

PART_5_Marketing_Strategy_Implementation_Roadmap

PART 5: Competitive Positioning, Marketing Strategy & Implementation Roadmap

Competitive Positioning Strategy

Current State vs. Future State

Current Positioning: - Bishop Garcia Diego: Solid Catholic college prep with developing arts programs - Market Position: Middle-tier among Santa Barbara County private schools (#6 ranking) - Perception: Traditional, athletics-focused, faith-based education

Future Positioning with Media Arts & Technology Center: - **NEW VALUE PROPOSITION:** “Where Faith Meets the Future - The only Santa Barbara County private school preparing students for high-demand careers in media, technology, and creative industries through professional-grade facilities, industry certifications, and portfolio development—grounded in Catholic values.”

Positioning Statement

For tech-savvy families and career-minded students **who** want both college preparation and real-world skills for the digital economy,

Bishop Diego’s Media Arts & Technology Center is the only comprehensive creative technology program in Santa Barbara County

that combines professional facilities, industry certifications, and

portfolio development with faith-based values, **unlike** Laguna Blanca’s STEM-only focus or Cate’s traditional arts approach.

Differentiation Matrix

Attribute	Bishop Diego (NEW)	Laguna Blanca	Cate School
Creative + Technology Fusion	✓ Integrated media arts & tech	⚠ STEM only (robotics, engineering)	⚠ Traditional arts separate from tech
Career Preparation Focus	✓ Five explicit career tracks	⚠ Implied through STEM	✗ Not emphasized
Professional Media Facilities	✓ Broadcast studio, podcast suite, esports arena	✗ None	⚠ Minimal (arts spaces listed but not detailed)
Industry Certifications	✓ Adobe, Google, AWS, FAA, Unity	✗ None	✗ None
Portfolio Development	✓ All students graduate with professional portfolio	✗ Not emphasized	⚠ Arts portfolios only
Faith Integration	✓ Catholic identity	✗ Secular	⚠ Episcopal heritage
School Type	✓ Day school (accessible)	✓ Day school	⚠ Boarding premium cost
Tuition	✓ Mid-tier competitive	⚠ Mid-high	✗ Very high (boarding)

Key Takeaway: Bishop Diego will be the ONLY school offering comprehensive creative technology education with career focus in Santa Barbara County.

Target Audience Segmentation & Messaging

Primary Target Audience 1: Career-Focused Families (30-35% of target market)

Demographics: - Parents working in tech, media, creative, or business industries - Household income: \$120K-\$300K+ - Value ROI and practical outcomes - Children ages 13-17 (8th-11th grade prospect years)

Psychographics: - Future-oriented, concerned about job automation and AI - Want children prepared for high-paying careers - Value skills over credentials alone - Appreciate innovation and forward-thinking institutions - May or may not be Catholic (open enrollment)

Decision Factors: 1. Career preparation and job market alignment 2. Industry certifications and measurable outcomes 3. Portfolio development for career entry 4. Graduate outcomes (job placement, salaries) 5. Professional equipment and facilities

Key Messaging: - **Headline:** "Prepare for Careers of 2030, Not 1990" - **Supporting:** - "\$100K+ starting salaries for media and tech graduates" - "Industry certifications earned before college" - "Professional portfolio = competitive advantage in college admissions AND job markets" - "Five career tracks: choose your path to success" - "Internships with local media and tech companies"

Channels: - LinkedIn (target parents in tech/media industries) - Facebook/Instagram (parents in 35-55 age range) - Local business networking events - Tech/media industry partnerships and employee outreach - Career-focused education fairs

Primary Target Audience 2: College-Competitive Families (25-30% of target market)

Demographics: - Parents targeting top-tier universities - Household income: \$150K-\$400K+ - High educational attainment (college or advanced degrees) - Children with strong academics (3.5+ GPA, AP/Honors track)

Psychographics: - Hyper-focused on college admissions strategy - Seeking differentiation in competitive landscape - Value unique programs and specializations - Appreciate both rigor and innovation - Looking for "story" for college essays and interviews

Decision Factors: 1. College acceptance rates and destinations
2. Unique programs that stand out on applications 3. Portfolio for arts/media/design college applications 4. AP and honors availability 5. Demonstrated academic rigor + creative opportunity

Key Messaging: - **Headline:** “Stand Out in College Admissions with a Professional Portfolio” - **Supporting:** - “Graduates accepted to USC Film, NYU Tisch, Stanford CS, RISD, CalArts” - “Combine rigorous academics with creative-technical mastery” - “Tell a unique story: the artist-engineer, the designer-programmer” - “Portfolio showcases initiative and skill beyond test scores” - “AP courses + industry certifications = comprehensive college prep”

Channels: - Private school fairs and admissions events - College counselor network outreach - Partnerships with college prep tutoring centers - Direct mail to high-achieving 8th graders - College admissions webinars and workshops

Secondary Target Audience 3: Creative, Tech-Interested Students (20-25% of target market)

Demographics: - Students ages 13-17 passionate about gaming, YouTube, design, tech - May not fit “traditional student” profile - Often self-taught via YouTube, online courses - Seeking legitimization and resources for creative interests

Psychographics: - Intrinsically motivated in creative/tech areas - Want access to professional equipment - Value hands-on, project-based learning over lectures - Seeking community of like-minded peers - May be influencing parents’ school choice

Decision Factors (Student-Driven): 1. Access to professional equipment (cameras, gaming PCs, drones, 3D printers) 2. Ability to pursue passions within school 3. Project-based learning culture 4. Peer community (film clubs, esports teams, maker groups) 5. Creative freedom and support

Key Messaging: - **Headline:** “Turn Your Passion Into Your Profession” - **Supporting:** - “Build games, produce content, design brands—for credit” - “Access equipment you can’t afford at home” - “Find your people: creators, gamers, designers, engineers” - “Your YouTube channel, TikTok account, or game project matters here” - “Learn from people who work in the industries you love”

Channels: - Social media (TikTok, Instagram, YouTube - student-facing content) - Gaming and creator communities - Student-produced content showcasing facilities and projects - School visits with hands-on demos (let students try equipment) - Discord server or online community for prospective students

Secondary Target Audience 4: Value-Seeking Catholic Families (15-20% of target market)

Demographics: - Catholic families prioritizing faith integration - Household income: \$80K-\$150K (more price-sensitive) - Comparing private school options to strong public schools - Value both faith and academic quality

Psychographics: - Faith formation is non-negotiable - Seeking Catholic community and values - Concerned about tuition cost but willing to invest for clear value - Want children to integrate faith with modern skills - Appreciate ethical dimensions of technology education

Decision Factors: 1. Catholic identity and campus ministry 2. Tuition cost vs. perceived value 3. Smaller class sizes and personal attention 4. Differentiation from public schools 5. Accessibility (day school vs. boarding costs)

Key Messaging: - **Headline:** "Faith + Future: Catholic Values Meet Cutting-Edge Skills" - **Supporting:** - "Day school tuition vs. boarding school costs - accessible excellence" - "Ethical technology education grounded in Catholic values" - "Digital citizenship and responsible content creation" - "Serve your community with professional media skills" - "Catholic identity + industry certifications included"

Channels: - Parish bulletins and announcements - Catholic school fairs - Diocese communications - Catholic homeschool networks - Faith-based social media groups

Marketing Campaign Strategy

Year 1: Awareness & Launch Campaign

Objectives: - Build awareness of Media Arts & Technology Center launch - Generate excitement and differentiation - Enroll 20-30 students in initial tracks - Establish Bishop Diego as technology education leader

Key Campaigns:

Campaign 1: “The Future is Here” Launch Campaign

Timeline: 6 months pre-launch through opening (January - August Year 1)

Components: 1. **Facility Reveal:** - Video tour of new studios, labs, and equipment - “Behind the scenes” of renovation/setup process - Student ambassadors excited about new opportunities

1. Faculty Announcements:

- Introduce new specialized teachers with industry backgrounds
- Short video profiles highlighting experience and passion

2. Curriculum Unveiling:

- Detailed website pages for each of the five tracks
- Sample projects and student work potential
- Career pathway infographics (from Part 1 research)

3. Media Coverage:

- Press releases to local media (Santa Barbara Independent, Noozhawk, KEYT)
- Education technology publications
- Catholic education media

4. Open House Events:

- Monthly open houses with facility tours
- Hands-on demos (try cameras, edit video, play games in esports arena)
- Student testimonials from pilot classes
- Q&A with faculty and Head of School

Budget: \$15,000-\$25,000 (video production, print materials, advertising, event costs)

Campaign 2: “Show, Don’t Tell” - Student Work Showcase

Timeline: Ongoing from Month 3 onwards

Components: 1. **Social Media Student Spotlights:** - Weekly features of student projects (videos, designs, games, podcasts) - “Student of the Week” highlighting work and career interests - Before/after skill progression stories

1. Student Film Festival / Media Showcase:

- End-of-Year 1 public event showcasing student films, games, podcasts, designs
- Invite prospective families, community members, media
- Red carpet treatment, awards, public screenings
- Generates press coverage and word-of-mouth

2. Digital Portfolio Gallery:

- Website gallery of student work (with permission)
- Filterable by track, project type, grade level
- Demonstrates program quality tangibly

Budget: \$5,000-\$10,000 (event costs, website development, videography)

Campaign 3: “Meet the Makers” - Industry Partnership Announcements

Timeline: Rolling announcements throughout Year 1

Components: 1. **Announce Industry Partnerships:** - Press releases for partnerships with local companies (AppFolio, Invoca, KEYT, production houses) - Guest speaker series announcements - Internship program launch

1. Alumni Success Stories:

- Track and feature Bishop Diego alumni in tech/media careers
- “Come back and share” events with alumni speakers
- LinkedIn testimonials from successful alumni

2. Certification Achievements:

- Celebrate first students earning Adobe, Google, FAA certifications
- Social media announcements with student photos/testimonials
- Demonstrates credibility and outcomes

Budget: \$2,000-\$5,000 (event hosting, materials)

Year 2-3: Reputation Building & Results Demonstration

Objectives: - Demonstrate measurable student outcomes - Build reputation through competitions and recognition - Achieve 10-15% enrollment growth - Enroll 50-70 students across all tracks

Key Campaigns:

Campaign 4: “Results Speak” - Outcomes Marketing

Timeline: Year 2 onwards (as results accumulate)

Components: 1. **Certification Achievement Tracking:** - Publicize number of certifications earned - Feature students on LinkedIn as “Adobe Certified Professional” etc. - Create “Wall of Certifications” in school

1. Competition Wins:

- Submit student work to film festivals, game jams, design competitions

- Press releases for awards and laurels
- Showcase trophies and recognition prominently
- 2. College Acceptance Stories:**
 - Feature seniors accepted to top film, game design, CS, design programs
 - “Where Our Grads Go” infographic
 - Testimonials from graduates in college programs
- 3. Alumni Career Tracking:**
 - Track first graduates into careers
 - Salary and job placement data (aggregated)
 - “From Bishop Diego to [Dream Job]” profile series

Budget: \$8,000-\$15,000/year (competition entry fees, event attendance, materials)

Campaign 5: “See For Yourself” - Experiential Marketing

Timeline: Year 2-3

Components: 1. **Summer Camps:** - Week-long camps in video production, game design, podcasting, design - Open to community (not just current students) - Generates revenue + exposes families to program - Target: 100 campers over summer

- 1. Workshops & Community Events:**
 - Evening workshops for parents (“Intro to Video Editing”, “Starting a Podcast”)
 - Community service projects (produce videos for nonprofits)
 - Esports tournaments open to public
- 2. Shadow Days:**
 - 8th graders shadow current students for a day
 - Hands-on activities in each track
 - Lunch with student ambassadors
 - Significantly boosts conversion rate

Budget: \$10,000-\$20,000 (summer camp startup costs, event expenses) **Revenue Potential:** \$40,000-\$60,000 (summer camps largely self-funding)

Year 4+: Market Leadership & National Recognition

Objectives: - Achieve recognition as regional/national leader - 30%+ of student body in Media Arts tracks - Waitlist for popular tracks - National media coverage

Key Campaigns:

Campaign 6: “Innovation Leader” - Thought Leadership

Timeline: Year 4 onwards

Components: 1. **Conference Presentations:** - Present program at NCEA (National Catholic Educational Association) - ISTE (International Society for Technology in Education) - Private school association conferences - Position Head of School and faculty as experts

1. Media Interviews & Articles:

- Pitch stories to education publications (EdSurge, Education Week, Edutopia)
- Catholic education media (Catholic School Management, Today's Catholic Teacher)
- Technology education publications

2. Host Regional Events:

- Host regional student film festival
- Esports tournament championships
- Game jam weekends
- Brings hundreds of visitors to campus, creates buzz

3. White Papers & Case Studies:

- Publish detailed case study of program success
- Share curriculum and best practices openly (positions as leader)
- “How We Built It” resources for other schools

Budget: \$15,000-\$25,000 (conference attendance, event hosting, content creation)

Website & Digital Presence Strategy

Website Redesign/Enhancement

Homepage Messaging: - Hero section: “Where Faith Meets the Future” with video of students creating - Five learning tracks prominently featured - Student work gallery (video reels, design portfolios, game demos) - Clear calls-to-action (Schedule a Visit, Apply Now, Learn About Our Tracks)

Track Pages (5 dedicated landing pages): Each track gets detailed page with: - Career pathways and salary data - 4-year curriculum overview - Student work samples - Faculty profiles - Certification opportunities - College pathways - Student testimonials

Admissions Funnel: - “Schedule a Tour” prominent on every page - “Download Our Media Arts Brochure” (lead capture) - Virtual tour of facilities - FAQ section addressing common questions - Online inquiry form with track interest selection

Student Work Portfolio: - Dedicated section showcasing student projects - Filterable by track, project type, year - Video player for films and motion graphics - Embedded games playable in browser - Podcast player for audio work - Design portfolio galleries

SEO Strategy: - Target keywords: “private high school Santa Barbara”, “media arts school”, “technology high school”, “film production high school”, “game design high school California” - Content marketing: blog with articles on careers, student success stories, technology education

Social Media Strategy

Platform Priorities:

Instagram (Primary - Parents & Students): - Daily posts featuring student work - Stories: Behind-the-scenes of classes - Reels: Student project highlights, campus tours, quick tips - IGTV: Longer-form student films and testimonials - Target: Grow to 2,000-5,000 followers in 3 years

YouTube (Secondary - Long-Form Content): - Student film showcase - Virtual tours of facilities - “Day in the Life” videos in each track - Student testimonials and graduate interviews - Podcast episodes (video versions) - Target: 1,000-3,000 subscribers

LinkedIn (Tertiary - Parent & Alumni Outreach): - Target parents in tech/media industries - Share career data and college acceptances - Alumni success stories - Thought leadership articles from Head of School/faculty - Target: 500-1,500 followers

TikTok (Experimental - Student Recruitment): - Student-run account showcasing daily life - Fun, authentic content created by students - Facility tours in trending audio formats - “POV: You go to a school with a podcast studio” style content - Target: 5,000-20,000 followers (if successful; TikTok can have viral growth)

Content Calendar: - 5-7 posts per week across platforms - Mix of student work (60%), facilities/equipment (20%), community/events (20%) - Student ambassadors help create content - Faculty social media coordinator (part of marketing role or stipend)

Enrollment & Conversion Strategy

Enrollment Funnel

Awareness Stage: - SEO and paid search ads - Social media content - PR and media coverage - Community events and summer camps - Word-of-mouth from current families

Consideration Stage: - Website track pages and portfolio gallery - Email nurture campaign (monthly updates with student stories) - Virtual tour videos - Downloadable brochures and career guides - Phone calls from admissions

Decision Stage: - Campus tour with facility visit - Shadow day experience - Meeting with track faculty - Financial aid consultation - Application submission

Conversion Tactics: 1. **Shadow Days:** Highest-converting activity (students experience program firsthand) 2. **Open Houses with Demos:** Hands-on activities create excitement 3. **Student Ambassadors:** Current students share authentic experiences 4. **Faculty Meetings:** Prospective students meet specialized teachers 5. **Portfolio Reviews:** For transfer students, review existing work and show how program can elevate it

Enrollment Goals & Projections

Current Enrollment: 290 students total

Year 1 (Launch): - Media Arts & Technology enrollment: 25-30 students (9th-11th graders) - Overall enrollment growth: +10 students = 300 total - % in Media Arts: 10%

Year 2: - Media Arts & Technology enrollment: 50-60 students - Overall enrollment growth: +15 students = 315 total - % in Media Arts: 19%

Year 3: - Media Arts & Technology enrollment: 80-100 students - Overall enrollment growth: +15 students = 330 total - % in Media Arts: 27%

Year 4: - Media Arts & Technology enrollment: 100-120 students - Overall enrollment growth: +10 students = 340 total - % in Media Arts: 32%

Year 5 (Steady State): - Media Arts & Technology enrollment: 120-140 students (30-35% of student body) - Overall enrollment: 350-375 students (capacity-dependent) - % in Media Arts: 35%

Financial Impact: - Tuition revenue increase from enrollment growth: \$50K-\$80K/year (assuming \$15K-\$20K tuition) - Lab fees from Media Arts students: \$12K-\$35K/year (100-140 students x \$150-\$250 fee) - Summer camp revenue: \$20K-\$35K net/year

Total New Annual Revenue by Year 5: \$82K-\$150K

Implementation Roadmap

Phase 1: Foundation (Months 1-12, Academic Year 2026-27)

Month 1-6: Planning & Design - ☒ Form Strategic Planning Committee - ☒ Conduct facility assessment - ☒ Finalize facility design and equipment specifications - ☒ Develop detailed curricula for Track 1 & 2 - ☒ Launch capital campaign (\$750K-\$1M goal) - ☒ Begin faculty recruitment

Month 7-9: Construction & Setup - ☒ Renovate spaces (video studio, podcast suite, digital media lab, commons) - ☒ Purchase and install equipment - ☒ Finalize faculty hires - ☒ Develop course syllabi and assessment rubrics - ☒ Set up equipment checkout and inventory system - ☒ Create portfolio standards and templates

Month 10-12: Pre-Launch & Soft Opening - ☒ Faculty training on equipment and curriculum - ☒ Beta test courses with pilot group of students - ☒ Launch marketing campaign ("The Future is Here") - ☒ Host open houses and tours - ☒ Enroll first cohort (25-30 students) - ☒ Soft launch with Track 1 (Video Production) and Track 2 (Creative Design)

Budget Phase 1: \$210,000-\$300,000 (facilities) + \$25,000-\$40,000 (marketing)

Phase 2: Expansion (Year 2, Academic Year 2027-28)

Fall Semester: - ☒ Full rollout of Track 1 & 2 with larger enrollment - ☒ Launch Track 3 (Audio Production & Podcasting) - ☒ Launch Track 4 (Game Design & Interactive Media) - ☒ Add Esports Arena and Gaming Lab - ☒ Add Audio Engineering Suite - ☒ Hire additional faculty (1-2 positions) - ☒ Begin Adobe and Google certification programs - ☒ Launch summer camp planning for summer 2028

Spring Semester: - ☒ First students earn industry certifications (Adobe, Google) - ☒ Host first student Media Arts Festival / Showcase - ☒ Submit student work to competitions and festivals - ☒ Launch internship partnership program with local companies - ☒ Summer camps (June-August) - filmmaking, game design, podcasting

Budget Phase 2: \$110,000-\$150,000 (facilities) + \$15,000-\$25,000 (marketing)

Phase 3: Distinction (Year 3, Academic Year 2028-29)

Fall Semester: - ☒ Launch Track 5 (Digital Marketing & Social Media) - ☒ All five tracks fully operational - ☒ Add photography studio (optional) - ☒ Add virtual production upgrades (green screen + Unreal Engine) - ☒ Expand esports program (competitive teams, tournaments) - ☒ Student-run Bishop Diego Media Company launches (real client work)

Spring Semester: - ☒ First full senior class of Track 1/2 students graduates with portfolios - ☒ Track college acceptances to top film, game design, CS, design programs - ☒ Alumni success stories begin accumulating - ☒ Host regional student media competition/festival - ☒ Achieve 80-100 students enrolled across all tracks

Budget Phase 3: \$115,000-\$150,000 (facilities) + \$20,000-\$30,000 (marketing + events)

Phase 4: Leadership (Year 4+, Academic Year 2029-30 and beyond)

Ongoing Initiatives: - ☒ Continuous equipment refresh and upgrades - ☒ Faculty professional development and certifications - ☒ Expand industry partnerships (new internship sites, guest speakers) - ☒ National conference presentations and thought leadership - ☒ Community access programs (evening classes, summer camps expansion) - ☒ Teacher training program (help other schools build similar programs) - ☒ Graduate outcome tracking and career placement support - ☒ Alumni mentor network for current students - ☒ Potential: LED volume or advanced virtual production stage (aspirational)

Success Markers: - 30%+ of student body in Media Arts tracks - Regional/national recognition and awards - Waiting list for popular tracks - 100% of graduates with professional portfolios and

certifications - Strong college acceptance rates to specialized programs - Measurable increase in overall school enrollment and reputation

Budget Phase 4+: \$75,000-\$125,000/year (ongoing equipment + maintenance) + \$25,000-\$40,000/year (marketing + events)

Success Metrics & KPIs

Enrollment Metrics

- **Total school enrollment growth:** Target +50-80 students over 4 years (17-27% growth)
- **Media Arts & Technology enrollment:** Target 120-140 students by Year 5 (35% of student body)
- **Retention rate:** 95%+ for students in tracks
- **Application-to-enrollment conversion rate:** 50%+ for prospective Media Arts students (vs. 30-40% baseline)

Academic & Outcomes Metrics

- **Industry certifications earned:** Target 80%+ of track students earn ≥ 1 certification by graduation
- **Portfolio completion:** 100% of track seniors graduate with professional portfolio
- **College acceptances:** 25%+ of track students accepted to top-tier film, game, design, CS programs
- **Internship placement:** 50%+ of 11th-12th grade track students complete internship or mentorship

Program Quality Metrics

- **Competition success:** Student work submitted to 10+ festivals/competitions annually; goal of 3-5 awards/laurels per year
- **Student satisfaction:** 90%+ satisfaction in track program surveys
- **Faculty retention:** 90%+ retention of specialized faculty (indicates program health)
- **Equipment utilization:** Studios/labs booked 70%+ of available time (indicates demand)

Financial Metrics

- **Program ROI:** Tuition revenue increase exceeds facility investment by Year 5

- **Capital campaign success:** Raise \$750K-\$1M in donations over 3 years
- **Summer camp revenue:** Generate \$40K-\$60K gross (\$20K-\$35K net) annually
- **Lab fee revenue:** \$12K-\$35K annually by Year 4

Marketing & Awareness Metrics

- **Website traffic:** 3x increase in website visitors to admissions pages
 - **Social media growth:** Instagram 2K-5K followers, YouTube 1K-3K subscribers
 - **Media coverage:** 10+ press mentions (local/regional/national) per year
 - **Open house attendance:** 100-200 prospective families attend events annually
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Risk Mitigation & Contingencies

Risk 1: Insufficient Initial Enrollment

Mitigation: - Begin marketing 12-18 months before launch - Offer pilot courses to current students in Year 0 (generate internal demand) - Open tracks to all grade levels initially (9th-12th) for larger pool - Allow students to take individual courses without committing to full track - Offer “sampler” course for 8th graders (exposure before high school choice)

Risk 2: Difficulty Hiring Qualified Faculty

Mitigation: - Recruit nationally, not just locally - Offer competitive salaries and benefits - Emphasize unique opportunity to build program from ground up - Consider industry professionals transitioning to teaching (may need alternative certification support) - Start with 2-3 exceptional hires; expand as program grows

Risk 3: Technology Becomes Obsolete

Mitigation: - Choose flexible, modular equipment over fixed installations - Plan equipment refresh cycle (4-7 years depending on category) - Allocate annual budget for upgrades (5-10% of equipment value) - Focus on foundational skills (storytelling, design, problem-solving) not just tools - Stay connected to industry trends through faculty professional development

Risk 4: Competitive Response (Other Schools Launch Similar Programs)

Mitigation: - Move quickly to establish first-mover advantage - Build deep industry partnerships that are hard to replicate - Invest in exceptional facilities and faculty - Create strong community and culture (not just equipment) - Continuously innovate and expand (VR/AR, virtual production, new certifications)

Risk 5: Insufficient Capital Campaign Fundraising

Mitigation: - Phase implementation aggressively (launch with essentials, add incrementally) - Pursue grants from foundations and corporate sponsors - Seek equipment donations from Adobe, Apple, Google, etc. - Generate revenue through lab fees, summer camps, community rentals - Reallocate existing school budget if critical opportunity

Conclusion: The Path Forward

Bishop Diego stands at a pivotal moment. The research is clear: 1. **Job market of 2030** demands creative-technical skills 2. **No competitor** in Santa Barbara County offers comprehensive media arts + technology 3. **Affluent market** exists with families seeking differentiated education 4. **Student interest** in gaming, content creation, technology is unprecedented

The opportunity is substantial: - Differentiate from all competitors - Attract new families and increase enrollment - Prepare students for high-paying, future-proof careers - Create sustainable competitive advantage - Achieve regional and national recognition

The investment is significant but achievable: - \$500K-\$750K capital investment over 4 years - Phased implementation reduces risk - Multiple funding sources (donations, grants, revenue generation) - ROI through enrollment growth by Year 4-5

Success requires: 1. **Bold leadership** - Commit fully to vision and communicate it consistently 2. **Strategic investment** - Prioritize facilities and faculty over incremental improvements 3. **Marketing excellence** - Tell the story compellingly to target audiences 4. **Faculty recruitment** - Hire industry professionals who can inspire students 5. **Execution discipline** - Follow phased plan with clear milestones and accountability

The time is now. Technology is advancing rapidly. Student expectations are rising. Competitors will eventually move into this space. **First-mover advantage is critical.**

Recommendation: Launch Media Arts & Technology Center in Academic Year 2026-27 with Track 1 (Video Production) and Track 2 (Creative Design), expanding to all five tracks by Year 3.

Bishop Diego can become the school families think of first when they ask: “Where can my child learn the skills they actually need for the future?”

The research is done. The plan is clear. The future is calling.

Let’s build it.