

LIKE

NOWHERE

ELSE



Sun Prairie Area
School District

Futures depend on us...every child, every day.

District Type: Suburban | Enrollment: 8,600
Communications Staff: 2

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SYNOPSIS

In a time of increased options for education and with increased scrutiny and criticism of public education, the Sun Prairie Area School District (SPASD) sought to strategically position itself as an education provider of choice. In line with its communications plan, which was created with community input, the District's Communications Team launched a multifaceted campaign to foster the community's sense of pride in its schools by highlighting the access, opportunities, and excellence offered to students as well as the District's Mission and Vision that make SPASD Like Nowhere Else.

RESEARCH

The pandemic put a severe strain on our system. Our District's data showed us that enrollment had begun to decline in the face of increased competition and that staff satisfaction, as measured via survey, had begun to fall as burnout increased. The District had also opened its second comprehensive high school, which was a major transition for our District and our community. This research confirmed the need for a campaign that not only strengthened external perceptions of SPASD but also boosted internal morale among staff and students.

PLANNING

Based on the research, the Communications Team identified its key audiences as students, staff, families, and community members. The core belief for the campaign was that if we are successful in fostering our audiences' sense of pride in our District, then it will be reflected in enrollment, staff morale, and community perception.



We conducted a content analysis of District marketing materials and communications to identify images and concepts that differentiate our District from competitors and resonate with our audiences. We also noticed that the District's NSPRA award-winning “Like Nowhere Else” [brand anthem video](#) had some of the best analytics on the District's YouTube channel, including an audience retention rate of over 50%. This research indicated that the campaign should expand on the “Like Nowhere Else” messaging.

To achieve this, the team built the campaign off of the “Like Nowhere Else” brand anthem video messaging. The campaign strategically leverages social media, print collateral, and video production to highlight how Sun Prairie offers students access, opportunities, and excellence like nowhere else. Objectives included increasing enrollment by 50 students and improving staff satisfaction by 5%.

Our objectives included increasing enrollment by **50** students and improving staff satisfaction by **5%**

IMPLEMENTATION

With a budget of \$5,000 and a timeline of implementing the campaign throughout the 2024–2025 school year, the Communications Team implemented the following tactics.

STUDENTS & FAMILIES:

- A series of video student profiles titled “Like No One Else,” incorporating student voice to showcase the breadth of experiences available to SPASD students and provide families with insight into student life in our district.
- A #LikeNowhereElse hashtag campaign that reinforces the “Like Nowhere Else” messaging when the District shares stories and photos of student experiences and District initiatives.

EVALUATION

The “Like No One Else” student profiles, which had a combined reach of 24,000 in just three months, contributed to increased student engagement on digital platforms, reinforcing the district’s positive perception among families. The 2024–2025 school year brought SPASD our highest student enrollment numbers in the history of the District. Our Third Friday Count in September showed that the District had grown 187 students from 2023–2024. Another 73 students have enrolled in the District since the student count date, putting our total at 8,668 students, 260 more than 2023–2024 totals.

The themed convocation and branded staff items contributed to a notable rise in staff satisfaction, as evidenced by a 9.5% increase in positive survey responses. In an April 2024 staff survey, 86.8% of respondents reported that “all things considered, the District is a great place to work.” In a February 2025 staff survey, that improved to 96.3% of respondents reporting that “all things considered, the District is a great place to work.” Our HR department has even started using “Like No One Else” for an employee recognition initiative.

STAFF:

- Branded items including District apparel featuring the “Like Nowhere Else” messaging and laptop stickers.
- Theming the all-staff convocation event in August on “Like Nowhere Else”, including superintendent remarks with the message, “Our District is like nowhere else because you, our staff, are like no one else.”

COMMUNITY:

- A pennant campaign at District events, including both homecoming parades, where community members were given pennants themed on “Like Nowhere Else” with an invitation to submit photos for the District to share on social media.

As for community sentiment, the 2024–2025 school year has been challenging for SPASD, with some unexpected school board transitions that have caused reputational damage. The Communications Team is actively working to use the lessons it learned from the “Like Nowhere Else” campaign to help rebuild trust.

The insights gained from this campaign, particularly around leveraging student voice in storytelling and community engagement, will continue to shape SPASD’s communications efforts moving forward.

Student profiles had a combined reach of over **24,000** in three months.

Enrollment increased by **260** students.

Staff satisfaction increased by **9.5%**



“LIKE NO ONE ELSE” STUDENT PROFILES

- Shared weekly on District social media
- Archive located on [District website](#)

SOCIAL MEDIA CAMPAIGN

- #LikeNowhereElse used across District social media, including [Facebook](#) and [Instagram](#)
- Cover photo during back-to-school season



Click on the image to see in larger size.



SUPPORTING MATERIALS

BRANDED ITEMS FOR STAFF

- Apparel items, including T-Shirts
- Laptop stickers



STAFF CONVOCATION

- The event, which includes all 1,300+ District staff, took place at the end of August
- Event theming aligned with the campaign
- Prepared remarks from the superintendent reinforced Like Nowhere Else messaging



SUPPORTING MATERIALS



PENNANT CAMPAIGN

- Distributed to students and staff
- Handed out to community members at events such as homecoming parades
- Included invitation to submit photos holding pennant

