Tinker AFB School Liaison Strategic Marketing Plan 2026 tinkerliving.com

Campaign	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Homeschool Support	Bowling / EFMP agency support	Financial Literacy/M&FRC agency support		Bowling CYP/ODR as agency support			Bowling/ Library as agency support			Bowling agency support Fire Dept safety/firedrill		Youth Center Reindeer games
Direct Email	Inbound/ Outbound- Superintendent	Inbound/ Outbound- Superintendent	Inbound/ Outbound- Superintendent	Inbound/ Outbound - Superintendent	Inbound/ Outbound- Superintendent	Inbound/ Outbound Superintendent	Inbound/ Outbound- Superintendent	Inbound/ Outbound Superintendent	Inbound/ Outbound Superintendent	Inbound/ Outbound Superintendent	Inbound/ Outbound –Superintendent	Inbound/ Outbound Superintendent
Print Advertising		Assess swag for MOMC/ Purple Chords				Business Cards			Impact Aid		SOE	
Social Media	Scholarships FAFSA Friday	Scholarships FAFSA Friday	Spring- PCS education Tips MOMC	MOMC Summer Programs	Graduation Pending Legislation	Summer Programs Advance Enrollment	Legislative News	Back To School	College Essay assists Tutor.com	Scholarships	Military Family Appreciation	FAFSA Prep
Radio/Newspaper				MOMC			Back to School Bash					Airman cards & Cookies
Networking Meetings	Cab/School Boards/ FSS / Gp	School Boards/IST/ PAB/ FSS/GP	CAT/School Boards/ FSS/GP	School Boards, PAB/ FSS/ GP/ WING	School Boards,	School Boards,	CAT/School Boards/IST/FSS /GP/WING	CAT/ School Boards, /PAB / FSS/GP	School Boards FSS/GP	CAT/School Boards/IST/WING	School Boards/ FSS/ GP	CAT/ School Boards, PAB FSS/GP
Education Workshops/Teacher PD				Purple Star Designations				Purple Star Designation	Impact Aid			Impact Aid
Local Events	Friends of the Library			MOMC	Graduations							
Parent			Navigating IEPs and				Tinker Elementary			OCAP FAFSA		

2026 Strategic Calendar

January	February	March	April	May	June
Parents	**Parents**	**Parents**	**Parents**	**Parents**	**Parents**
Scholarship Reminders Inbound/ Outbound Homeschool Bowling	Inbound/ Outbound	EFMP Symposium: SL Present Parent Education: IEP and 504 PreK Enrollment Inbound/ Outbound	Enrollment Info Inbound/ Outbound MOMC Events Homeschool Bowling	Graduation: Awards Ceremonies Inbound/ Outbound Airshow PSC Prep for Transfers	Inbound/ Outbound PCS Prep for Transfers Paws-to-Read Summer Program
School	**School**	**School**	**School**	**School**	**School**
Anchored 4 Life Training-TES	Spring MIC3 Education Purple Star Deadline 28 Feb W.I.N. Mentors Prep Read Across America	Legislative Breakfast – TBD* Tours PTO assist for MOMC Read Across America	Purple Star Designations MOMC Assemblies Purple Star OSDE Mtg	Graduation Cords Awards Ceremonies	
Installation/ Leadership	**Installation/ Leadership**	**Installation/ Leadership**	**Installation/ Leadership**	**Installation/ Leadership**	**Installation/ Leadership**
CAB School Boards	CAT School Boards Parent Advisory Board 18	CAB School Boards Purple Star Designation	MOMC Resolution at OK Capitol	Graduation: Awards Ceremony Coordination CAT	CAT School Boards

2026 Strategic Calendar

January	February	March	April	May	June
SLPM Reminders	**SLPM Reminders**	**SLPM Reminders**	**SLPM Reminders**	**SLPM Reminders**	**SLPM Reminders**
Purple Star Application opens School Board Appreciation IMS Uploads Superintendent Email	Purple Star Closes School Counselor Appreciation Superintendent Email Final Coordination Special Services for Parent Symposium panel Request POC for Read AA	Appraisals Purple Star Committee IMS Uploads Superintendent Email Airshow STEM role	State Testing Proctors Para and Librarian Appreciation Bus Driver Appreciation Month Administration Professional Superintendent Email Initiate Paws to Read	Teacher Appreciation Month IMS Uploads Superintendent Email	Superintendent Email Draft for 1st & 2nd Q
Trainings	**Trainings**	**Trainings**	**Trainings**	**Trainings**	**Trainings**
GAWG: Operational Guidance Overview and Policy Updates	GAWG: Community Outreach AFA Symposium Compact 101-26 Feb 1200	GAWG: TBD Unplugged PLC NAFIS	GAWG: TBD Unplugged PLC Compact 201 28 April 1400	GAWG: TBD Unplugged PLC OSD Joint Services Summit	GAWG: TBD Unplugged PLC OSU STEM
Community Events	**Community Events**	**Community Events**	**Community Events**	**Community Events**	**Community Events**
			Mid-Del MOMC	Mid-Del Military Signing	

2026 Strategic Calendar

July	August	September	October	November	December
Parents	**Parents**	**Parents**	**Parents**	**Parents**	**Parents**
Paws-to-Read Summer Program Back-2-School- Bash SL Homeschool Bowling B2S event	Parent Advisory Board 19 Aug	Impact Aid Overview	SL Homeschool Bowling Dress Like Favorite Book Character	Parent Advisory Board 18 Nov	SL Homeschool “Reindeer Games” @ Youth Center
School	**School**	**School**	**School**	**School**	**School**
Back to School Bash Tables Teacher PD	Teacher PD Fall MIC3 Education	Impact Aid Education	Professional Development Briefs	Impact Aid Conference	
Installation/ Leadership	**Installation/ Leadership**	**Installation/ Leadership**	**Installation/ Leadership**	**Installation/ Leadership**	**Installation/ Leadership**
CAT School Boards Homeschool Bowling Support with Mascot	CAT School Boards Parent Advisory Board 19 Aug	CAT School Boards CAB Briefings	CAT School Boards	CAT School Boards Parent Advisory Board 18 Nov	CAT School Boards

2026 Strategic Calendar

July	August	September	October	November	December
SLPM **Reminders**	**SLPM** **Reminders**	**SLPM** **Reminders**	**SLPM** **Reminders**	**SLPM** **Reminders**	**SLPM** **Reminders**
IMS Uploads	Purple Star Opens	Coordinate w/schools for unified Impact Aid distribution MSI Data Call Purple Star Closes IMS Uploads	Purple Star Committee Mid Year Review Principal's Appreciation Month	Month of the Military Family Recruit Impact Aid Data IMS Uploads	Impact Aid Support
Trainings	**Trainings**	**Trainings**	**Trainings**	**Trainings**	**Trainings**
MCEC	GAWG: TBD Unplugged - PLC	OSSBA	GAWG: TBD Unplugged - PLC College Board Forum	GAWG: TBD Unplugged- PLC	GAWG: TBD Unplugged - PLC
Community Events	**Community Events**	**Community Events**	**Community Events**	**Community Events**	**Community Events**
	Newcomers Info Fair			Newcomers Info Fair	

Community Partnerships

Internal	External
EFMP M & FRC Library CYP CAT/CAB MFLCs Commander Key Support Liaisons Tinker AFB Legislative Liaison Public Affairs Bowling Center Fire Dept Security Forces Tinker Spouse's Club Education and Training Commissary and Base Exchange Tinker Federal Credit Union DOD STEM	Tinker Home Away From Home Cities of Mid-Del Del City Chamber of Commerce Community Support Liaison KEY Christian Home Educators Network Mid-Del Chamber of Commerce Mid-Del Schools Military Liaison Mid-Del Office of Special Services State Representatives Starbase OKC Anchored 4 Life Tutor.com Oklahoma Science Center OASIS

Oklahoma Conferences

CCOSA – 10-11 Feb

17th Annual Conference Parents Center –OKC 26 March

OSDE SpEd 21-23 July

OSSBA – 13-16 August

National Conferences

AFA Warfare Symposium- Virtual 23-25 Feb

OSDE Joint Service School Liaison Summit- 18-22 May (tentative)

MCEC- 23-25 Jun

NAFIS – 20-22 Sep

Month of the Military Child 2026

Wing CC Proclamation Purple Up Dance – Wednesday- 1 April
First Friday- Friday, 3 April
KUDOS- Saturday- 18 April
Purple UP day at the OK Capitol- Wednesday- 15 April
Mid-Del Public Schools Board Meeting – MOMC Recognition Monday- 13 April
School Assemblies- TBD

Sun	Mon	Tue	Wed	Thur	Fri	Sat
			1 Wing Dance	2	3 First Friday	4
5	6	7	8	9	10	11
12	13 **Mid-Del Board**	14	15 OK Capitol	16	17	18 KUDOS
19	20	21	22	23	24	25
26	27	28	29	30		