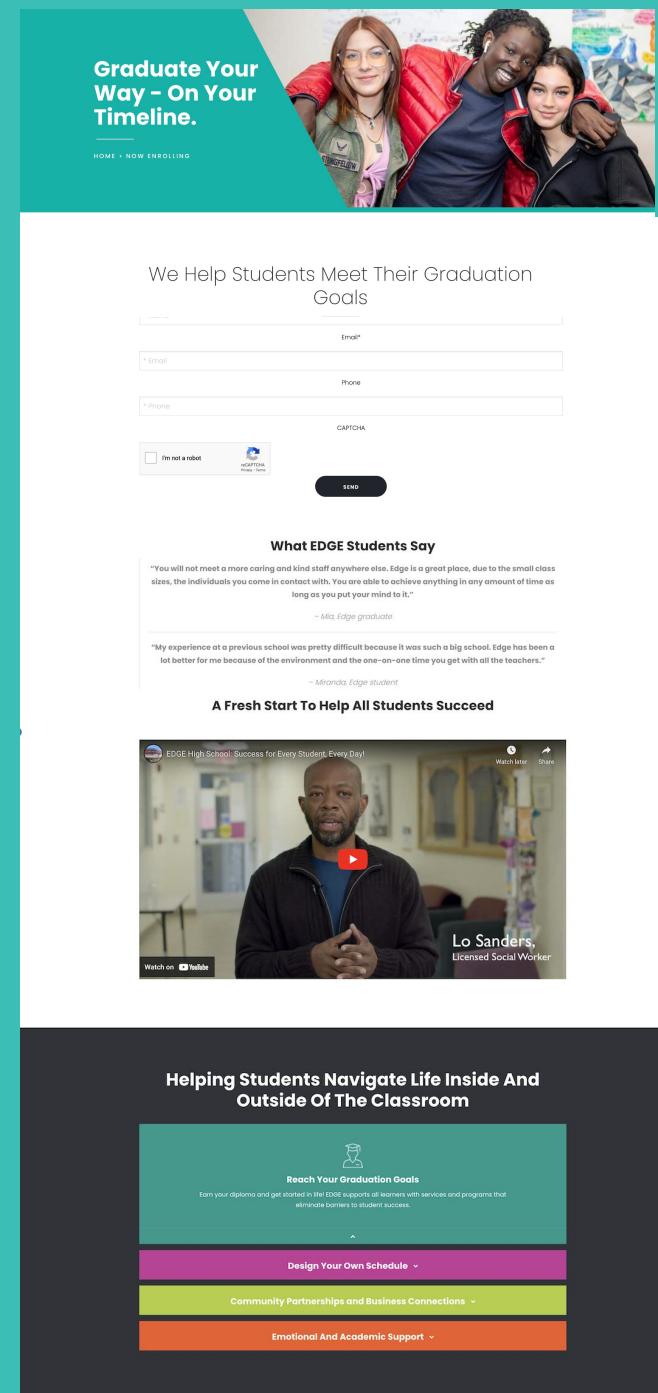
The Edge website was solid and only needed some refining to accurately represent the school and engage visitors.

Website Updates

Before & After




The 'Before' website design for EDGE High School features a teal header with the school's logo and navigation links. A large teal banner on the left contains the text 'Now Enrolling Grades 9-12' and a 'HOME - NOW ENROLLING' link. The main content area is white and includes a headline 'Make up classes, earn missing credits, and graduate on time at EDGE.' followed by a sub-headline 'Credits off-track?' and a paragraph 'Wondering if you can graduate? EDGE can help.' A bulleted list of benefits follows, including in-person and hybrid learning options, tutoring support, and flexible scheduling. Below this is a 'Want to Learn More?' section with a form for Name, Email, and Phone, and a 'SEND' button.




The 'After' website design for EDGE High School features a teal header with the text 'Graduate Your Way - On Your Timeline.' and a 'HOME - NOW ENROLLING' link. A large teal banner on the right contains a photo of three students. The main content area is white and includes a headline 'We Help Students Meet Their Graduation Goals' followed by a form for Name, Email, and Phone, and a 'SEND' button. Below this is a 'What EDGE Students Say' section with two quotes from students. A 'A Fresh Start To Help All Students Succeed' section follows, featuring a video player with a photo of Lo Sanders, a Licensed Social Worker. The footer is dark teal and contains the text 'Helping Students Navigate Life Inside And Outside Of The Classroom' and a list of services: 'Reach Your Graduation Goals', 'Design Your Own Schedule', 'Community Partnerships and Business Connections', and 'Emotional And Academic Support'.

Website New Pages



Careers | News | Calendar | Bell Schedule | (520) 881-1389 | Year-round Availability Enroll Today! >


About Edge HS | New Enrollments | Current Students | Staff Resources | Contact Us | DONATE



Donate

HOME > DONATE

Support Edge High School – Donate Today



2022-23 Northern Arizona, Day of Service, and Workability

One of the most powerful things Edge does for our students is to get them out, to help them see and experience the world and our community. This is even more true now that the pandemic disrupted two years of learning and experiences for our students.

When we take students out into the world, it is a first for many of them! One commented that she had never seen "leaves changing." Getting students out and into the world costs Edge \$10,000 in van rental fees per year, not an easy thing for our small 170 student school to do, especially in a state ranked 48th in education spending. We can do better than that, with your help. We need your support to make these life changing experiences possible. Consider a gift towards an out of school experience including – Day of Service, a day in which all students volunteer at non-profits in the Tucson Community, Northern Arizona, where students see the Grand Canyon and tour NAU which will offer free tuition for all students with household income under \$85,000 beginning in 2023; or Workability, providing students with disabilities and experience in post-secondary school and work opportunities.

< >

Make an AZ School Tax Credit Donation to Edge (Arizona residents can contribute up to \$200 for individuals or up to \$400 for married couples); the amount can then be deducted dollar for dollar from Arizona state income tax as a tax credit.


DONATE ONLINE

or mail a check to address below

Funding for Arizona students is among the lowest in the nation, leaving Edge reliant on individual donations, grants and private foundations to provide a quality education with highly qualified teachers, student support services, extra-curricular activities, technology, and instructional materials.


Edge needs your help to continue providing small class sizes, individualized instruction, holistically oriented student guidance services, educational technologies, and enrichment experiences. Edge is dedicated to graduating students with the life skills necessary to succeed in the 21st century: in higher education, careers, and as productive members of our community.

Edge High School
2555 East 1st Street
Tucson, AZ 85716



Careers | News | Calendar | Bell Schedule | (520) 214-7638 | Year-round Availability Enroll Today! >

About Edge HS | New Enrollments | Current Students | Staff Resources | Contact Us | DONATE




Testimonials

HOME > TESTIMONIALS

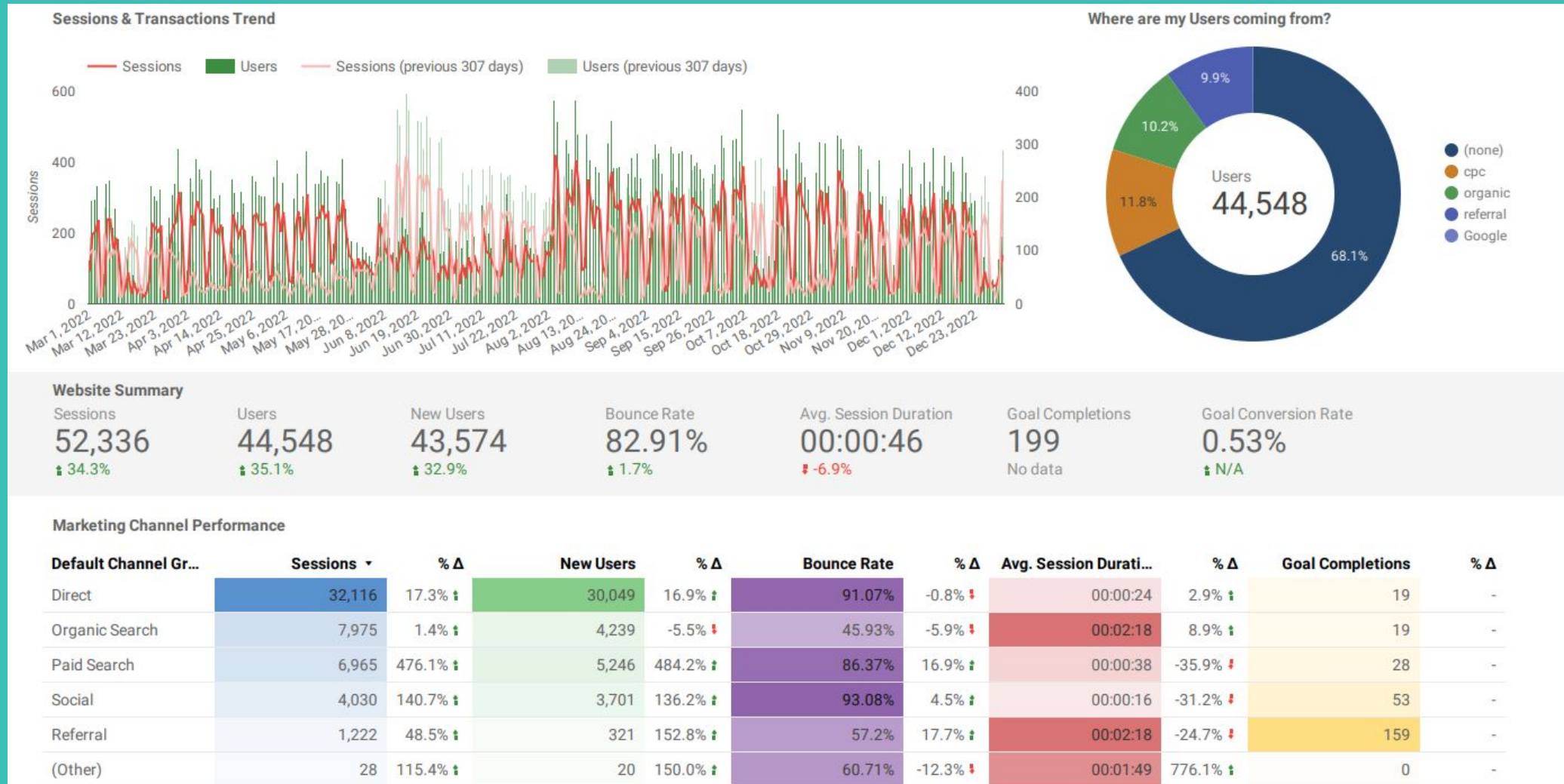
Testimonials

Starting when you walk through our doors, EDGE High School is different from any other school that you have attended. We meet our students where they are – regardless of their history, ability, or attitude about school.

Watch the video below to hear what real students say about their experiences at EDGE.



Driving Website Traffic



Most Popular Webpages

Page Performance

Page Title	Sessions ▾	% Δ	Bounce Rate	% Δ	Avg. Session Durati...	% Δ	New Users	% Δ	Organic Searches	% Δ
Student Dashboard ...	22,902	14.9% ↑	95.35%	-0.9% ↓	00:00:16	9.6% ↑	22,123	14.4% ↑	75	-33.0% ↓
Now Enrolling - Edge...	9,515	469.8% ↑	89.12%	1.2% ↑	00:00:29	32.1% ↑	7,710	402.6% ↑	12	50.0% ↑
Tuition-Free Public H...	9,440	-1.1% ↓	46.99%	-8.8% ↓	00:01:59	14.2% ↑	5,834	-3.3% ↓	3,357	-4.2% ↓
Credit Recovery Hig...	1,210	231.5% ↑	83.8%	58.5% ↑	00:00:36	-69.1% ↓	975	339.2% ↑	35	84.2% ↑
Edge High School N...	657	72.0% ↑	92.69%	0.3% ↑	00:00:38	25.4% ↑	580	68.6% ↑	1	-66.7% ↓
Lee Borzick - Edge H...	559	114.2% ↑	99.82%	0.2% ↑	00:00:00	-95.1% ↓	558	113.8% ↑	3	-40.0% ↓
January 19, 2018 R...	555	116.8% ↑	99.82%	-0.2% ↓	00:00:00	-	555	116.8% ↑	0	-
Sample Page - Edge ...	550	116.5% ↑	100%	0.0%	00:00:00	-	550	116.5% ↑	0	-
Northwest Archives ...	549	113.6% ↑	100%	0.0%	00:00:00	-	549	113.6% ↑	0	-
Uncategorized Archi...	542	109.3% ↑	100%	0.0%	00:00:00	-	542	109.3% ↑	0	-
Staff Directory Edg...	436	1.2% ↑	74.08%	3.3% ↑	00:01:22	-9.8% ↓	269	-16.5% ↓	238	5.3% ↑
About Edge High Sc...	320	-34.0% ↓	69.06%	7.7% ↑	00:01:42	-5.0% ↓	208	-39.2% ↓	101	-26.8% ↓
Gloria Proo, Member...	312	15,500....	100%	0.0%	00:00:00	-	312	15,500....	0	-100.0% ↓
2022 Summer Scho...	303	-	54.79%	-	00:02:12	-	171	-	7	-
Greg Hart, President...	246	-10.5% ↓	99.59%	4.5% ↑	00:00:00	-98.3% ↓	245	-9.9% ↓	5	-68.8% ↓
Pre-Registration For...	240	53.8% ↑	71.25%	48.2% ↑	00:01:58	-61.9% ↓	98	5.4% ↑	11	-57.7% ↓
Credit Recovery in T...	224	29.5% ↑	73.21%	-1.8% ↓	00:01:29	-12.3% ↓	194	20.5% ↑	187	27.2% ↑

Organic Search Positions

Organic Search Positions 1 - 100 (283)											
<div><div>+ Add to keyword list</div><div>Manage columns 12/16</div><div>Export</div></div>											
<input type="checkbox"/>	Keyword	Intent	SF	Pos.	D...	T...	Vo...	K...	CP...	URL	S...
> <input type="checkbox"/>	edge high school >>	N	+5	1 → 1	0	86.90	390	45	0	edgehighschool.org/	
> <input type="checkbox"/>	desert edge bell schedule >>	I		3 → 3	0	1.94	90	4	0	www.edgehigh... -21/	
> <input type="checkbox"/>	alternative high schools tucson >>	C	+3	1 → 1	0	1.94	30	32	8.4	edgehighscho... ool/	
> <input type="checkbox"/>	accredited high school tucson >>	C	+2	2 → 2	0	1.39	40	23	0	edgehighschool.org/	
> <input type="checkbox"/>	online high school tucson >>	C	+4	13 → 13	0	1.39	590	59	0	edgehighschool.org/	
> <input type="checkbox"/>	tucson high schools >>	C	+7	23 → 23	0	1.11	2.9K	50	2.9	edgehighschool.org/	
> <input type="checkbox"/>	the edge tucson >>	I T	+4	9 → 9	0	0.83	140	20	11.3	edgehighschool.org/	
> <input type="checkbox"/>	edgeschool >>	N	+6	3 → 3	0	0.83	170	49	0.3	edgehighschool.org/	
> <input type="checkbox"/>	charter high schools tucson >>	C	+3	9 → 9	0	0.55	110	34	6.6	edgehighscho... out/	
> <input type="checkbox"/>	the edge academy >>	I N	+4	14 → 14	0	0.55	320	40	0	edgehighschool.org/	

Paid Media Campaigns



Google



Facebook



TikTok



YouTube

Paid Media Campaign Overview

Marketing Stage	Paid Media Platform	Campaign Start	Campaign Finish	Impressions	Clicks
Awareness	Facebook	Jan 1, 2022	Dec 31, 2022	309,742	3,694
Awareness	TikTok	July 1, 2022	Dec 31, 2022	200,176	1,071
Engagement	Google	Jan 1, 2022	Dec 31, 2022	464,109	7,264
Engagement	YouTube	Jan 1, 2022	Dec 31, 2022	186,876	761
			TOTAL:	1,160,903	12,790

Paid Media Campaign

Conclusions



Key Takeaway: Highly successful campaign generating 1.32MM impressions using Google, Facebook and TikTok



Key Takeaway: TikTok successful generating 13% of website clicks from social media campaign



Timing: Year-round marketing proved to be successful



Platform Mix:

Google was primary channel, generating awareness, consideration and conversions

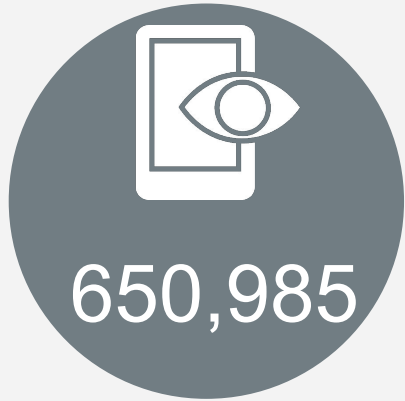


Targeting and Audiences:

Facebook could benefit from boosting posts and events; High school students were top performing segment on FB



Google - Paid Media Results



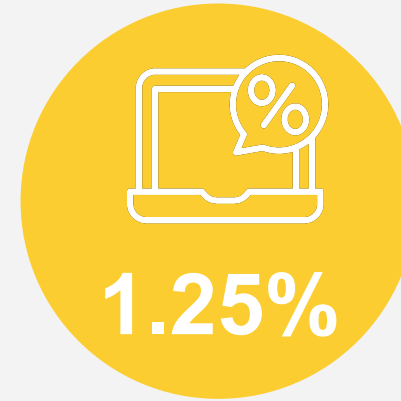
Impressions

How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other site on the Google Network.



Clicks

When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.



CTR

A ratio showing how often people who see your ad end up clicking it. Click-through rate (CTR) can be used to gauge how well your keywords and ads are performing.



Conversions

An action that's counted when someone interacts with your ad and then takes an action that you've defined as valuable to your business, such as filling out an enrollment form or calling your school.

Paid Media Results

Google Top
Search Terms

Edge Brand

edge high
school

edge high

edge highschool

edge high school

tucson az

edge charter school

Non-Brand

tucson high
school

cienega high
school

leman academy

ged classes online

high school



Google Ad Performance Across Devices

Ad performance across devices



Mobile phones



Tablets



Computers



TV screens



Cost ▼



Impressions ▼



Clicks ▼



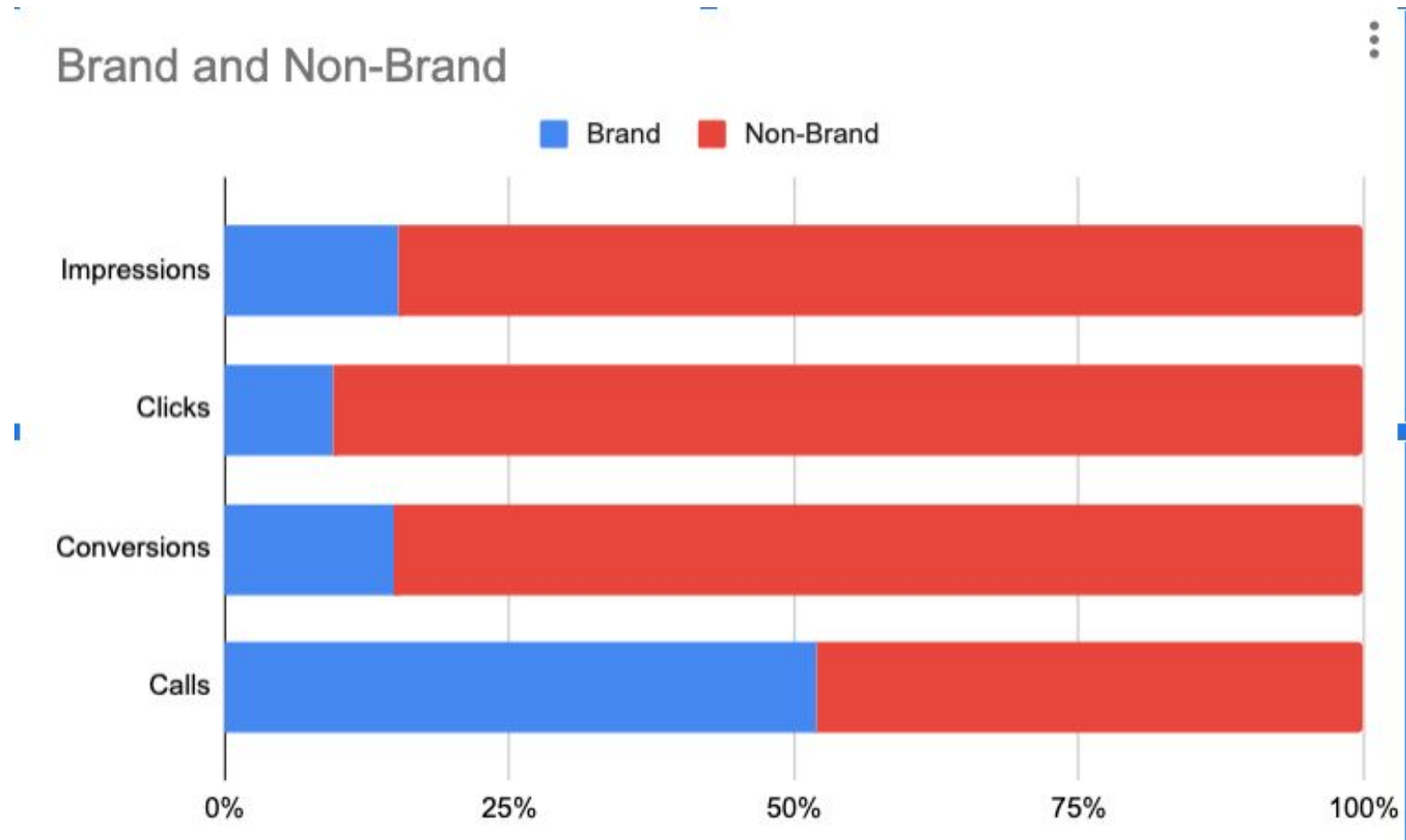
Devices

Paid Media Results

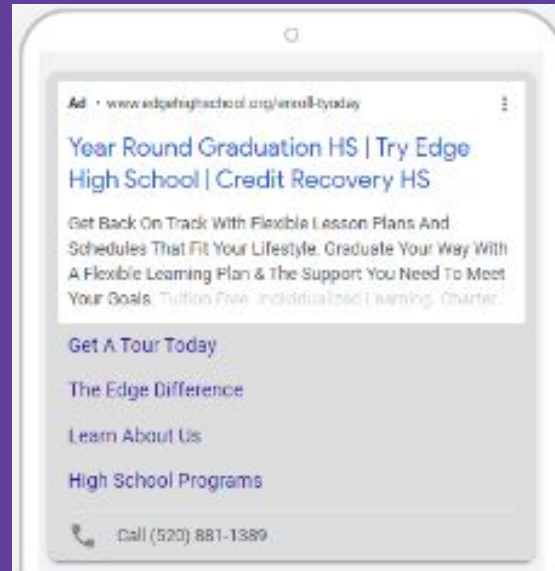
Google Ad
Performance Across
Devices

Paid Media Results

Google Results
Brand vs.
Non-Brand



Brand



Ad • www.edgehighschool.org/enrollment-open : (520) 881-1389

The EDGE Experience | Now Enrolling Grades 9-12

Edge High Schools Offer Career Planning and Free Tuition for All Students. Start today. Flexible Schedules & Individual Support. Still Accepting Sign Ups For This School Year. Tuition Free. Individualized Learning. Flexible Schedule. Alternative High School. Amenities: Year-Round Availability, Alternative Education, Extracurricular Activity, Computer Resources, Flexible...

Get A Tour Today

Campus Tours and Visits Available

Call Us To Schedule One Now

The Edge Difference

AdvancED Accredited High Schools

Flexible Schedule - AM/PM Sessions

Learn About Us

Tucson Alternative School Community

Located Northwest & Himmel Park

High School Programs

Girls & Guys Club, Hiking, Running

Sports, & Other Seasonal Programs

Google - Paid Media in Action

Non-Brand

Ad • www.edgehighschool.org/enrollment-info : (520) 881-1389

A Public Charter High School | Accepting Enrollment All Year

Edge Is a Local HS With Year-Round Enrollment For All Learners - Get Ready To Graduate. Design Your Own Schedule, Get Support From Teachers & Staff, Earn Your Diploma. Tuition Free. Individualized Learning. Charter School in Tucson. Alternative High School. Amenities: Year-Round Availability, Alternative Education, Extracurricular Activity, Computer Resources, Flexible...

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Campus Tours and Visits Available

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Girls & Guys Club, Hiking, Running

Sports, & Other Seasonal Programs

Ad • www.edgehighschool.org/admission/hs

Tucson School District HS | Now Enrolling Grades 9-12 | Try Edge High School

Individualized Learning Plans, Compassionate Staff - Edge Is Here For You. Learn More. Rejecting Stigma, Fostering Inclusivity. A HS That Cares About You. Join Us Today! Tuition Free. Individualized Learning. Charter School in Tucson. Alternative High School. Amenities: Year-Round Availability, Alternative Education, Extracurricular Activity, Computer Resources, Flexible...

[Get A Tour Today](#)

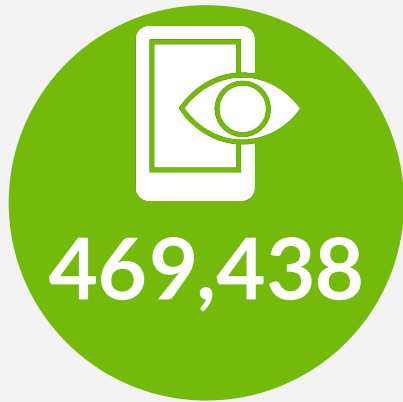
[The Edge Difference](#)

[Learn About Us](#)

[High School Programs](#)

Call (520) 881-1389

Facebook Paid Media Results



Impressions

The number of times your ads showed on someone's screen.



Reach

The number of people who saw your ads.



Frequency

A ratio showing how often the average user saw your ads. The more they see an ad the more likely they are to remember your brand or click the ad to see more.



Clicks

When someone clicks a link, likes, comments or shares, clicks to your Facebook page or Instagram profile, or clicks to expand a photo or video, this counts as an ad click.

Paid Media Results

Facebook/Instagram



WHO SEES YOUR ADS AUDIENCES/CAMPAIGNS/ TARGETS?



Parents of students grades 9-12



Local expansion



School and education Interest



Students in grades 9-12

Facebook - Paid Media in Action

Static Ad

Edge High School
Sponsored · 🌐

Supportive Teachers & Staff Help Tackle Any Barriers To Graduation. Get Ready To Succeed! Enroll today. Tuition-free.



edgehighschool.org
Free Public Tucson HS
Edge HS in Tucson, AZ

[Learn more](#)

Boosted Post

Edge High School
Sponsored · 🌐

100% of Edge parents agree that kids feel safe at our school.




EDGEHIGHSCHOOL.ORG
Are You Safe? - Edge High School
What does it mean to feel safe? How do we creat...

[Learn more](#)

Video Ad

Edge High School
Sponsored · 🌐

Students Are Safe at Edge. Plus, Edge Provides Support For Every Student, Every Learning Style. Get Ready To Graduate And ...See more



edgehighschool.org
Safety Is Our #1 Concern

[Learn more](#)



TikTok Paid Media Results



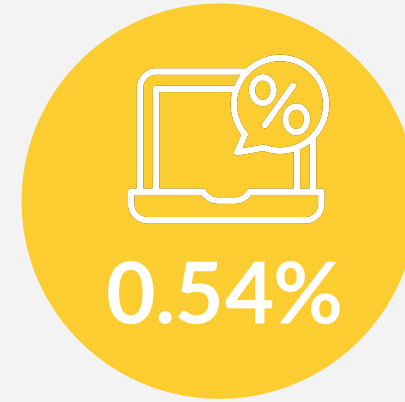
Impressions

How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other site on the Google Network.



Clicks

When someone clicks your ad, like on the blue headline or phone number of a text ad, Google Ads counts that as a click.

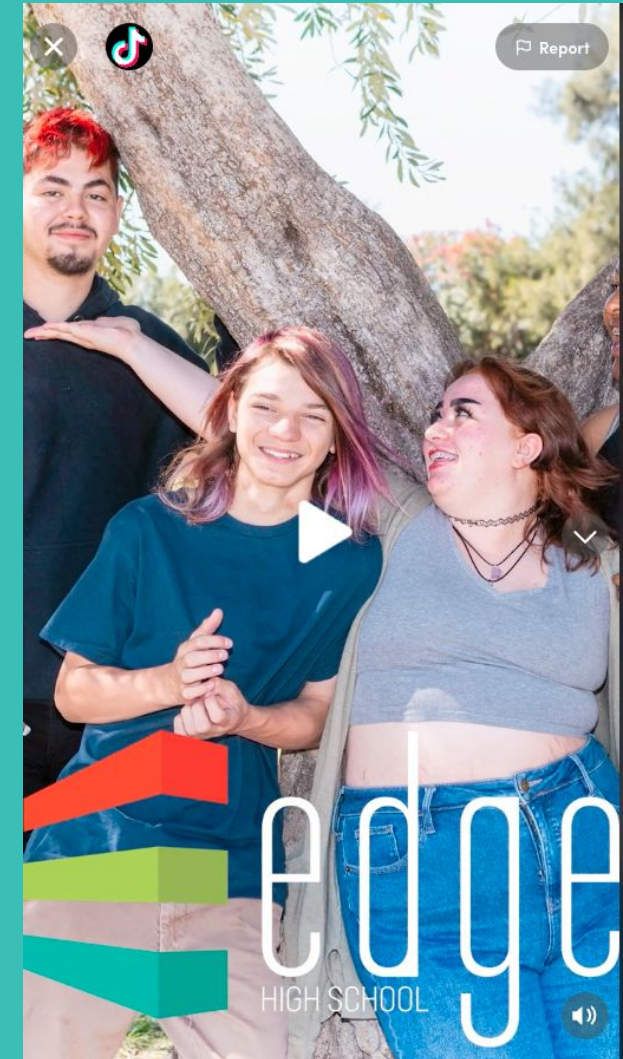
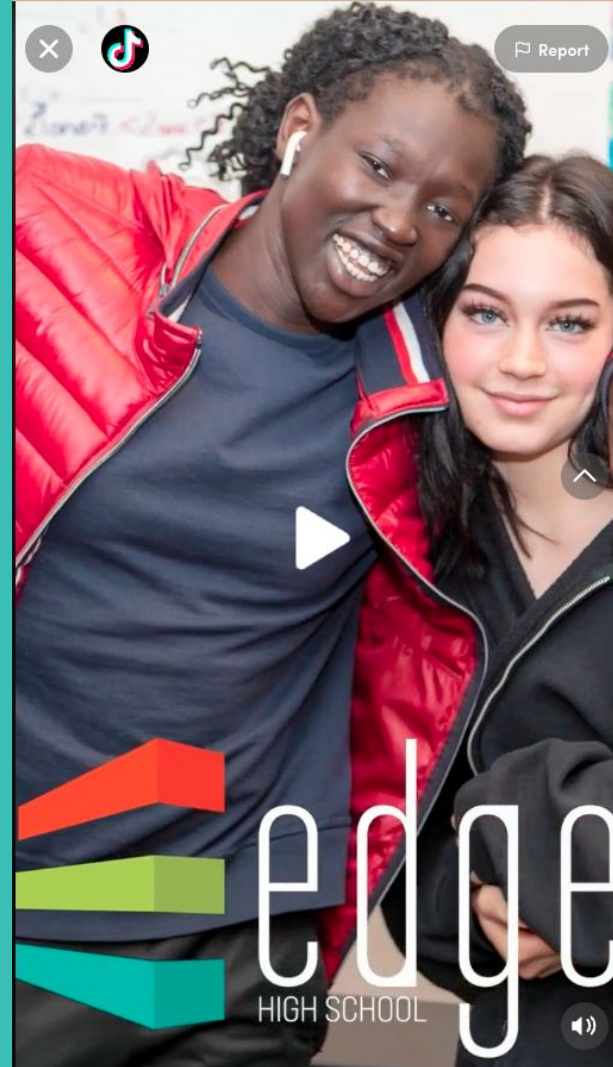


CTR

A ratio showing how often people who see your ad end up clicking it. Clickthrough rate (CTR) can be used to gauge how well your keywords and ads are performing.

TikTok - Paid Media in Action

TikTok Video Ads



YouTube Paid Media Results



Impressions

How often your ad is shown. An impression is counted each time your ad is shown on a search result page or other site on the Google Network.



Clicks

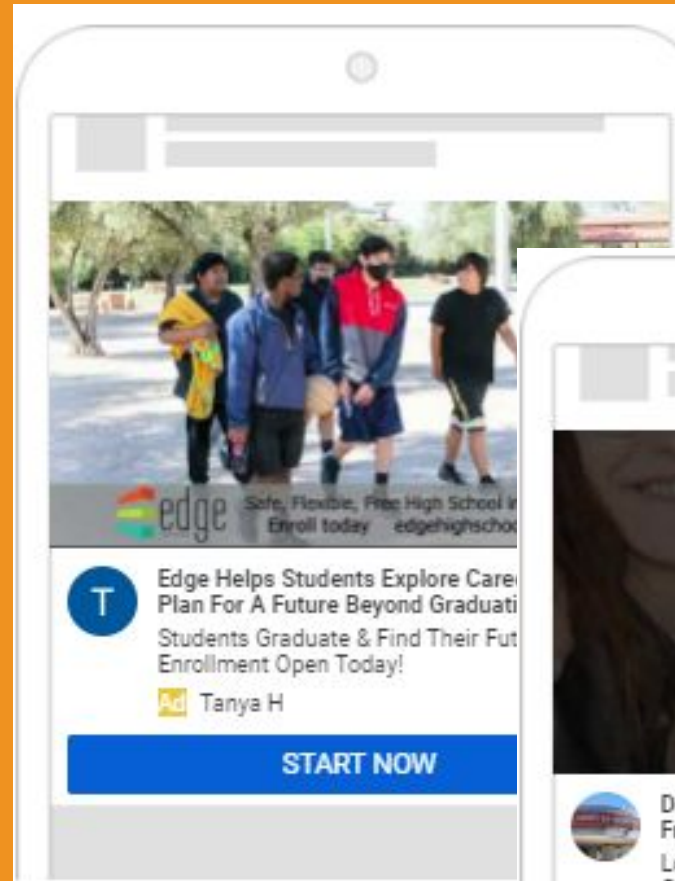
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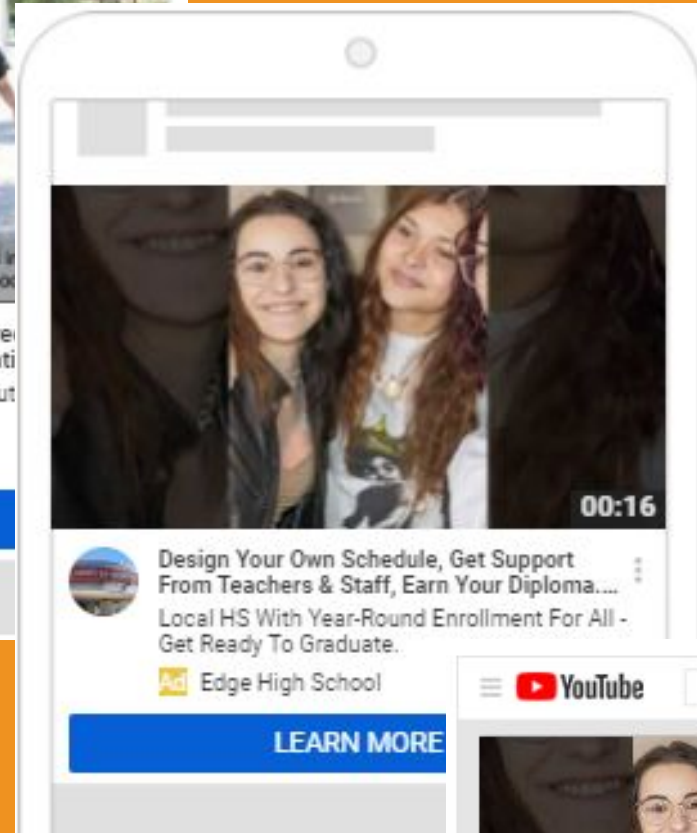
Conversions

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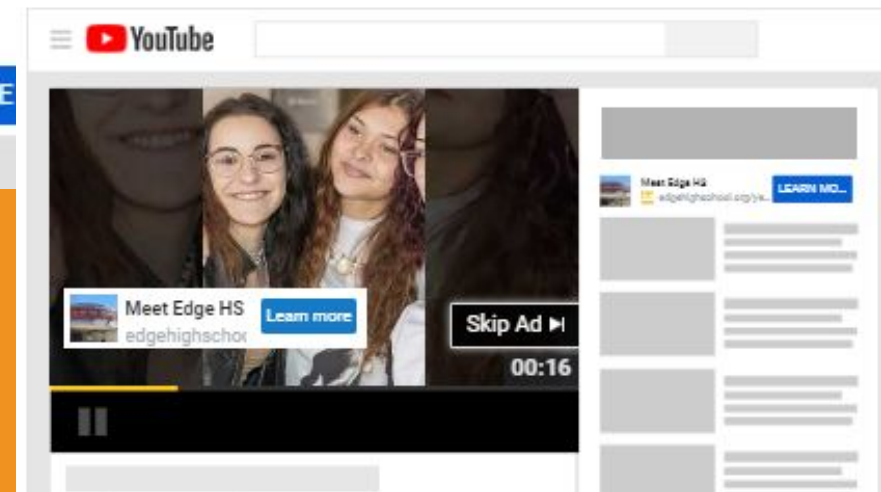
YouTube - Paid Media in Action



YouTube Video Ads

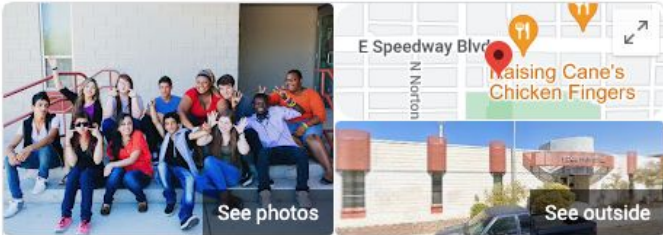


Skippable Video Ad



Google Business Profile

Results



Edge High School - Himmel Park

Website Directions Save Call

High school in Tucson, Arizona

Edge High School is a public alternative high school in Tucson, Arizona, operated by The Edge School, Inc. It operates two campuses in the Tucson area. Edge Himmel Park opened in 1985 and is named after the nearby city park. It is the largest campus and home to the administrative offices. Edge Northwest opened 2004. [Wikipedia](#)

Address: 2555 E 1st St #106, Tucson, AZ 85716

Hours: Closed · Opens 7:30 AM Fri ▾

Phone: (520) 881-1389


District: [Edge School Inc. The](#)

Founded: 1985

School type: [Secondary school](#)

Lowest grade: [Ninth Grade](#)

Highest grade: [Twelfth Grade](#)



Edge High School Northwest

Website Directions Save Call

High school in the Casas Adobes, Arizona

Address: 231 W Giaconda Way # 113, Tucson, AZ 85704

Hours: Open · Closes 4:15 PM ▾
Confirmed by this business 7 days ago

Phone: (520) 877-9179

[Suggest an edit](#)

Reviews from the web

5/5 [GreatSchools](#) · 1 vote

From Edge High School Northwest

"Edge High School believes in creating an inclusive school community focused on student learning. Educational Group Effort (EDGE) High School is an innovative public school focused on providing high quality and personalized 1-on-1 instruction and... [More](#)

GBP: Brand Search + Discovery Success

HP

25,038

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



9,546

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1. edge high school	1,691
2. edge	937
3. edge learning	832
4. high schools in tucson	825
5. high school	744

NW

15,031

👁 People viewed your Business Profile

📈 +47.3% (vs May 2021-Sep 2021)

Platform and device breakdown

Platform and devices that people used to find your profile



7,818

🔍 Searches showed your Business Profile in the search results

📈 +86.2% (vs May 2021-Sep 2021)

Searches breakdown

Search terms that showed your Business Profile in the search results

1. secondary	1,214
2. secondary school	1,135
3. new millennium secondary school	1,084
4. high school	671
5. new millennium	434

Supporting Your Ground Game

- Referral Postcard
- Flyer
- T-shirt
- Stickers
- Attendance Posters
- Enrolment Banner
- Bus Shelter Ads

Ground Game - Flyer

English



Be You. With Us. At Edge.



Your Goals. Your Way.

Edge High School is a tuition-free, charter high school, with 2 campuses in the greater Tucson area.

We believe all students can learn!
We believe it's our job to re-engage students regardless of past experiences.

WHY

Your Past Doesn't Define You -
Your Future Starts Today

WHAT

- Safe and Supportive Teachers and Counselors
- Credit Recovery
- Basic Skill Remediation
- Community-Building

HOW

- Flexible, Self-Paced Schedule
- 1:1 Tutoring Support
- Individualized Curriculum

Over 95% of students would recommend Edge to a friend

85% of students stated they have at least 1 trusted adult at Edge they can go to for emotional support

2 CAMPUS LOCATIONS

22 STUDENTS PER CLASSROOM

250 STUDENTS SERVED EVERY YEAR



What Students Are Saying

"This school has a safe and caring environment."
"The staff are absolutely wonderful and supportive."
"I'm grateful to be myself here!"



Himmel Park Campus 2555 E. 1st St, Tucson, AZ 85716 ☎ 520.881.1389
Northwest Campus 231 W. Glacinda Way, Ste. B3 Tucson, AZ 85704 ☎ 520.877.9709
edgehighschool.org

Be You. With Us.
At Edge.

Spanish



Sé tú. Con nosotros. En Edge.



Tus Metas. A tu manera.

Edge High School es una preparatoria autónoma y sin pago de colegiatura, con 2 campus en el área metropolitana de Tucson.

¡Creemos que todos los estudiantes pueden aprender!
Creemos que debemos volver a interesar a los estudiantes, independientemente de sus experiencias pasadas.

POR QUÉ

Tu pasado no te define:
tu futuro comienza hoy

QUÉ

- Profesores y orientadores que brindan seguridad y apoyo
- Recuperación de créditos
- Formación de habilidades básicas
- Desarrollo comunitario

CÓMO

- Horario flexible y a tu ritmo
- Apoyo de tutorías 1:1
- Plan de estudios personalizado

Más del 95% de los estudiantes recomendaría Edge a un amigo

El 85% de los estudiantes afirmó que cuenta con al menos un adulto de confianza en Edge al que acudir para recibir apoyo emocional

2 CAMPUS

22 ALUMNOS POR SALÓN DE CLASE

250 ESTUDIANTES ATENDIDOS CADA AÑO



Qué dicen los alumnos


"Esta escuela tiene un entorno seguro y comprensivo."
"El personal es maravilloso y nos apoya."
"¡Agradezco poder ser yo mismo aquí!"




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Sé tú. Con nosotros.
En Edge.

Ground Game - Postcard



Be You. With Us. At Edge.



Share this card with a friend and you can qualify for a free Chromebook!*

*restrictions apply, email robp@edgehighschool.org for details

Edge is a **tuition-free**, charter high school with **2 campuses** in the greater Tucson area.

We provide a safe, supportive and judgment-free environment to learn. We help tackle challenges like credit recovery, diverse learning styles, and the impact of alienation on motivation alongside our students in a flexible, shorter school day.

What Are You Waiting For?

At Edge, we believe you have a choice in your education. Our purpose is to help you meet your individual goals in a small school environment where everyone knows your name. From credit recovery to learning resources to counseling support—we are here for you!



**Enrolling Now
Join Us Today!**

To learn more, scan the QR code
or visit edgehighschool.org

-  [edgehsaz](https://www.facebook.com/edgehsaz)
-  [edgehighschool](https://www.instagram.com/edgehighschool)
-  [edgehsaz](https://twitter.com/edgehsaz)



**Your Past Doesn't Define You –
Your Future Starts Today**

Over 95% of Edge students say
they'd recommend Edge to a friend



Ground Game - Sticker and T-shirt



Ground Game - Enrollment Banner



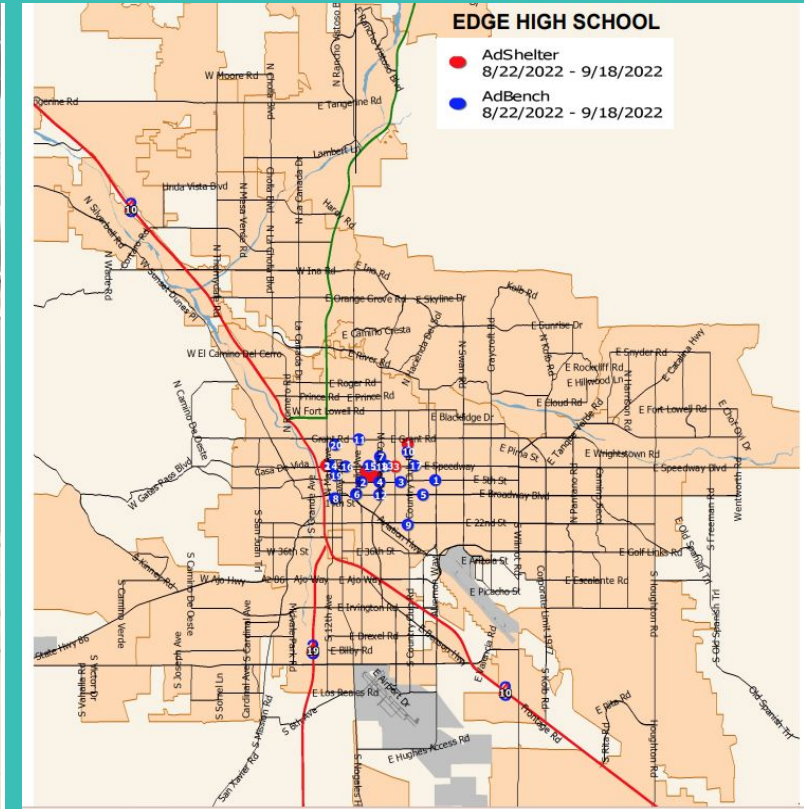
Ground Game - Attendance Posters



Ground Game - Bus Shelters / Benches

Summary

12 week campaign focusing on Speedway and surrounding area. (3) bus shelters and (20) rotating benches generated 5MM impressions



Discussion

Working Together

- What worked well in our partnership?
- What could be better?
- What marketing activities or materials did you think hit the mark?
- What activities or materials didn't work well?
- Were there other kinds of support or marketing materials that you wished you had?