

Gr̃w  
Schools

# Edge High School

Enrollment Marketing Summary 2024



# Executive Summary

## Goal

- For Grow Schools and Edge to work in partnership to build the Edge brand, increase awareness and drive enrollment leads
- To reach total enrollment of 200 from a baseline of 176 (104 HP, 72 NW)

## Deliverables

- Develop and execute an Awareness Campaign to tell the Edge story and build the brand in the community:
  - Content (story arcs, blogs, social media, video, ad copy, newsletters)
  - Digital Campaigns (Google, Meta, YouTube)
  - Offline Campaigns (transit campaign, events, local ads)
  - Marketing Collateral (postcard assets, banner, business cards)
  - Website Maintenance
  - SEO, Google Business Profile

## Results

- ~100 new students enrolled
- Student enrollment goal missed @ 145 — 17.6% decrease from baseline of 176
- 1mm+ impressions with paid media campaign
- 630k+ impressions through offline campaigns (transit, local ads)
- 186 conversions via paid media campaign (calls, interest forms)

# Online Presence



128k

Users reached

+16% overall and +319% on Instagram vs. prior year



+33%

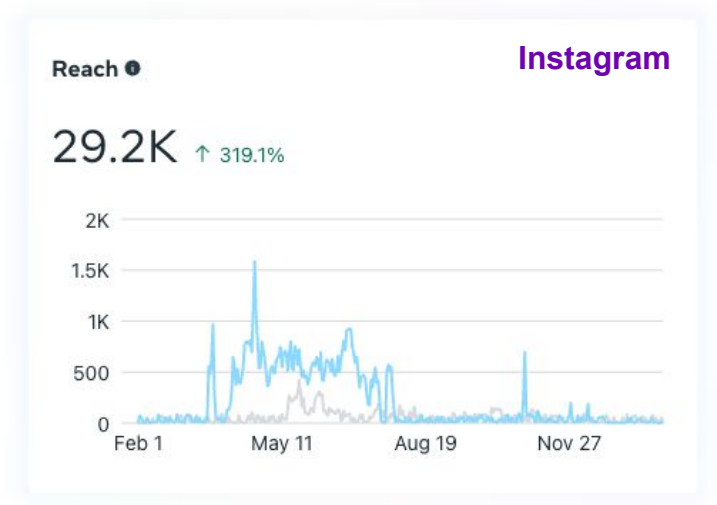
Website sessions YoY

Driven by 28 blogs, 80 social media posts and paid media campaigns



How did you hear about Edge?

~38% of student applicants found Edge online – up nearly 10% vs. prior year



# Paid Media Overview

Channel	Impressions	Clicks	CTR	Conversions	Conversion Rate
Search	412,847	9,011	2.2%	138	1.5%
Meta	414,570	6,435	1.6%	25	0.4%
Multi-channel	48,825	1,223	2.5%	23	1.9%
Display	94,294	303	0.32%	0	0.00%
Audio	48,606	0	0.00%	0	0.00%
Video	39,743	8	0.02%	0	0.00%
	1,058,885	16,980	1.6%	186	1.1%



## Impressions

The number of times your ads were shown.



## Clicks

The number of times someone clicked on one of your ads.



## Conversions

The number of times someone takes an action we've defined as valuable (e.g. completing a form or calling the school)



## CTR

Click-Through-Rate (CTR) is a ratio indicating how often people who saw your ad clicked on it.

# Paid Media in Action

Top Performing Ads in Google and Meta

## Top Meta Ads

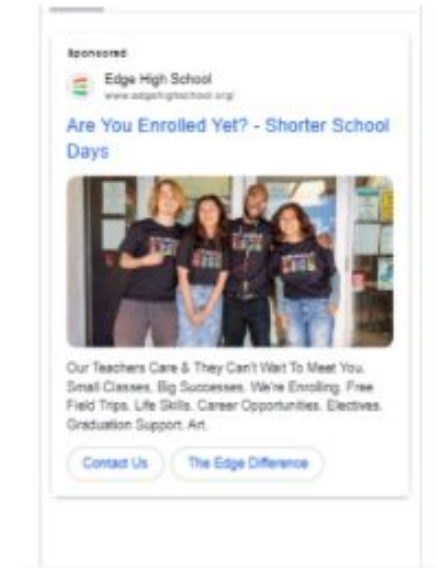
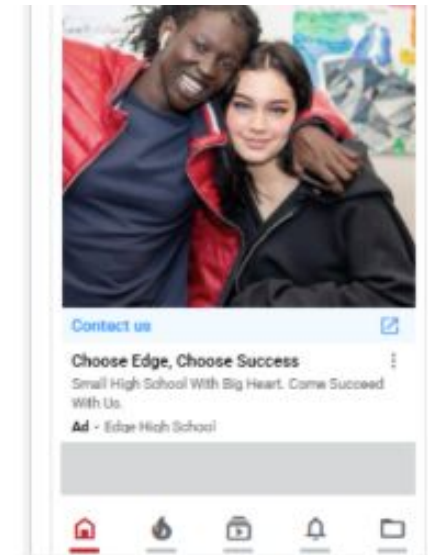


Grwx Schools

## Top Brand Ad

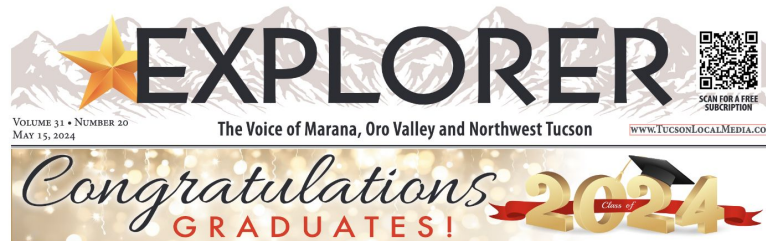


## Top Non-brand Ad



# Offline Campaigns

- Transit Campaign with Benches and Bus Shelters: **500k+ impressions**
- Tucson Weekly Print and Digital Ads: **130k+ reach**
- Tabling Event Series @ eegee's Restaurants: **7 leads, 1 conversion**
- Open House Event Series @ Edge: **5 leads, 1 conversion (and counting)**

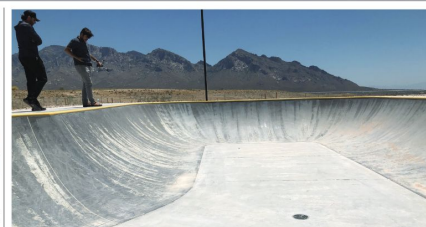


**SPORTS** ..... 9  
Meet Athlete of the Week  
Grant Young



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Caleb Rasor is no stranger to honors

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Matt Janowski, Oro Valley's deputy director of parks and recreation, and Nick Going, digital content specialist for the town, stood at the edge of the half-pipe within Naranja Park's new skate park. (Dave Perry/Contributor)

## Naranja ready for play

**BY DAVE PERRY**  
Tucson Local Media Contributing Writer

Matthew Janowski stood above the half-pipe at Naranja Park's new skate park. Though it is fenced off before the official opening Saturday, May 18, there are already scuff marks from skaters sneaking in for first rides on the half- and quarter-pipes, the "vert" wall, street elements, and steeply pitched bowl.

"We have had to chase people out of the skate park," said Janowski, deputy director of Oro Valley Parks and Recreation.

Nearby, Israel Reyes of Magnum Construction

## New park sign honors those who saved Catalina State Park

**BY DAVE PERRY**  
Tucson Local Media Contributing Writer

Before its unveiling May 3, a commemorative plaque at Catalina State Park was covered by a sheet... and ants.

"Ants are attracted to important things," David Yetman, the Sonoran Desert environmental leader, author, Emmy-winning television host, and retired Pima County supervisor, said.

Yetman and 40 others had gathered along the park's Canyon Loop Trail to dedicate

SEE **NARANJA** PAGE 16

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### GRADS 2024

HONORS FROM PAGE 14

#### A practical subject

Born at Tucson Medical Center and raised in Marana, Rasor also received a merit scholarship from Claremont McKenna. Called the Podlich Scholarship Award, it is offered to a small number of middle-income students who are interested in economics or government. It's worth \$10,000 per year and is renewable for four years, on top of offering summer internship funding.

Students are selected based on academic achievements, accolades, and extracurricular achievements.

"I found out by getting a call completely out of the blue from my admissions officer," he said.

"I was incredibly excited and couldn't help myself from smiling afterward, as my friend who was with me could attest. After finding out, I called my parents, who were really happy as well because it takes a large weight off of our shoulders and will reduce my debt considerably."

He enjoys economics because it uses the scientific method and math to understand real people. For many years, he saw economics as a means to an end.

"I thought I was going to go into business or law," he said. "But I realized, over the past year, that I just liked economics as a subject. I'm going to pursue that in college and am considering getting a PhD and becoming an economics professor."

Working as an economics professor would meld many of his loves. He enjoys public speaking. For three years, he participated in the American Legion Oratorical Contest during which students present speeches on the Constitution. He made it to nationals and won first place in the state twice, sophomore and junior years.

"It was a wonderful experience," he said. "I met some really incredible people from all around the country."

Besides studying, Rasor enjoys the outdoors. An Eagle Scout, he called scouting one of his best extracurricular experiences.

"I learned so much from it, including leadership and first aid," he said. "I also learned how to co-exist with other people in different situations and to appreciate nature."

For his Eagle Scout project was inspired by his love of Mount Lemmon.

"I did my first Boy Scout summer camp out there," he said.

"I loved the plants on the mountain. A couple years ago, I was doing my research on plants on the mountain, comparing books to the internet. A lot of the common plants I would see on hiking trails and camping areas around the Summerhaven (subdivision) were poisonous."

Upon realizing that, I made an Eagle Scout project out of it. With the help of Scouts, I wrote a field guide to poisonous plants of the Santa Catalina Mountains."

He distributed 500 copies of "Poisonous Plants and Fungi of the Santa Catalina Mountains" free to the Mount Lemmon-area folks and gave a presentation on the plants to a group of community members at the Mount Lemmon Community Center.

Rasor plays tennis recreationally, too. He enjoys reading economics books and listening to podcasts. The son of Allen and Nicole Rasor, the teen works for the Tutoring Center in Oro Valley.

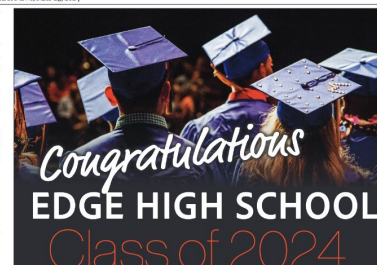
"I tutor anyone from age 4 to 22," he said. "I tutor so many subjects — English, math, economics, of course, physics, biology and public speaking. That's one of my favorite things I get to do. I get to create the curriculum sometimes and help these young kids to improve their skills in front of people."



BASIS Oro Valley senior Caleb Rasor received a \$2,500 National Merit Scholarship. (Caleb Rasor/Submitted)

EXPLORER AND MARANA NEWS, MAY 15, 2024

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Sunny Acuna  
Cassandra Aschcraft  
Miles Blackstone  
Charles Coneita  
Dax Decker  
Ryan Delgadillo  
Michael Diaz  
Julian Deste

Samuel Fiederlein  
Ricardo Garcia  
Kayla Hancock  
Makenzie Huyc  
Shanae Lopez  
Ulisses Martinez  
Jenna Merfeld  
Moira Miller

Jaymy Moreno  
Halle Nietos  
Peter Ochso  
Vivica Platz  
Cailyn Summers  
Noelani Troncoza



## YOU'RE NEXT!

Edge High School can help you get on track with credit recovery or accelerate your timeline to graduate early.

Enrolling year-round and tuition-free. Start your future today!



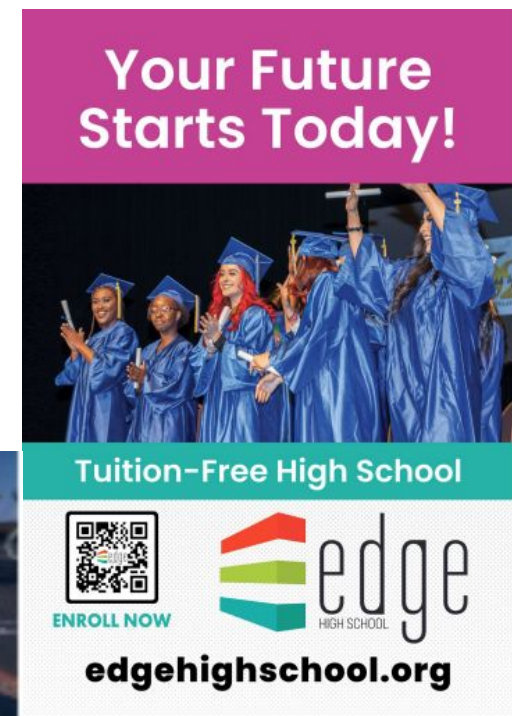
Enroll now!



Himmel Park Campus 2555 East 1st Street  
Northwest Campus 231 West Giacomini Way

EDGEHIGH SCHOOL.ORG

520.881.1389



# Thank You

Looking forward to our continued partnership



Ashley MacQuarrie  
Senior Director of Enrollment Marketing  
amacquarrie@growschools.com



Megan Ullmann  
Project Manager  
mullmann@growschools.com



Tony Solorzano  
Client Services Representative  
tsolorzano@growschools.com