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