



FUSION FORWARD
DESIGN & MARKETING

WE HELP YOUR DISTRICT
STAND OUT.



WWW.FUSIONFORWARD.COM

WHY

NEED HELP WITH YOUR DISTRICT'S PR OR MARKETING?

Sure, you could continue to have a staff member manage all of these things, but will they treat it as their #1 priority? At Fusion Forward, promoting your district through engaging social media content, eye-catching graphics and meaningful words is our top priority.

WHY DO SCHOOLS NEED MARKETING?

1. Help retain students
2. Attract prospective students
3. Help pass bond referendums, SAVE, PPEL extensions

WE CAN HELP YOUR DISTRICT STAND OUT.

Fusion Forward has knowledge in multiple areas such as graphic design, website design and maintenance, social media development and management, image capture and editing, printed materials design, content writing and video production.

THINK IT'S TOO COSTLY?

We can make the cost and hours work for you. For example, a 10 hour/month package is just \$650.



OUR MISSION

THROUGH AN ENVIRONMENT OF VISION AND CREATIVITY FUSION FORWARD AIMS TO DEVELOP AND CREATE UNIQUE AND EYE CATCHING MARKETING TOOLS TO HELP BUSINESSES AND NON-PROFIT ORGANIZATIONS THROUGHOUT THE MIDWEST STAND OUT.



WHAT THEY SAY

“ Andrew CSD and Easton Valley CSD have partnered with Fusion Forward for nearly one year. One of their greatest assets is their positive and professional staff. They consistently bring us new ideas, are responsive to our requests, and always go above and beyond to make sure we are happy with each final product. We are pleased to partner with Fusion Forward to market our schools. ”

- Chris Fee, Superintendent, Andrew CSD & Easton Valley CSD

“ Fusion Forward has been a great partner in helping us manage our social media. They're the marketing and business experts which allows me to concentrate on educating students in our classrooms. When I have communication questions or needs, I know I can call Fusion Forward and they'll have the expertise to help me out. ”

- Russell Reiter, Superintendent, Independence CSD

“ We've had a very positive experience with Fusion Forward. They are extremely responsive to our needs as a school district and produce a quality product at all times. I would highly recommend them for your marketing needs. ”

- Chris Hoover, Superintendent, Maquoketa CSD

#STANDOUT

WHAT WE CAN DO

WHAT WE CAN DO

UNIFIED PRINT & DESIGN:

- Logos
- Mottos
- Newspaper ads
- Signs
- Brochures
- Flyers
- Annual reports
- District policies/guidelines
- Backdrop banners
- Pop up banners
- Facility plans

LOCAL MEDIA SUBMISSIONS:

- TV
- Newspaper ads
- Press Releases

VIDEO PRODUCTION:

- Promotional video
- Commercial clips

SOCIAL MEDIA MANAGEMENT:

- Classroom or student activities and achievements
- "Good to know" information for the community
- Sports/extracurricular camps (dates/times/locations)
- Concert info/images
- School images
- Congratulatory notes
- Social media graphics

WEBSITE DESIGN & MAINTENANCE:

- Update slider images
- New pages
- Announcement sections
- News posts
- Social Media feeds



WHY FUSION FORWARD?

WHY

Q: WHY WOULD A SCHOOL DISTRICT NEED MARKETING / PUBLIC RELATIONS SERVICES?

A: District enrollment drives spending authority for a district. Open enrollment is becoming a challenge for all schools, therefore it is important to improve marketing and public relations efforts to not only attract new students, but to also retain the ones you have. With unique marketing tools designed to fit your school district, Fusion Forward can help you reach your goals.

Q: CAN WE JUST HAVE SOMEONE WITHIN OUR DISTRICT PROVIDE THESE SERVICES?

A: Sure, but will the employee treat it as their #1 and sole responsibility? Fusion Forward is a professional firm focused on marketing, public relations, social media, and web development. Our services are provided on a contract basis, therefore your district does not have to provide employee benefits to someone to perform the work.

Q: CAN WE USE SAVE / PPEL FUNDS FOR THE SERVICES FUSION FORWARD OFFERS?

A: Yes! As long as the cost meets the definition of technology, meets the \$500 per unit cost threshold in PPEL, and is a technical assistance support contract that does not include maintenance.

Q: DO OTHER SCHOOL DISTRICTS USE FUSION FORWARD'S SERVICES?

A: Yes, Fusion Forward offers services to several school districts in the State of Iowa. Serving schools of all sizes, we can create tools for districts of any size to use.

Q: WHAT ARE SOME EXAMPLES OF THE SERVICES FUSION FORWARD PROVIDES TO SCHOOLS?

A: Some of our most popular services include: website development, promotional videos, social media management, branding/logo development, billboard designs, newspaper ads, and much more. If you can dream it, we can help you bring it to life.

#STANDOUT

HOW

YES!

OUR SERVICES CAN BE COVERED FROM PPEL.

Physical Plant and Equipment Levy (PPEL) funding can be used for several purposes, and technology happens to be one of them. To receive funding, the cost, whether stand-alone or part of a bundle, must:

- Meet the definition of technology (see below)
- Meet the \$500 per unit cost threshold in PPEL
- Be in reality a license renewal fee; an Internet subscription, license, or fee; a cable or satellite service; or a technical assistance support contract that does not include maintenance.

The Iowa Department of Education defines technology as:

“Hardware, non-instructional software and software required to provide functionality to the hardware, wireless presenters, networking and connectivity systems, computing storage, website development services, hardware carrying equipment, licensing, and technical assistance for installation of hardware, software, or software updates.”

Additionally, a district can pay for subsequent or discrete contracted technology services from PPEL. Even if the contracted technology service is not part of the initial bundled technology purchase, it may still qualify as a technology cost, if it meets the requirements listed above.

For example, if a district contracts with an outside vendor (like Fusion Forward) for website design, and the purchase meets the \$500 threshold, it can be paid for from PPEL, as website design appears to be technology technical assistance which is not maintenance.



WHO WE WORK WITH

We work with some pretty great school districts. Here's a list of who we've worked with. We saved a spot for you on our list.



Andrew Community School District



Oelwein Community School District



Easton Valley Community School District



Osage Community School District



Independence Community School District



Riceville Community School District



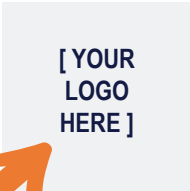
Maquoketa Community School District



Union Community School District

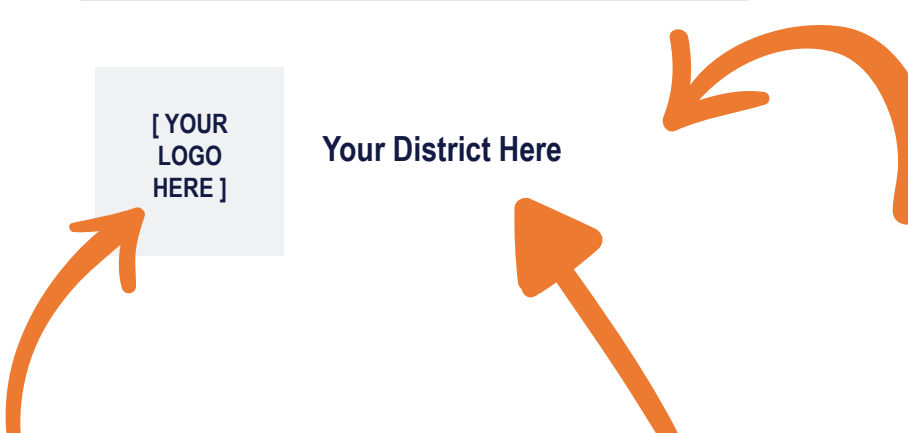


Maquoketa Valley Community School District



Your District Here

#STANDOUT



CONTACT US

HAVE ADDITIONAL
QUESTIONS?

LET US KNOW!

INFO@FUSIONFORWARD.COM
WWW.FUSIONFORWARD.COM

