

VACAVILLE UNIFIED SCHOOL DISTRICT

Teaching Values By Example



Marketing Lessons from VHS

With the budget cuts and possible school closures, fundraising has become more of a priority for many of our schools. Vacaville High School has been ahead of the curve by utilizing technology in fundraising and could be a model that even businesses could learn from. One of the visionaries for this was Mike Papadopoulos (Pop). He is not only VHS's Co-Athletic Director; but a teacher, Head Football Coach, Track and Field Coach and seemingly now a Marketing Director. He created, along with Ryan and Kate Smith, a website that would allow alumni to view memories from the past and the ability to keep updated on VHS's current season performance. The site also profiles college and professional players that were developed from VHS's program. Pops' desire was for the website to be viewed during the season and afterwards as well, because "the Spirit of a Bulldog never ends!"

"Make it Interactive" says Pop

Although the initial website and design was created by Ryan, they knew they needed help developing a more powerful site. This is where they brought in Ray Goodson from *The Landmark Image, Inc.* Landmark enhanced the look and gave it an *ESPN* spin and added features where *Sponsors* can place *Ads*. Players can now see stats from the current season and create their own *NCAA worksheet* for determining eligibility. Videos are uploaded from *You Tube* and are displayed in the form of "Play Of The Week". Viewers are now able to place online donations using *PayPal*. A *Facebook Fan Page*, which currently has over 1,100 fans was created and is kept alive by Kate. This is a great way to communicate with the public and build a following where future broadcast emails can be sent. Next year *Twitter* will be used to push weekly game scores out to all who are "following". Check it out at www.VacavilleFootball.com You'll see it's Not just for football!

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