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To: Board of Education Members
Dr. Mary B. Pfeiffer, District Administrator

From: Victoria L. Holt, Assistant District Administrator of Central Services, Human Resources
Jonathan L. Joch, Director of Revenue Enhancement and Business Services Support

Date: September 12, 2012

Re: Rockets Banking Update

Last February the Board of Education approved a partnership between the school district and Associated Bank called Rockets Banking. The Neenah Joint School District had been contacted in October of 2011 by representatives at Associated Bank regarding the opportunity to work together on a research pilot project. In recent years, Associated Bank had experienced success with their marketing of financial products featuring college or professional sports programs like the Milwaukee Brewers, Wisconsin Badgers and Green Bay Packers. Associated Bank requested to do a research test pilot program with two high schools in Wisconsin to determine if a high school and their supporting community would have similar success. The Neenah Joint School District was selected as one of the two school districts in the state of Wisconsin to pilot this program beginning in March of 2012. The intent of the Rockets Banking program was to enable Associated Bank to direct a greater level of financial contributions to the school communities they serve. Through Rockets Banking, Associated Bank could direct funds to the Neenah Joint School District by providing contributions for certain bank relationships established by our supporters. Some questions that Associated Bank wanted to answer were would a school district banking program, which provided a custom debit card and contributions to the school district

1. Attract new customers?
2. Motivate existing customers to expand their relationships with Associated Bank?

The time frame of the pilot program was to start in March. However, due to delays on the marketing and legal side at Associated Bank, the program got a delayed start and didn't actually begin until May 2012.

Background Work

A six person committee made up of the following NJSD administrators worked together with a team of leaders from Associated Bank during the months of February and March. This committee was created for the purpose of examining how the District communicated information with our faculty, staff, parents, and community. The committee conducted an initial communications inventory identifying all of the channels that the Neenah Joint School District used to communicate with our constituencies. The committee identified how each channel was utilized including the size and type of audience, frequency, media type, and requirements. Finally, the committee established a communication channel inventory chart to utilize over the next six months to market the product of Rockets Banking. Members of this committee were:

- Jim Strick
- Michael Tauscher
- Mary Renning
- Diane Doersch
- Paul Hauffe
- Jon Joch

Marketing & Promotion Efforts within the NJSD

Within the first six weeks of the introduction of Rockets Banking (beginning of May to middle of June), nine events were planned to publicize this new pilot program, Rockets Banking.

- NJSD Board of Education Meeting
- NHS Show Choir Finale
- NHS Student Council Talent Show
- NHS End of Year Orchestra Concert
- NHS Code of Conduct Meeting
- NHS Senior Award Night
- NHS Gold Tassel Night
- NHS Graduation
- Neenah Streetball

Other forms of communication that were utilized to publicize the program to the NJSD and our local community were:

- Elementary school weekly principal newsletter
- Winter and spring edition of NJSD Dialogue
- Commercials on the video message monitors @ NHS
- Press release in local media
- NJSD website, Facebook, Twitter pages
- Superintendent Pfeiffer's weekly email newsletter

During the month of July, we met with officials from Associated Bank to examine the results from the first sixty days of the Rockets Banking program and to finalize marketing plans to be utilized during the months of August and September. The following is a list of the additional marketing plans for Rockets Banking during the beginning of the 2012-13 school year:

- NHS registration week
- NHS freshmen parent orientation night
- Elementary/middle school open houses
- NJSD convocation day @ Pickard Auditorium
- Interview during a NHS Podcast this fall
- Article in the NHS Satellite (student newspaper)
- Display table at NHS football games this fall
- Article in the fall edition of NJSD Dialogue
- New message on NJSD website
- New commercial on the NHS video message monitors

Rockets Banking Results

New vs. Existing Customers

	# of customers
New Customers	24
Existing Customers	20
Total	44

A new customer is defined as someone who had no relationship with Associated Bank before enrolling in Rockets Banking. An existing customer is defined as someone who had a relationship with Associated Bank before enrolling in Rockets Banking.

New Accounts

	# of accounts
Checking	24
Savings	6
Money Market	1
CD	0
Total	31

Existing Accounts

	# of accounts
Checking	23
Savings	23
Money Market	1
CD	2
Total	49

Total Accounts

	# of accounts
Checking	47
Savings	29
Money Market	2
CD	2
Total	80

Through the first four months of this pilot we have earned an additional \$1,285 for new customers that have opened up accounts using the Rockets Banking program. Remember that for new accounts that were opened the NJSD received the following amounts.

Checking	\$50.00
Savings	\$10.00
Money Market	\$25.00
CD	\$5.00

The District has also earned approximately \$601 for the ongoing annual payment based upon the qualified personal deposit account balance maintained by each account.

Summary

The “pilot” portion of this program is set to run through the end of October. At that time Associated Bank will meet with the District to decide the future of the Rockets Banking program. We will provide another update to the Board in November with a complete financial summary through the six month pilot program.