

To: Indiana Charter School Leaders
From: Nathan Williamson, Director of Title Grants and Support
Date: November 28, 2018
Subject: Webinars to Support Student Enrollment

The Indiana Department of Education, through the Quality Counts, Charter School Program grant, is hosting a series of webinars to provide support in the area of charter school student enrollment, supported through marketing and communications. [Bright Minds Marketing](#), a consulting company with Hoosier ties, will host the webinars to support charters schools in their student enrollment, recruitment, and retention. These webinars will be recorded and posted to the IDOE website approximately one month later. The IDOE will send out the link to the recorded webinars after the live cast. Please see below for the webinar schedule:

Date	Time (Eastern Standard Time)	Topic
10/16/18	12:00 PM	Foundations of Charter School Marketing
11/13/18	12:00 PM	Operations: Using data to understanding your true enrollment challenges
12/11/18	12:00 PM	Operations: Your environment and your customer
1/8/19	12:00 PM	Marketing: Inbound marketing and building your culture of marketing
2/12/19	12:00 PM	Marketing: Lead nurturing and social media
3/12/19	12:00 PM	Recruitment: The school tour
4/9/19	12:00 PM	Retention: From first to last day

5/14/19	12:00 PM	Retention: Surveys and communication at your school
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Here is the call-in information:

Indiana DOE Charter School Leader Marketing Webinar

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/671798925>

You can also dial in using your phone.

United States: [+1 \(872\) 240-3212](tel:+18722403212)

Access Code: 671-798-925

First GoToMeeting? Let's do a quick system check:

<https://link.gotomeeting.com/system-check>

Thank you,

Nathan Williamson

Director, Title Grants & Support

For more information about this opportunity, please contact Amreen Vora, avora@doe.in.gov.