

The Indiana Department of Education (IDOE) Charter School Program team is partnering with Bright Minds Marketing to provide two, identical in-person trainings regarding charter school student recruitment, enrollment, retention, marketing, and communications.

Participants will learn the mechanisms for creating a strategic marketing plan. At the end of this session, participants will:

1. Understand how to utilize internet resources to create a competitive environmental map
2. Identify what data is critical to gather to complete a self-assessment of their current recruitment effectiveness
3. Be able to create an individualized customer persona to allow for more targeted marketing efforts.
4. Understand the “shopping journey” and the different channels to activate to reach more parents
5. Map out their potential feeder opportunities and leave with an action plan to develop those opportunities

This workshop will be led by Nick LeRoy of Bright Minds Marketing. LeRoy is the former Executive Director of the Indiana Charter School Board and prior to that had a 15+ year career as a marketing executive with Eli Lilly and Roche. Bright Minds Marketing works with private and charter school clients across the country on improving their marketing and recruitment.

Cost	Intended Audience	Breakfast/Lunch
Free	<ul style="list-style-type: none"> - Principals - Admissions directors - Marketing directors - Board members - Authorizers - EMO/CMO representatives 	<p>A light breakfast will be provided by Bright Minds Marketing.</p> <p>There will be an hour and a half break for lunch for training attendees. (Lunch will not be provided).</p>
Materials Needed: Please bring a laptop and a laptop charger.		

Central Indiana Training Session	Northwest Indiana Training Session
<u>Tuesday, January 29, 2019</u> 8:30 a.m. – 2:30 p.m. ET Indiana Government Center – South 302 W Washington Street Indianapolis, IN 46204 Parking: Metered street parking or hourly garage parking Capacity: 100	<u>Wednesday, January 30, 2019</u> 8:30 a.m. – 2:30 p.m. CT The Excel Center – Hammond 3438 169th Street Hammond, IN 46323 Parking: Free parking lot Capacity: 50

Click [HERE](#) to RSVP - Please RSVP by Friday, January 25, 2019.