

FIRST DAY OF SCHOOL 2019

Publications and Electronic Media | **Photography**

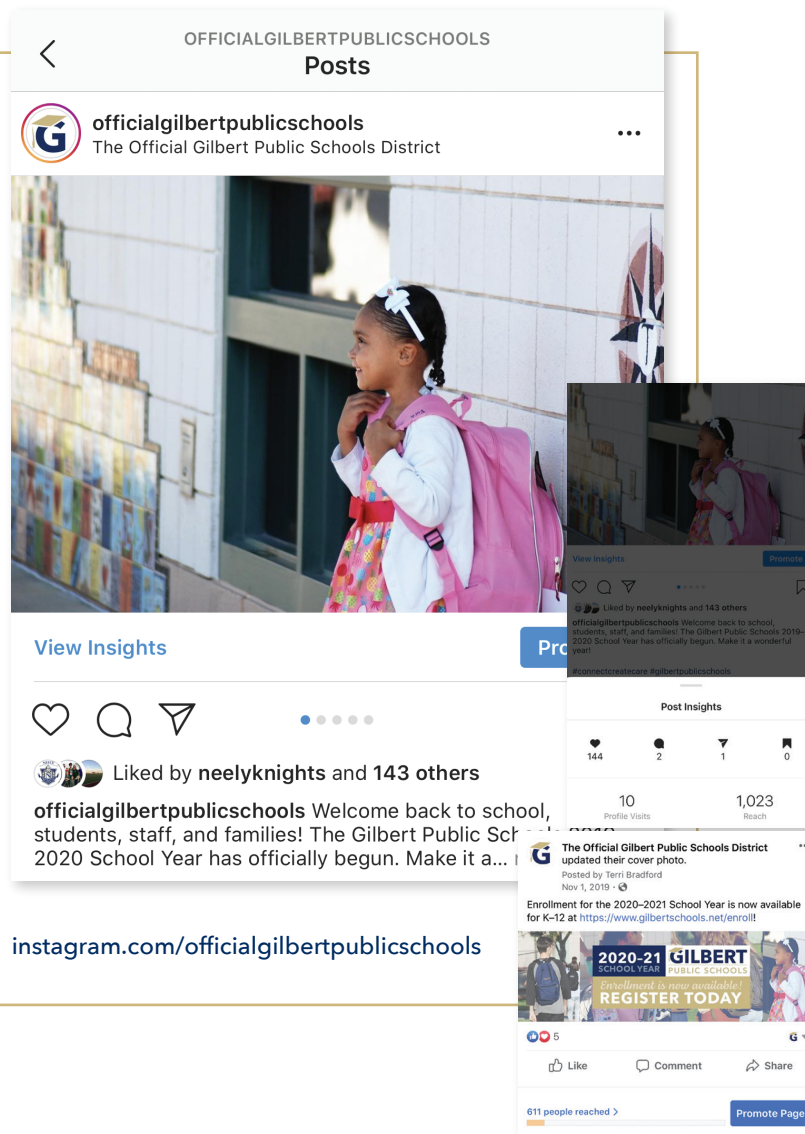
Photographer & Designer | **Terri Bradford**

Purpose & Outcomes | Storytelling & Enrollment Focus

At Gilbert Public Schools, we celebrate and capture the first day of school festivities with storytelling through the camera lens. We showcase the tradition of families dropping off their students, caring administrators and staff welcoming back familiar and new faces, and secondary students reconnecting with their friends heading back to class.

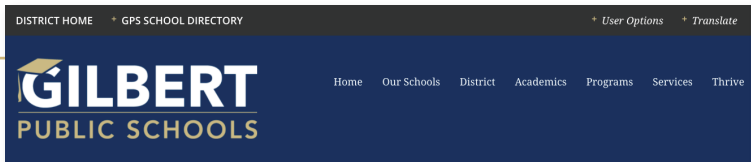
Terri Bradford captured the joy of connection and back-to-school traditions with creative storytelling and documentary photos at several school locations on August 1, 2019. These photos were shared the same day on our social media accounts, with over 140 likes on Instagram, with a reach of 1,023, inclusion on multimedia videos on Facebook and Twitter, and she planned for long-term usage showcasing our unique families and students throughout the year.

She thoughtfully designed a suite of enrollment graphics in August 2019 around these photos which reflect the diversity in our families and schools, resulting in unique branding assets which have been continually implemented on our social media for targeted promotion, enrollment advertising, and on our district and school websites throughout the school year. These assets were the main focal point for our enrollment and tour campaigns used for social media and landing pages as well as for postcard mailing and advertising promotions. These in part with other efforts directly attributed to an increase of 885.55 in average daily membership over what the district estimated for enrollment for the year, which resulted in an increase of \$7.5 million into the Gilbert Public Schools budget.



Photography Usage | Examples of graphic assets designed with photography and long-term usage

- Website & Branding
- Enrollment Campaign
- Tour Campaign
- Social Media
- Multimedia
- Print & Advertising



Home » Enroll » Gilbert Public Schools

We are continuing to take enrollments for the 2020/21 school year. Just enroll online, as usual, using the links below, selecting your chosen boundary school, or open enrollment. For this year only you will also be asked your chosen learning model for returning to school. If you are choosing to return in-person full-time on campus you don't need to select anything as that is the default choice. If your choice is Flex or GPS Global Academy select appropriately. Our team will be in contact to finalize your enrollment and welcome you to the Gilbert Public Schools family. Thank you for choosing GPS!



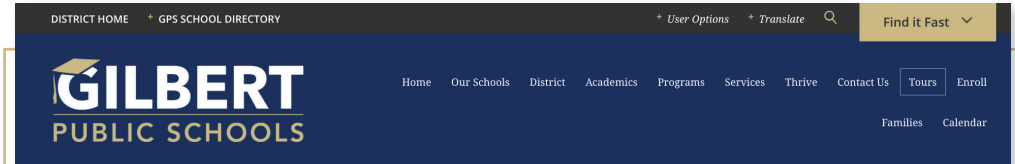
Welcome to Gilbert Public Schools Online K-12 Enrollment!

To make the enrollment process easier families have the ability to begin registering their child(ren) online by entering student's enrollment information, contact information, and proceed to securely upload documents via the online application process before visiting the chosen school to finalize enrollment. The GPS online enrollment system is provided in English and Spanish.

Gilbert Public Schools supports school choice through open enrollment.

We offer open enrollment opportunities for students who wish to attend a school within the Gilbert Public School District even if they don't live within that school's boundaries. Each of

gilbertschools.net/enroll



Home » Tours » School Tours » Schedule a School Tour



gilbertschools.net/tours









Exhibit D



