

Actionable Promotion and Growth Strategies

- ✓ **Adapt your marketing to serve your advocacy needs**
- ✓ **Tap the EdTA online resources**
- ✓ **Create a database of student achievement**
- ✓ **Do a community economic impact survey**
- ✓ **Track and catalogue all media coverage**
- ✓ **Become knowledgeable about reliable research**
- ✓ **Showcase the inclusion of the arts as part of a well-rounded education in the new federal Every Student Succeeds Act**
- ✓ **Create and regularly update an FAQ handout about your program**