

## Switzer's Fun Zone

The primary goals of this project are to generate awareness of Switzer Learning Center's Fun Zone after school program and increase enrollment in the program. Switzer's Fun Zone is a therapeutic program for fourth through twelfth grade students tailored to meet students' individual interests and unique needs. The plan is devised to increase student independence by expanding their creative talents through art, crafts, dance, drama, make-believe play, and much more. Fun Zone's mission is to "enrich children, families and our community by providing quality educational, recreational and cultural programs that promote the social, physical, intellectual, creative, and emotional development of children and youth in a safe and nurturing environment". Switzer Learning Center needs a marketing strategy to attract parents to enroll their children in the Fun Zone after school program. Additionally, this marketing and community outreach strategy must encompass the broader purpose of developing an awareness of the school and reaching out to the community it serves. The Marketing and Community Awareness Plan includes but is not limited to developing a viral marketing campaign, creating online support groups within social media portals, and the use of search engine optimization and other multi-media tools.

### **Project Description**

#### Marketing and Outreach Strategy

Develop an integrated multimedia marketing/awareness plan for the Switzer Learning Center, a non-profit, non-public 3-12th grade special education school serving students with moderate to severe autistic spectrum disorders.

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