

WISE Draft Marketing Plan

Objectives:

- Increase overall awareness about the WISE project
- Market WISE project to School Superintendents and school district staff.
- Highlight and share benefits of WISE with Wyoming Legislature in order to obtain additional funding for the project

Methods for marketing:

- Press Releases
- Individual media outreach - targeting key media outlets
- Speaking at meetings with key stakeholders

WISE Pilot School Districts (* denotes key media markets):

- *Campbell #1
- Goshen #1
- *Laramie #2
- *Fremont #1
- Lincoln #1
- *Natrona #1
- *Park #1
- Platte #1
- *Sheridan #2
- *Sweetwater #2

Outreach Timeline:

- June 3 – Press release announcing WISE pilot school districts
- August 15th – Press release with pilot school districts sites go live
 - Casper Star Tribune visit to Natrona County school
 - Wyoming Tribune Eagle visit to LC SD #2 school
- June 14-15 – Media coverage - Park County visit from Data group
 - Invite Jenni Dillon – Casper Star Tribune
- September – School Improvement Conference Presentation
- September – Superintendent’s Day Presentation
- Sept/Oct – Presentation to JEC (first fall meeting – date TBD)
 - (T) John Metcahl (curriculum director) to testify
 - Potential demo at JEC
- Nov/December – build grassroots support from school districts through testimonials and letters
- TBD – Speak to Curriculum Directors, IT Directors and Librarians
- TBD - Other outreach opportunities