

Developing a Print Ad Campaign to Encourage Student Retention

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Frisco ISD

Career & Technical Education Center

Objective



- ✓ Administrators, Teachers and students work together to develop a print-based ad campaign to encourage student retention.
- ✓ Posters will be displayed throughout the district and community.

Introduction



- ✓ Graphic Design & Illustration instructor at the Frisco ISD Career & Technical Education Center
- ✓ Asked by Mrs. Perkowski, AP at Frisco HS, to design posters for her program.

Video

<http://www.schooltube.com/video/d9f597ce6697473390f4/Commit-not-to-Quit>

Frisco ISD History



- ✓ Frisco ISD is at the top of the fastest growing school districts in the state and nation; growing by 10-30% annually the past 12 years.
- ✓ FISD ended the 2008-2009 school year with approximately 31,000 students. The district grew by a little more than 10% this year; as of March 1, 2010, there were 34,273 students enrolled.

Why a Drop Out Campaign?



- ✓ The dropout campaign started because the current statistic states that ***1/3 of all students in the nation drop out of high school.*** *
- ✓ FISD does not currently have a high dropout rate, but if we continue to grow as we have, we may in the future.
- ✓ So overall, the campaign was designed to be **PROACTIVE** in nature.

*http://www.ets.org/Media/Education_Topics/pdf/onethird.pdf

The Current Plan



- ✓ The Drop Out Campaign was started in February 2009 at Frisco High School.
- ✓ In 2010, the campaign spread down to FHS "feeder" schools (middle & elementary).
- ✓ In 2011, the plan is to take the campaign district-wide.

Who needs to be involved?



- ✓ Administrators - Lead Committee
- ✓ Student Council Leaders - research to find current statistics
- ✓ Digital & Interactive Media courses - design posters (we used Adobe Photoshop)
- ✓ Video/Broadcast - video project for district station
- ✓ Teachers/Parents/Community Leaders - support program by signing pledge cards

Potential Problems



- ✓ The printing cost might be the only problem a district would encounter
- ✓ Mrs. Perkowski was awarded a “Grant for Great Idea” therefore allowing our campaign to have a printing budget
- ✓ Find local companies to sponsor and put their logo on poster/tshirt
- ✓ Ask for discount from local printing companies

If you are thinking about dropping out of school, you'd better know the facts.

Drop outs are:

D - DEPENDENT ON OTHERS

Most high school drop outs must live with others to survive. 18.95

R - RELYING ON WELFARE

High school dropouts are more likely to stay on public assistance longer than high school graduates.

O - OUT OF WORK

45% of all dropouts are out of work.

P - PAID POVERTY LEVEL INCOMES

A high school dropout makes 45% less than a high school graduate and income usually does not exceed \$1,500 a month.

O - OVERLOOKED FOR PROMOTIONS

Most companies require at least a high school diploma to receive a promotion to a supervisory level.

U - USUALLY INVOLVED IN CRIME OR INCARCERATED

75% of all prison inmates are 50% of all federal inmates are high school drop outs.

T - TYPICALLY REGRETFUL

Most high school dropouts regret their decision to drop out.

commit not to **QUIT**
drop out
prevention program



Frisco High School is committed to the high school graduation of ALL our students. Anything less is unacceptable!

Design by Emily Abernathy



Frisco High School is committed to the high school graduation of ALL our students. Anything less is unacceptable!

Design by Jennifer Karr



Who DROPS out?

33% of all students

25% Caucasian

50% of all African Americans

50% of all Hispanics

50% of Native Americans

25% of Asians

72% of all high school

dropouts

are unemployed.

Frisco Independent School District is committed



to the high school graduation of ALL our students.

Design by Dharma Bacon

Contrary to popular belief, 16 is not a magic age at which dropping out is "OK" – many states make it a civil crime to drop out before 18 and many have laws against truancy

guess
what?



Frisco Independent School District is committed



to the high school graduation of ALL our students.

*Design by Miss Dunham
©2010 City of Frisco*



Frisco High School is committed to the high school graduation of ALL our students. Anything less is unacceptable!

Design by Zaid Mohammed



High School Dropouts

are 8 times more

likely to go to jail or prison

in their lifetimes!



Frisco High School is committed to the high school graduation of ALL our students. Anything less is unacceptable!

Design by Diana Bacon

75% of state prison inmates
are high school **dropouts**



Frisco Independent School District is committed



to the high school graduation of ALL our students.

Design by Zachariah Moss

THINK BEFORE YOU DROP OUT.....

Dropouts earn
\$9200 less per
year than high
school graduates




Frisco Independent School District is committed



to the high school graduation of ALL our students.

Design by Kerrie Dodge

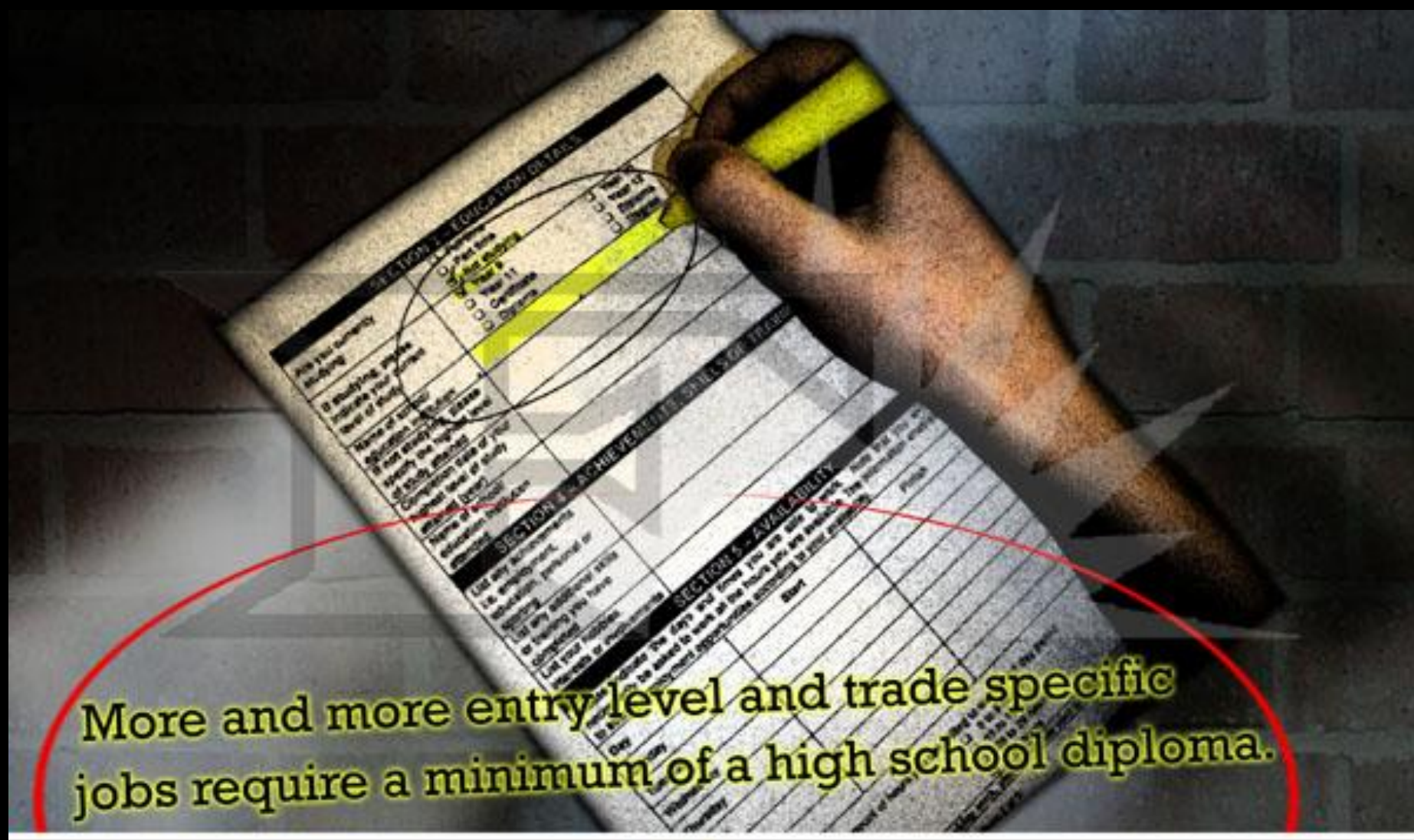


Every 29 seconds a
student drops out of
high school.



Frisco High School is committed to the high school graduation of ALL our students. Anything less is unacceptable!

Design by Cindy Bat



More and more entry level and trade specific jobs require a minimum of a high school diploma.

Frisco Independent School District is committed



to the high school graduation of ALL our students.

Design by Christine Bacon

Promise Cards

STAFF PROMISE

I am committed to the high school graduation of ALL students. I promise to do all I can to assist students to be successful. I promise to work hard, recognize the potential in all students, challenge all students and to see and know each student as an individual. I will expect all students to give me their best, as I give all students my best.

STAFF SIGNATURE _____ DATE _____

My favorite quote: _____

Supporter of the Frisco High School "Commit Not to Quit" Dropout Prevention Program

STUDENT PROMISE

I am the future.

I will let no one destroy my dreams. I will let no one tell me I can't accomplish. I will let nothing diminish my potential.

I will let no one tell me I am not worthy. For inside me is limitless strength. Inside me is talent. Inside me is the ability to succeed. Inside me is hope.

Inside me **IS A GRADUATE.**

I Commit Not To Quit School.

Student Signature _____ Date _____

Student Printed Name _____ Senior Class of _____

Frisco High School "Commit Not To Quit" Dropout Prevention Program

COMMUNITY PROMISE

I promise to support ALL students employed here in their pursuit of a high school diploma. I promise to take an active interest in the education of my student employees. I will encourage their commitment to graduate and support any school activities that are included in that commitment. I will stress the importance of graduating to all my student employees.

Name of Organization _____

Owner/Manager Signature _____ Date _____

Supporter of the Frisco High School "Commit Not to Quit" Dropout Prevention Program



Frisco High School is Committed to the high school graduation of ALL our students. Anything less is unacceptable!

Poster Designed by: Kirby Moore

commit not to QUIT
drop out
prevention program

Student Promise:

I am the future.

**I will let no one destroy my dreams. I will let no one tell me I can't accomplish.
I will let nothing diminish my potential. I will let no one tell me I am not worthy.
For inside of me is limitless strength. Inside of me is talent. Inside of me is the
ability to succeed. Inside of me is hope. Inside of me IS A GRADUATE.**

I Commit Not To Quit School.

Student Signature _____ **Date** _____

Student Printed Name _____ **Senior Class of** _____

Frisco High School "Commit Not To Quit" Dropout Prevention Program

Logos



EDUCATION IS



TO YOUR FUTURE
YOU JUST HAVE TO UNLOCK IT

T-Shirts



Other Campaign Ideas...



- ✓ Promote Hands Free Cell Phone Use
- ✓ Preventing the Flu
- ✓ Reduce underage drinking

DECA Hands Free Campaign



District Flu Campaign

HOW THE FLU SPREADS!

FLU viruses spread by direct contact of the virus.

Avoid getting sick by...

- Getting your flu shot.
- Keeping commonly used areas clean.
- Covering your mouth when sneezing.
- Don't share food and drinks.

For more information visit www.flu.gov | Design By Ryan West, CREC Art Design Studios

FLU SEASON IS HERE!

Here Are Some Tips for Staying flu Free!

WANTED

AVOID ME!

- Get your flu shot!
- Keep commonly used areas clean!
- Keep Good hygiene!
- Don't share food and drinks!
- Cover your mouth!

For more information visit www.flu.gov | Design By Ryan West, CREC Art Design Studios

Could You Have the Flu?

Symptoms Include:

- body aches
- sore throat
- headache
- cough
- fever
- stuffy nose
- nausea

The flu virus is not a bug! Design By Ryan West, CREC Art Design Studios

BEAT the FLU BUG



by following these-

5 TIPS:

- ✓ Get a flu shot
- ✓ Wash your hands often
- ✓ Cover your Cough
- ✓ Keep toys, video games & computers clean
- ✓ Stay home if sick

For more information visit www.flu.gov | Design by Sandra Kelly, CTED Ad Design Student.

Its Coming Around Stay Flu Free



- >> don't touch your eyes, nose, or mouth
- >> use hand sanitizer and wash your hands
- >> use tissues when coughing and sneezing
- >> if sick, stay home
- >> get your flu shot



For more information visit <http://www.FluFacts.com> | Design by J. Michelle Abuda, CTED Ad Design Student

5 tips to be FLU FREE

- 1 Don't Share Food or Drink
- 2 Wash Hands Often
- 3 Get Vaccinated
- 4 Stay Home if Sick
- 5 Cover Your Cough

Design by Emily Abernathy CTE Ad Design Student | For more information visit www.flu.gov

**Don't say
we didn't
WARN
You
THE DRINKING AGE**

21

IF YOU ARE UNDER 21
IT IS ILLEGAL TO CONSUME OR PURCHASE ALCOHOLIC BEVERAGES IN TEXAS

IF YOU ARE **UNDER 21**
IT'S **ILLEGAL** TO CONSUME OR PURCHASE ALCOHOLIC BEVERAGES IN TEXAS.

WHO CARES? PEOPLE CARE!
NOTHING WILL HAPPEN! THE POLICE WILL ASK.
IT'S ALL JUST FOR FUN!

IRRESPONSIBLE
IT'S UNSAFE
WRONG

ILLEGAL

"LET'S JUST DO IT!" LET'S NOT...
"DON'T WORRY, IT'S OK!" "NO IT'S WRONG!"
"IF YOU COOL, YOU'LL DO IT." DON'T GIVE IN TO PEER PRESSURE.

EVERYBODY DOES IT.

DRINKING UNDER 21
LEADS TO **DISASTER**

IT IS ILLEGAL TO CONSUME OR PURCHASE ALCOHOLIC BEVERAGES IN TEXAS

Questions?



✓ Dianna Bacon

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www.friscoisd.org/schools/cte