


**WE GO  PUBLIC**  
*Management*

**A MARKETING ECOSYSTEM FOR  
PUBLIC SCHOOL DISTRICTS**

# THE PROBLEM

**STUDENT ENROLLMENT = \$**



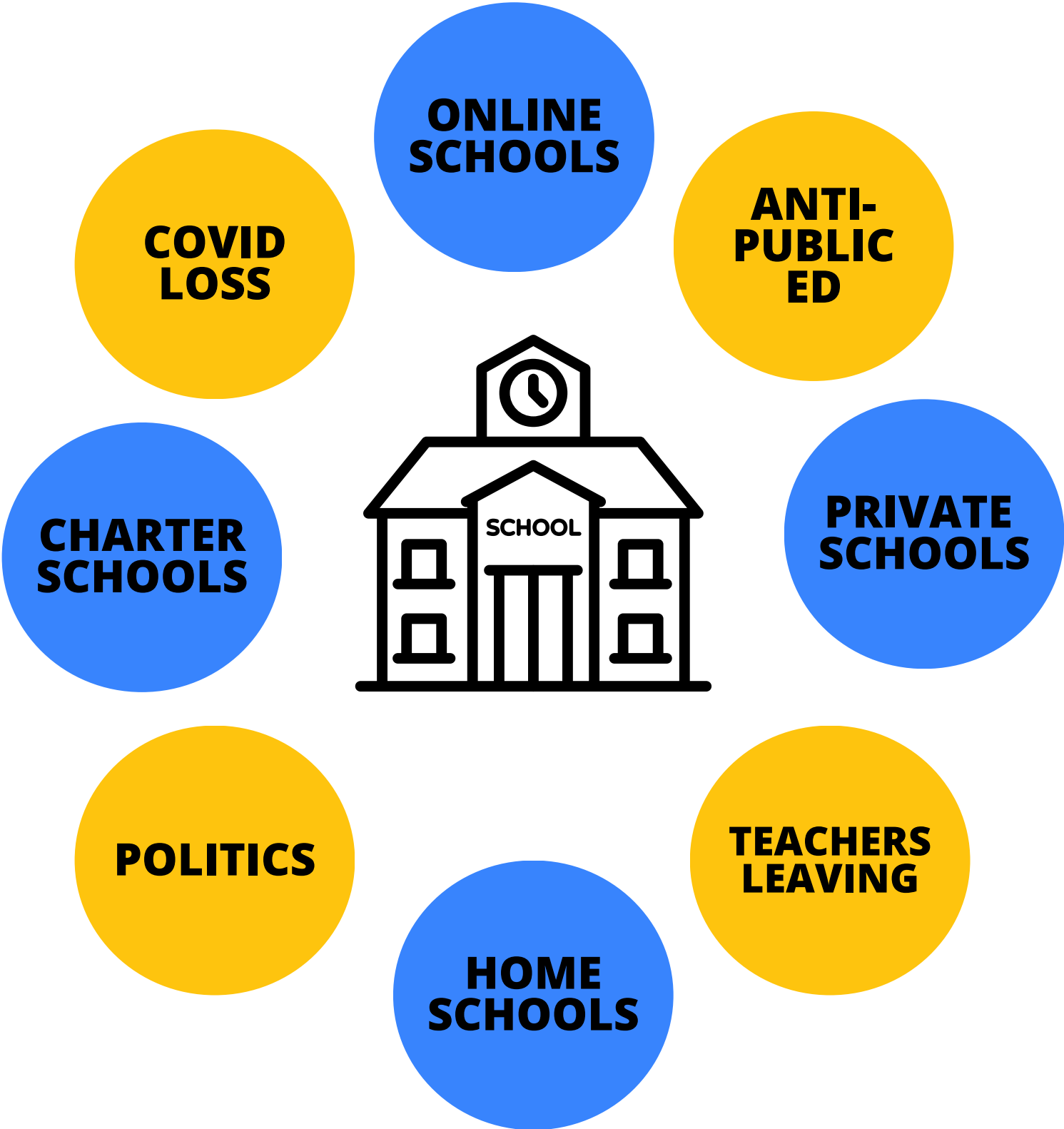
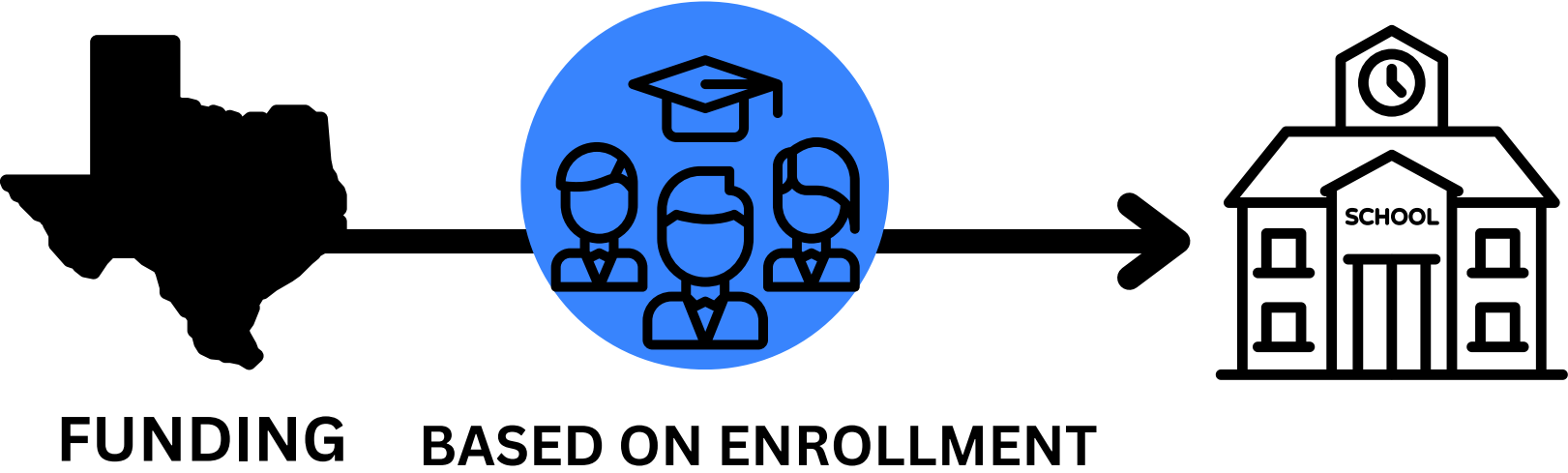
Education is competitive as student enrollment in public schools is equal to about \$7K /child.

When students go elsewhere, the funds are drained from the neighborhood school.

Public schools must market and promote their offerings.

However, their constraints include a lack of marketing expertise, time, and resources.

Districts recognize the need to market their schools to retain students (and teachers).



# THE SOLUTION

A MARKETING  
ECOSYSTEM AND  
PLATFORM

FOR PUBLIC SCHOOL  
DISTRICTS





# **VALUE, TRACTION, REVENUE MODEL**

# REVENUE MODEL

**SCHOOL DISTRICT MEMBERSHIP  
DUES**



**ANNUAL DUES  
\$750-\$12K**

**ON DEMAND PROFESSIONAL  
DEVELOPMENT**



**\$79 - \$2500  
PER COURSE**

**SPONSORSHIPS  
PREFERRED VENDORS**



**\$1500 - \$30,000**

**AFFILIATE FEES AND  
COMMISSIONS**



**3-4%**

# THE OPPORTUNITY

140K

**U.S. School Districts**

Total Available Market (TAM)

1,200

**Texas School Districts**

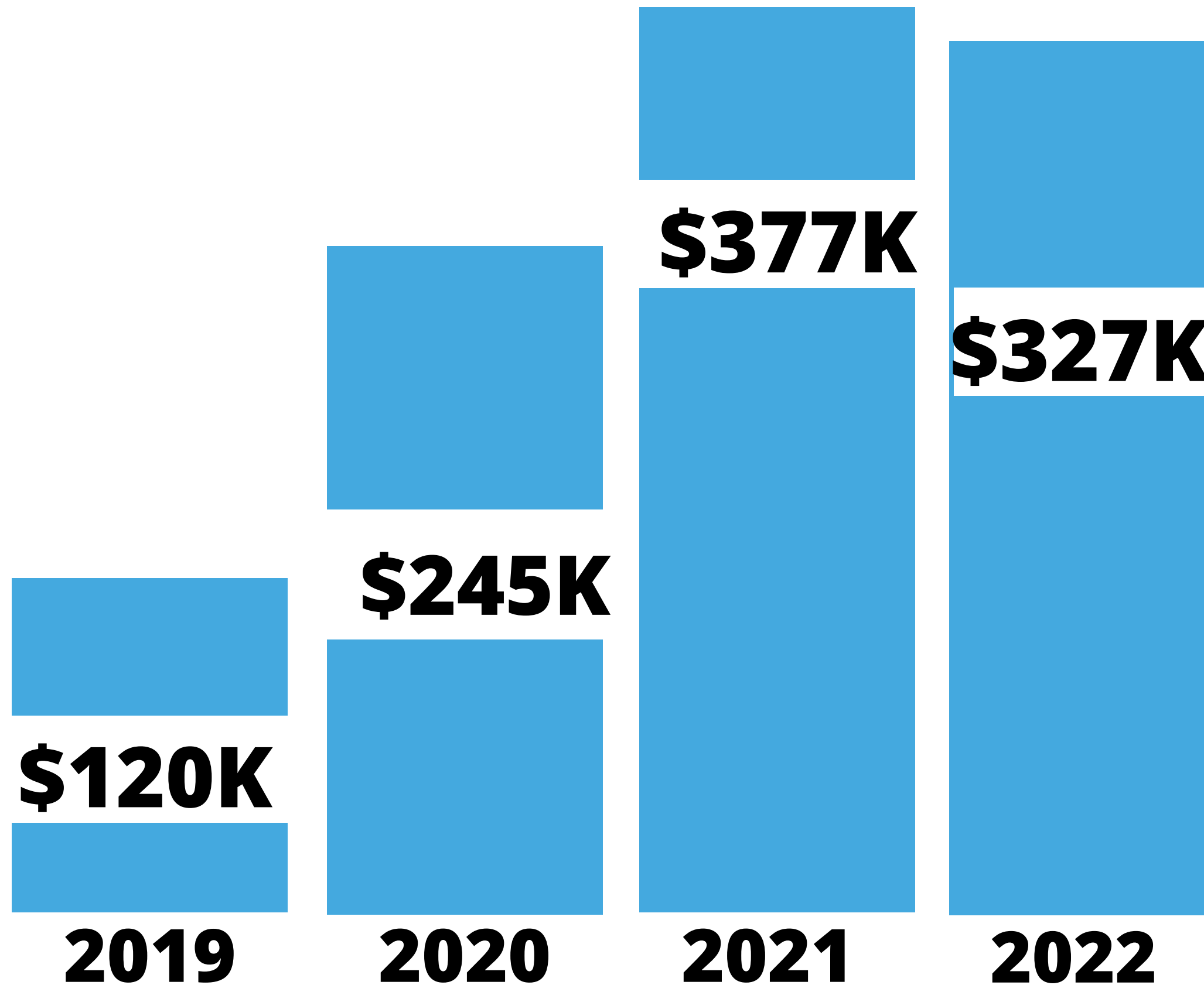
Serviceable Available Market (SAM)

800

**Texas School Districts**

Serviceable Obtainable Market (SOM)

# TRACTION



- 150 school districts received professional development training
- 50 school districts on WeGoPublic.com
- 125 school districts in online academy



# RECENT TRACTION

We launched statewide in August of 2023, since then we've:

- Expanded from 30 school districts to approximately 1200 school districts represented on the website
- Retained 95% of paid district members from the previous year
- Added 60 new paid district members at the basic level
- Secured \$70,000 in sponsorships and partners
- Secured \$15-\$20K contract with an ISD for turnkey marketing support
- Initiated steps to form a purchasing co-op, creating an additional revenue generated through vendor contracts
- Closed two contracts with sponsors that could result in 3-4% commissions on district contracts

# Seed Funding

## \$2M

**Expansion** = hire a team to include CFO, CTO, developers, sales, customer service manager, content producers, social media managers, and more

**More School Districts** = need to build AI powered technology platform to include customer dashboard, turnkey marketing solutions, reporting, CRM

**Purchasing Co-Op** = legal, CFO

Future plans would scale nationally through a franchise or licensing structure.

Development of Megaphone platform through increase in revenue or seed funding.

# VALUE

**AI TOOLS**

**TURNKEY  
MARKETING**

**TECHNOLOGY PLATFORM (IP)**



**MEGAPHONE**

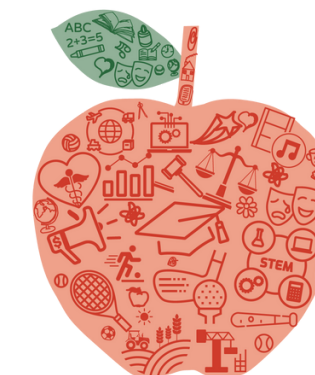
**PROFESSIONAL  
DEVELOPMENT**

**TRAINING PLATFORM**



**WE GO PUBLIC  
MEMBERSHIP**

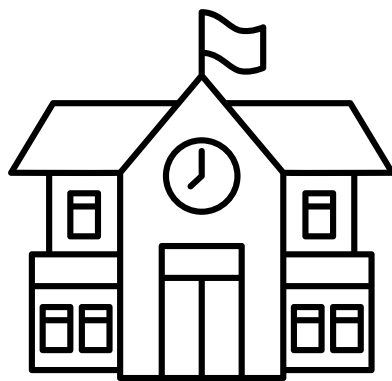
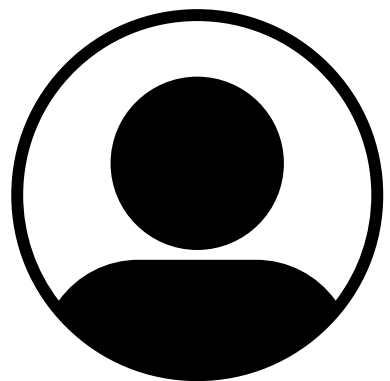
**LICENSE ENTIRE SYSTEM TO  
OTHER STATES**



**WE GO PUBLIC**

# HOW IT WORKS

School District Customer:  
Communications Director  
Superintendent



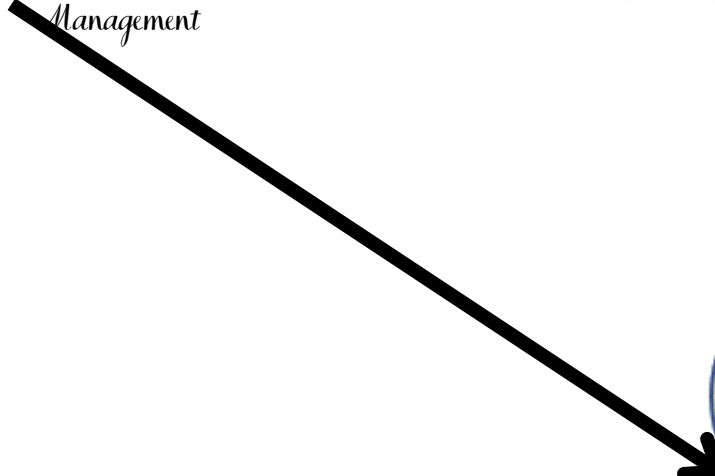
**WE GO PUBLIC**  
*Management*



Membership  
Regional SEO  
Public Ed Campaign  
Preferred Vendors Marketplace  
Purchasing Co-Op

Website: [WeGoPublic.com](http://WeGoPublic.com)

Online Professional Development  
Coaching  
Resource Library  
Webinars  
Preferred Vendors for Comms  
Website: [SchoolDistrictMarketingAcademy.com](http://SchoolDistrictMarketingAcademy.com)



**MEGAPHONE**

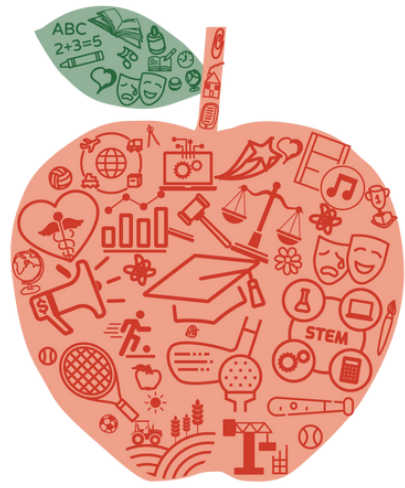
**FUTURE**  
**Turnkey Marketing IP**  
AI Generated Marketing and  
Templates, Guides, Plans  
Access to WGP and SDMA



**TWO WEBSITE PLATFORMS**

**ONE TO-BE-DEVELOPED AI-POWERED  
SOLUTION**

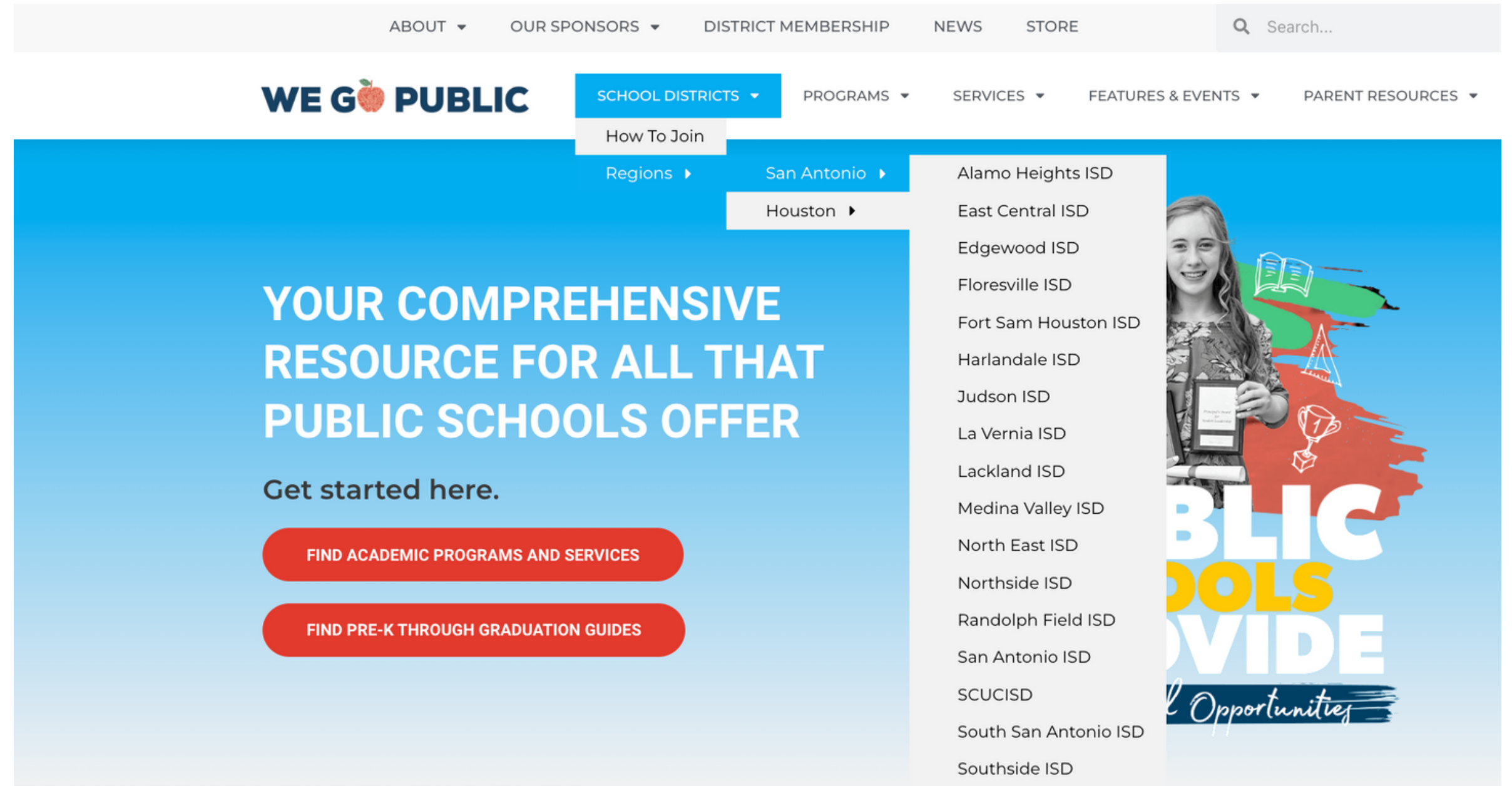




**WE GO PUBLIC**

District Gets:

- Membership
- Digital Advocacy for Public Ed
- District Profile Page
- Google Maps
- SEO
- Keyword Strategy
- Google Ranking
- Media Promotion
- Community Events
- Spotlights
- Social Media Promotion
- Parent Engagement



**WeGoPublic.com**



#### District Gets:

- Professional Development
- Marketing Training Specific to Public School Districts
- Coaching
- Resource Library
- Tools and Guides
- Vendor Discounts



### Welcome!

You are here in School District Marketing Academy and I'm Lisa Losasso Jackson. I'm so happy to have you!

Below you'll see the Module section. Click on the Module to get to the lessons. In each lesson, I will point out any additional files, resources, or homework for you to complete prior to our Monday live coaching sessions.

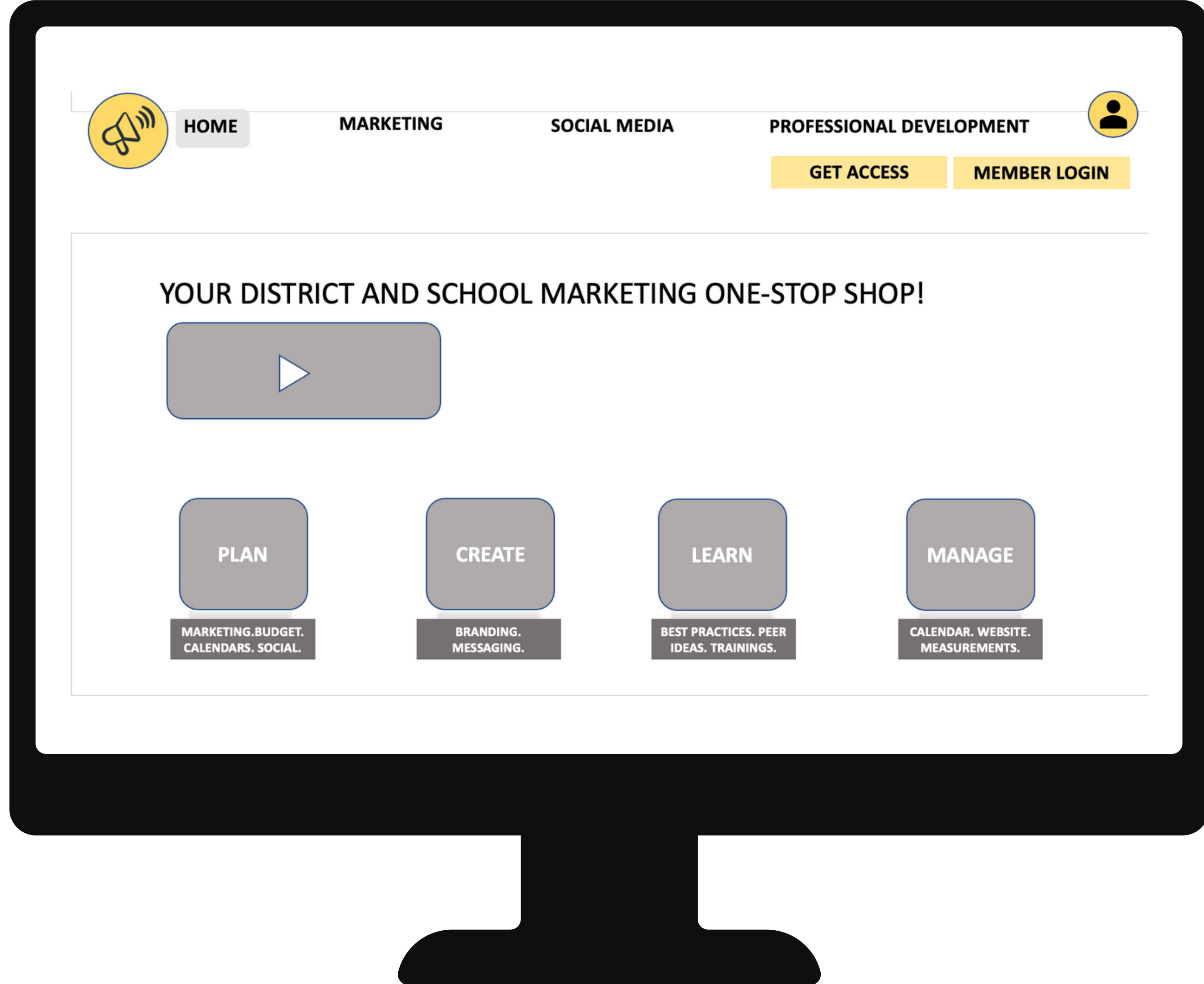


[SchoolDistrictMarketingAcademy.com](https://SchoolDistrictMarketingAcademy.com)

# WIREFRAME CONCEPT



MEGAPHONE





The one-stop shop platform and ecosystem is currently in two parts. The future will merge it all into one.

WeGoPublic.com and SchoolDistrictMarketingAcademy.com

### We Go Public

- Started in 2013 with 7 pages to the site, it now has several hundred with an average of 150K page views/yr
- 2023: **increased from 35 school districts to 1200 school districts** have directory level presence on the site
- Two regions are members with a projected 50 districts at member level for the 2023-2024 school year
- Corporate partners are sponsoring districts/regions** for 2023-2024: approximately \$70K to date
- WeGoPublic.com: site redesign completed in July 2023 through a grant from the Charles Butt Foundation
- Focused in Texas with the vision to license to other states. **We had interest from the state of Michigan two years ago.**

### School District Marketing Academy

- **150 school districts trained** in marketing topics
- 125 school district communications professionals utilize resource library
- **8 districts Gold level = \$2500/district**
- **1800+ subscribers** to monthly newsletter

AI component: concept wireframes developed, currently beta testing AI solutions

School districts are in the **business of education, not marketing.**

They often **don't have the resources to market, promote, and advertise.**

For many small and mid-sized districts, their administrative point person handles not only communications, but crises, promotion, social media, and board meetings.

School districts also know that they're **up against an online battlefield of well-funded organizations and efforts to disparage public schools OR to bring students over to their education models.**

In addition, **companies outside of public schools know the value of online searches from parents.** For example, when a parent is searching for "school districts near me" a real estate agency might buy those keywords to bring traffic to them.

School districts need an advocate online who knows how to play on this battlefield. **We Go Public is that advocate.**



Public school districts require marketing training and professional development.

The **School District Marketing Academy is an online platform with on-demand training modules.**

The future, **Megaphone**, is in conceptual stages currently. Megaphone will provide a one-stop shop for school district marketing needs. **It connects School District Marketing Academy with turnkey marketing solutions and AI.**

With all that **We Go Public** offers, **school districts have all they need to market themselves.**

# COMPETITION



ANNUAL REVENUE

**\$66M**

In-depth profiles on every school and college in America and a focus on K-12 and college school search. Its mission is to make researching and enrolling in schools easy, transparent, and free.



**\$11.8M**

The website provides ratings and comparison tools based on test scores and other factors for schools in the U.S



**\$105M**

A full suite of software and services to help schools manage their website, marketing, communications, and enrollment.

# We Go Public Evolution

Started in 2013 as a campaign, Go Public, to promote public education and ISDs in San Antonio. It exists under the 501c3, Bexar County School Boards Coalition. Go Public was formed by superintendents and managed by an ad agency. The vision was simply a campaign. Funding from ISDs and donors.

2016 - Ad agency dropped by the superintendents and Lisa Losasso Jackson/ 11 Productions contracted to develop the campaign, Lisa serving as Executive Director

- The campaign consisted of 7 pages of a website, billboards, and some ads
- I saw an opportunity to build it into more

2017: Go Public Gulf Coast formed as a 501 c 3 in the Houston/Gulf Coast Region – 21 ISDs

- Contracted 11 Productions to develop their campaign
- Launched a separate website, mirroring the San Antonio website
- Funding primarily from ISDs

2019: Created efficiencies, merged websites into the WeGoPublic.com site.

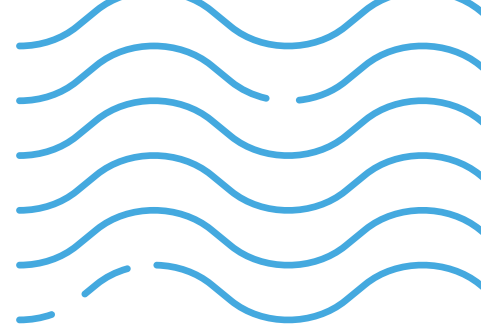
2022: Lisa Losasso Jackson formed the We Go Public non-profit. Recently awarded 501c3 status. Focus on building the site to include all ISDs.

2022: \$170K grant received to build the site

2023: Added new DBA We Go Public Management underneath 11 Productions, LLC

Context: A formal name change was completed with We Go Public Management. This is the private company, replacing 11 Productions, LLC name. We Go Public, the 501c3, is in place for the purchasing co-op to exist.

# Founder



## **Lisa Losasso Jackson**

- **17 YEARS IN PUBLIC SCHOOL MARKETING**
- **SCHOOL DISTRICT MARKETING ACADEMY FOUNDER**
- **KEYNOTE SPEAKER**
- **WE GO PUBLIC EXECUTIVE DIRECTOR**
- **MARKETING AWARDS**
- **EDUCATION IN BEXAR COUNTY BOOK, CONTRIBUTOR**
- **2X ENTREPRENEUR**

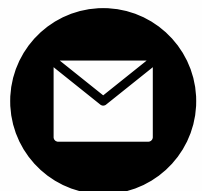
# Learn More



[www.WeGoPublic.com](http://www.WeGoPublic.com)  
[www.SchoolDistrictMarketingAcademy.com](http://www.SchoolDistrictMarketingAcademy.com)



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