

# School and Community Services Enrollment Campaign

March 21, 2024

INSPIRED, EDUCATED, and EMPOWERED  
to thrive

# AWARDS



schoolceo

POWERED BY APPTGY

WINTER  
2024

## HIGHLIGHTS:

How one finalist for National Superintendent of the Year is making all students feel at home in St. Paul  
California's Amy Royal Gregory on thoughtful and inclusive family engagement

## ENROLLMENT MARKETING

Guiding prospective families into  
your school community

### THE CUSTOMER JOURNEY FOR ENROLLMENT

From awareness to advocacy and everything in between

### BUILDING YOUR ENROLLMENT PAGE

How good user experience can boot

### CUSTOMER SERVICE F

Tips for making it right when  
something goes wrong



### Keep in touch between enrollment and the start of school.

From the time they enroll until the first day of school, families are in a kind of weird limbo. After they sign all their forms and submit all their paperwork, they may be left wondering, *Did I do everything right? Do I need to do anything else? What's next?* Some families sign up for school in August, but many do so as early as February, and six months is a long time to be left in the dark. Just as you made the school enrollment process itself as manageable as possible, you want to make the weeks or months afterward easy on your families, too—and you can do so by communicating clearly and frequently.



Photos courtesy of Viterford School District

### Provide opportunities for in-person connection and support.

Making sure your families can find the info they need is only the first step. The second—and perhaps more important—goal is to make families feel welcome. After all, school enrollment isn't a transaction, it's the start of a relationship.

You already know that belonging is critical to a student's success in school. In fact, according to research from survey software company Qualtrics, high school students who feel like they belong are more likely to be glad they attend their schools, stay through graduation, and even recommend their schools to others. What's more, not feeling welcome is one of the top three reasons (excluding moving) that students say they don't plan to graduate from their current high schools.

In other words, a sense of welcome and belonging is make-or-break for a family's journey with your district—and it starts here. This work will continue into the Retention stage, but the Decision stage sets the tone for everything that comes after.

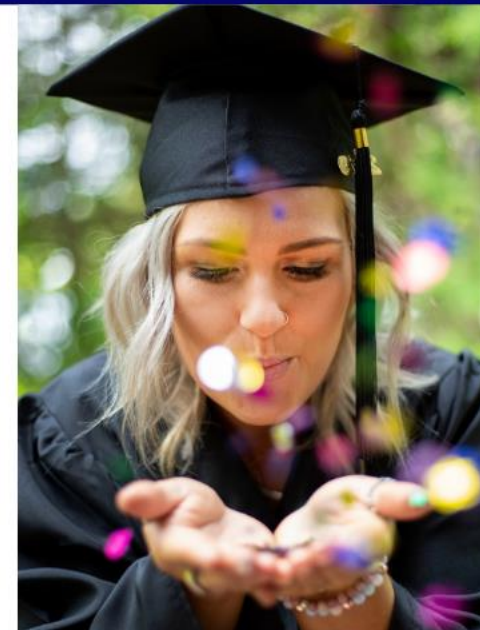
# TARGET AREAS



Today's Student,



Tomorrow's Leader.



# AUDIENCE



# JK/KINDERGARTEN



Within and outside of  
WSD boundaries

# AUDIENCE



# 1ST-12TH GRADE



Within our WSD boundaries



# AUDIENCE



# 9TH-12TH GRADE



Within and outside of  
WSD boundaries

# AUDIENCE



# 3 & 4-YEAR-OLDS



Within and outside of  
WSD boundaries

# ADVERTISING METHODS

DIGITAL



TV/AUDIO



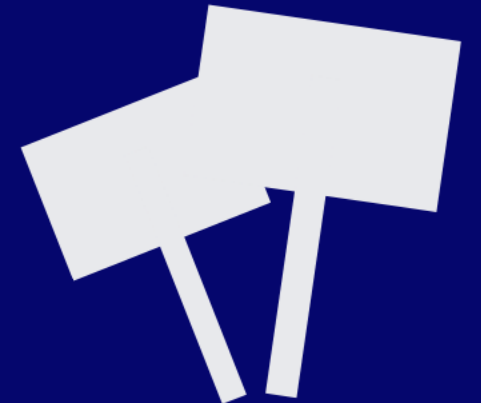
EVENTS



COMMUNITY PARTNERS



SIGNAGE





# DIGITAL





# SOCIAL MEDIA


Today's Student,  
  
TOMORROW'S LEADER



 **ENROLL TODAY**  
[www.wsdmi.org/enrollme](http://www.wsdmi.org/enrollme)

WATERFORD SCHOOL DISTRICT  
PIRED, EDUCATED, AND EMPOWERED TO THRIVE

 **Waterford School District**  
Sponsored · 



[waterford.k12.mi.us](http://waterford.k12.mi.us) **Enroll Today!** [Learn more](#)

Today's Student, Tomorrow's Leader.

# DIGITAL



# WEBSITE

A screenshot of the Waterford School District website homepage. The header includes navigation links: DISTRICT HOME, DISTRICT CALENDAR, INTRANET, and Quicklinks. The Waterford School District logo is on the left, and social media icons are on the right. A main banner features the text "Today's Student, TOMORROW'S LEADER." with a small logo and three photos of students. Below the banner is a navigation bar with icons and labels for EMPLOYMENT, FOOD & NUTRITION, PARENT/STUDENT PORTAL, CALENDAR, SCHOOLS, and ENROLL & REGISTER.

DISTRICT HOME   DISTRICT CALENDAR   INTRANET   Quicklinks

**Waterford**  
School District

OUR DISTRICT   ACADEMICS   ATHLETICS   ARTS   PARENTS   COMMUNITY   SCHOOLS

Today's Student, **TOMORROW'S LEADER.**

Waterford School District

>Welcome to Waterford School District!  
WSD is enrolling new students! Come be a part of our community! [Enroll Today!](#)

EMPLOYMENT   FOOD & NUTRITION   PARENT/STUDENT PORTAL   CALENDAR   SCHOOLS   ENROLL & REGISTER



# DIGITAL



# BLACKBOARD/NEWSLETTERS



# TV/AUDIO



# PODCAST/CHANNEL 22





# COMMUNITY PARTNERS



# LOCAL PUBLICATIONS

PAGE 10

Waterford Area Chamber of Commerce



### A Message from the Waterford School District Superintendent

When this past school year started, we quietly ushered in a class of 627 very excited and eager-to-learn kindergarteners. This is the largest class currently in Waterford School District and we are very proud so many families are embracing us as the number one

education choice for their children. Setting a strong learning foundation early is so important and it is the main reason why we decided to build a new Stepanski Early Childhood Center – to ensure WSD is offering the most comprehensive and up-to-date learning opportunities available for our youngest students.

Enrollment for the 2023-2024 school year has begun and we are now actively enrolling all Junior Kindergarten or Kindergarten students who are interested in joining our Waterford School District family. Be sure to enroll soon and save the date for our upcoming Kindergarten Round Up which is taking place from 6 p.m. to 7:30 p.m. on Thursday, March 9. On that day, kindergarten students and their families are invited in to see their school as well as meet the teachers and principal. They will also get a swag bag filled with some pretty cool stuff, including the coveted class of 2036 t-shirt.

Waterford School District offers robust Junior Kindergarten and Kindergarten programming which will absolutely prepare your child for the future. Whether you are a current

WSD family or know of one who is interested in learning more, you can find out all about our Junior Kindergarten and Kindergarten programs, plus enroll, on our district website. I hope to see you next school year!

Scott A. Lindberg  
Superintendent of Schools



**Please Join Us!**

**Thursday, March 9 at 6 p.m.**

Attend the event at your child's elementary school!

Beaumont | Cooley | Donelson Hills | Grayson  
Haviland | Houghton | Knudsen | Riverside | Schoolcraft

★ Meet your principal and teachers!

★ Get your Class of 2036 T-shirt!

★ Explore your building!

**To Enroll Your Child,  
Visit Central Enrollment!**

Enroll online at  
[www.wsdmi.org/enrollment](http://www.wsdmi.org/enrollment)  
or in person at:  
Central Enrollment  
501 Cass Lake Rd.  
Waterford, MI 48328  
248.681.2076



Waterford Township Board of Education  
Human Administration Services  
Crary Campus  
591 N. Cass Lake Road  
Waterford, MI 48328

Today's Student,  
TOMORROW'S LEADER.



Waterford School District



**ENROLL TODAY!**

[www.wsdmi.org/enrollment](http://www.wsdmi.org/enrollment)



# COMMUNITY PARTNERS



# LIBRARY





# EVENTS





# EVENTS





# EVENTS



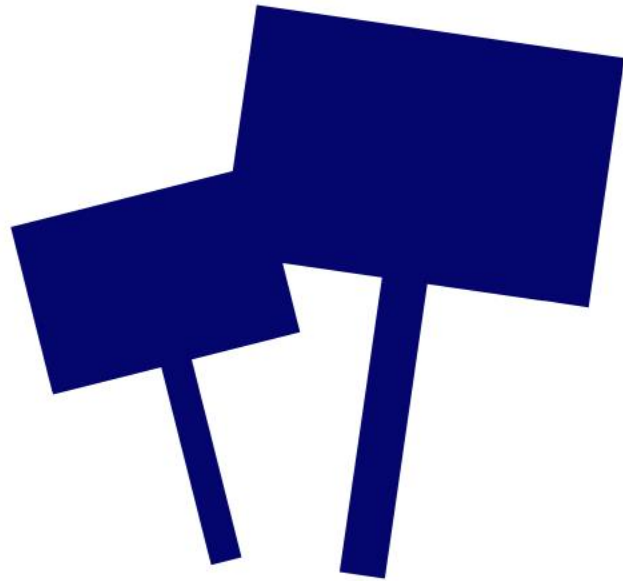


# EVENTS

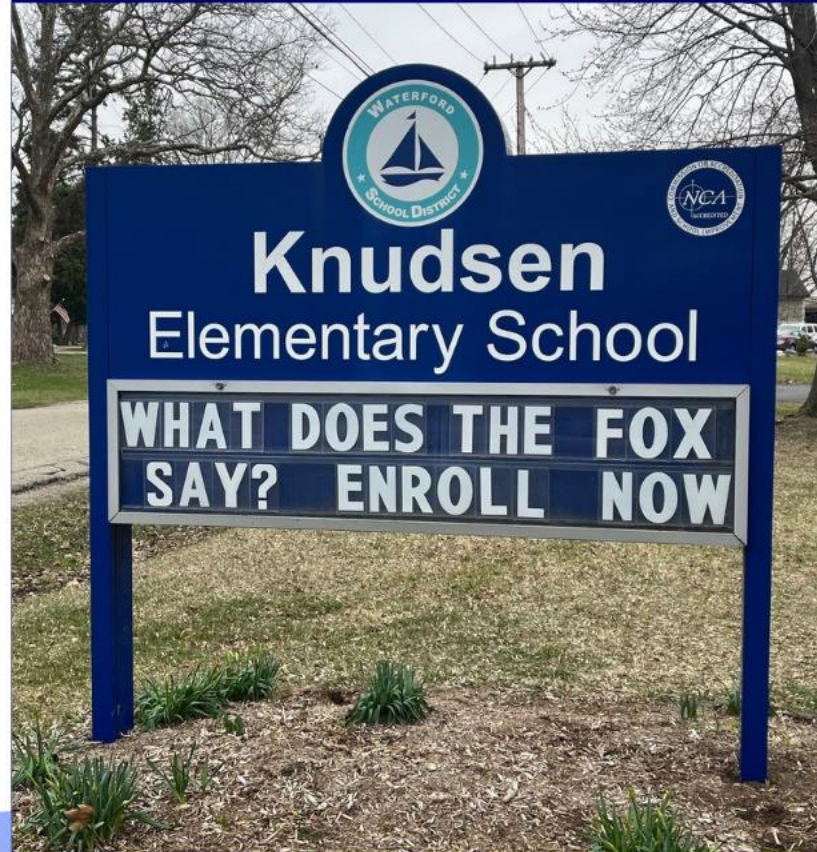




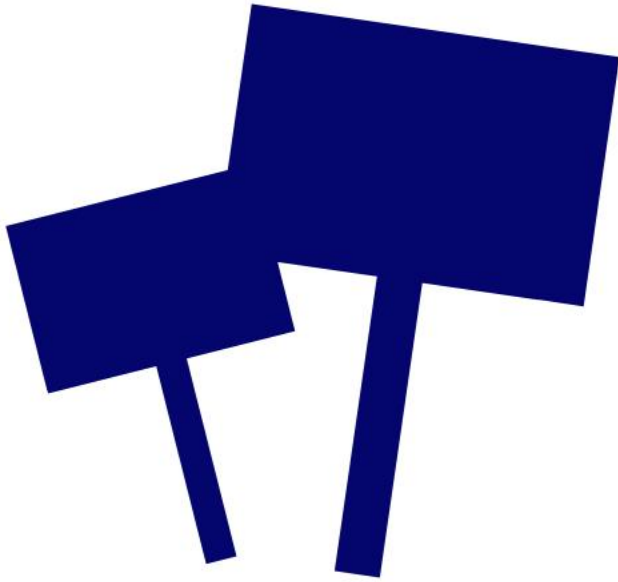
# SIGNAGE



# SCHOOL SIGNS



# SIGNAGE

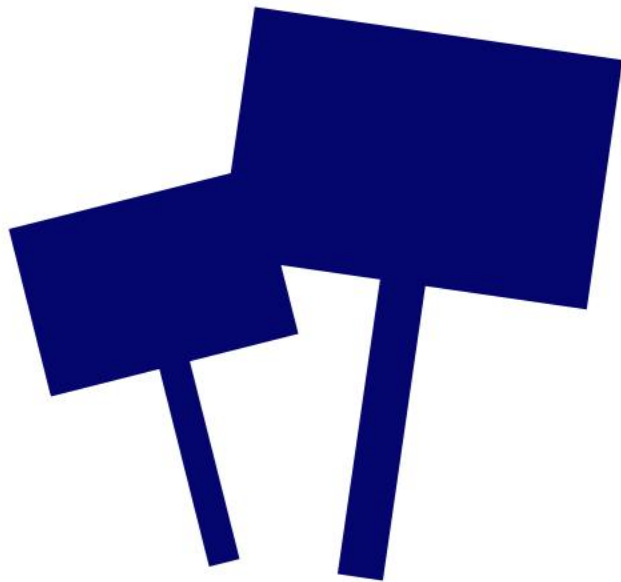


# BANNERS

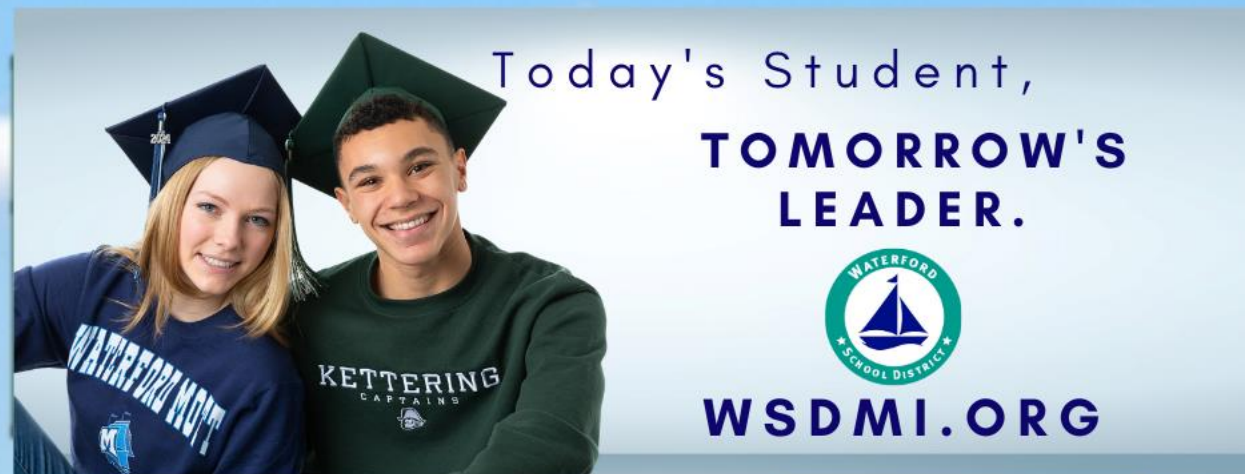




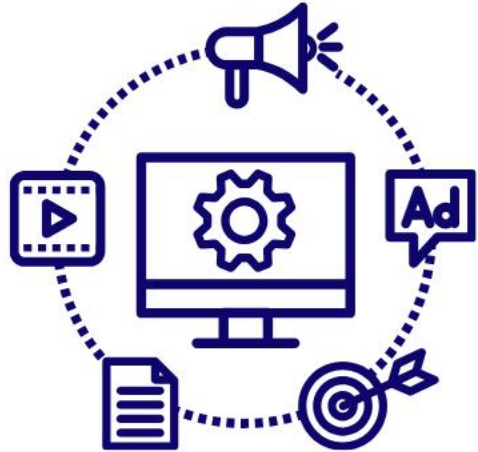
# SIGNAGE



# BILLBOARDS



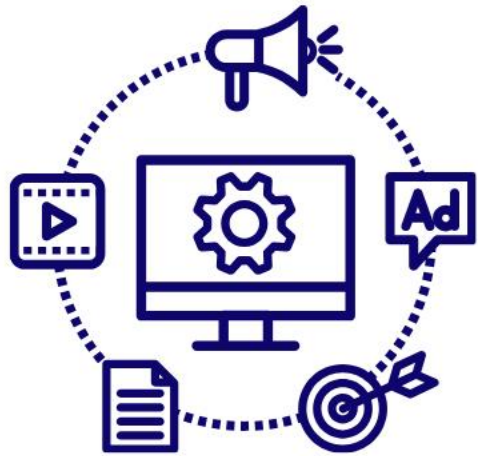
# MEDIA PARTNERSHIPS



THE  
OAKLAND PRESS

**Metro Parent**  
FOR SOUTHEAST MICHIGAN

# POSTCARD



Waterford School District **ENROLL TODAY!**



Waterford School District  
501 N. Cass Lake Rd.  
Waterford, MI 48328

## Today's Student, Tomorrow's Leader!

At Waterford School District, we are ready and excited for your child to join us for the 2024-2025 school year. The district is currently accepting Schools of Choice enrollment for our dynamic Junior Kindergarten and Kindergarten classes, as well as applications for all programs at our state-of-the-art Stepanski Early Childhood Center, opening in September 2024.

No matter what part of the educational journey your child is on, we offer innovative and engaging learning opportunities to our students.

Scan the QR code below to start the enrollment process. We can't wait to welcome you to our Waterford School District family!



## Save the Date

Be sure to save the date Thursday, March 14, 2024 for our special Kindergarten Round Up event where incoming kindergartners are invited to their school to meet the teachers and principal, plus receive free swag!



# HIGH-IMPACT ADS



## Kindergarten **ROUND UP**

**Please Join Us!**

**Thursday, March 14 at 6 p.m.**

**Attend the event at your child's elementary school!**

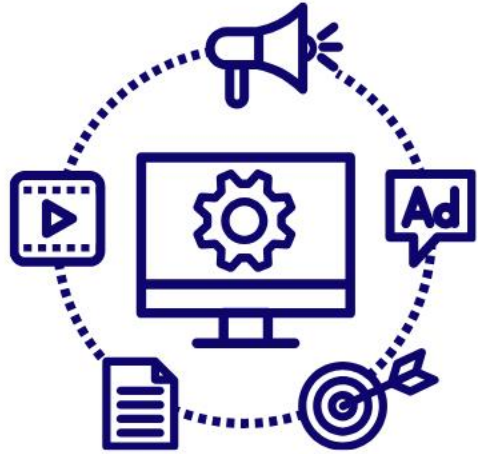
**To Enroll Your Child,  
Scan the QR Code.**



- ★ **Meet your principal and teachers!**
- ★ **Get your Class of 2037 T-shirt!**
- ★ **Explore your building!**



# CHOICES IN EDUCATION



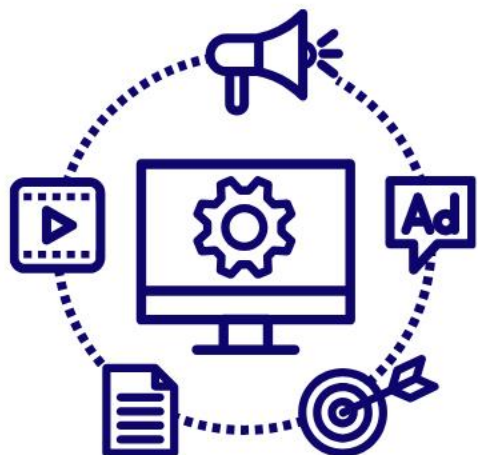
Today's Student,  
**TOMORROW'S LEADER.**



Waterford School District  
**ENROLL TODAY!**  
[wsdmi.org](http://wsdmi.org)



# METRO PARENT



EDUCATION PUBLIC SCHOOLS SPONSORED CONTENT WATERFORD SCHOOL DISTRICT

### Problem-Solving Helps Young Learners Build Real-World Skills

Kindergartners at Waterford School District are problem-solving and learning lifelong skills through an exciting new teaching method.

By Darlene A. White February 1, 2023

BROUGHT TO YOU BY WATERFORD SCHOOL DISTRICT



Looking for the best school for your child? Our Big Book of Schools is our free trustworthy guide packed with public, charter and private schools in southeast Michigan.

DOWNLOAD NOW



Photo credit: Waterford School District

Waterford School District is empowering kindergartners to problem solve and lead their own learning by engaging in an innovative "problem-based learning" initiative.

At Haviland Elementary, one of nine elementary schools in the Waterford School District, students dig into problem-based learning (PBL) which offers "some sort of engagement with real-world, meaningful projects," says kindergarten teacher Rebecca Matthews. PBL aims to promote critical thinking and student engagement.



#### LATEST STORIES



**TRAVEL**  
Family-Friendly Amtrak Train Trips From Detroit



**BOOKS**  
St. Patrick's Day Books for Your Little Leprechaun



**SPONSORED CONTENT**  
Four Detroit Charter High Schools Making College Happen for Students



**TRAVEL**  
Tips for Families When Traveling Through DTW Airport

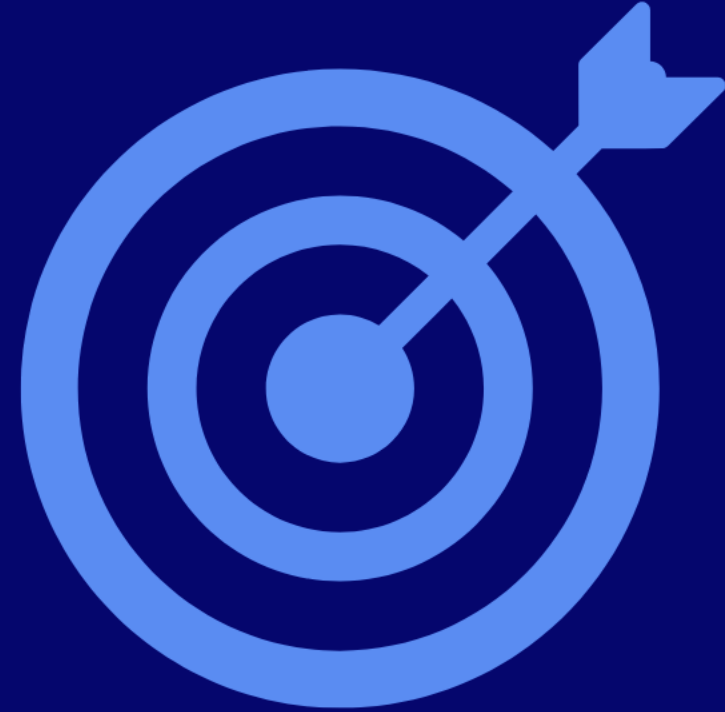




# CORE AUDIENCE



Targets parents aged

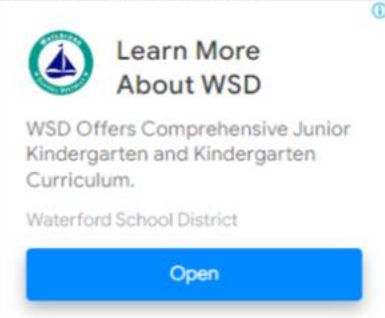


**25 to 54**

# GOOGLE




Example of your text ad at 300x250




**Learn More About WSD**  
WSD Offers Comprehensive Junior Kindergarten and Kindergarten Curriculum.  
Waterford School District  
[Open](#)

Example of your native ad at 300x250



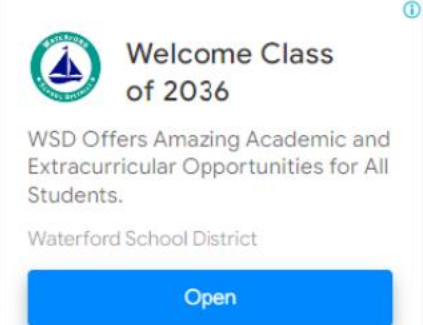
**Waterford School District is uniquely prepared to build your...**  
Waterford School District [Open >](#)

Example of your image ad at 300x250




**Welcome Class of 2036**  
WSD Offers Amazing Academic and Extracurricular Opportunities for All Students.  
Waterford School District [>](#)

Example of your text ad at 300x250



**Welcome Class of 2036**  
WSD Offers Amazing Academic and Extracurricular Opportunities for All Students.  
Waterford School District  
[Open](#)

Example of your native ad at 300x250



**Waterford School District is uniquely prepared to build your...**  
Waterford School District [Open >](#)

**GOOGLE**



**+115,000 VIEWS**



**.63%**

**Click-through  
Rate**

**726**

**Visitors to the WSD  
Enrollment Site**



**TARGETED  
DIGITAL**



**PARENTS OF**



**4- AND 5-YEAR-OLDS**

**TARGETED  
DIGITAL**



**+110,000 IMPRESSIONS**



**.10%**

**Click-through  
Rate**



# GEOFENCING



**Waterford Oaks Park and Wave Pool**

**Waterford Township Library    Waterford Recreation Center**

**Meijer**

**Kroger**

**Busy Bodies for Kids**

**Leo's Coney Island**

**Planet Fitness**

**Dunkin' Donuts**

**Pontiac Lake Recreation Area**

**MJR**

**Panera Bread**

**Skull Island**

**Zap Zone**

**Dodge Park 4**

**Sportway**

**Hess Hathaway Park**

**Shark Club**

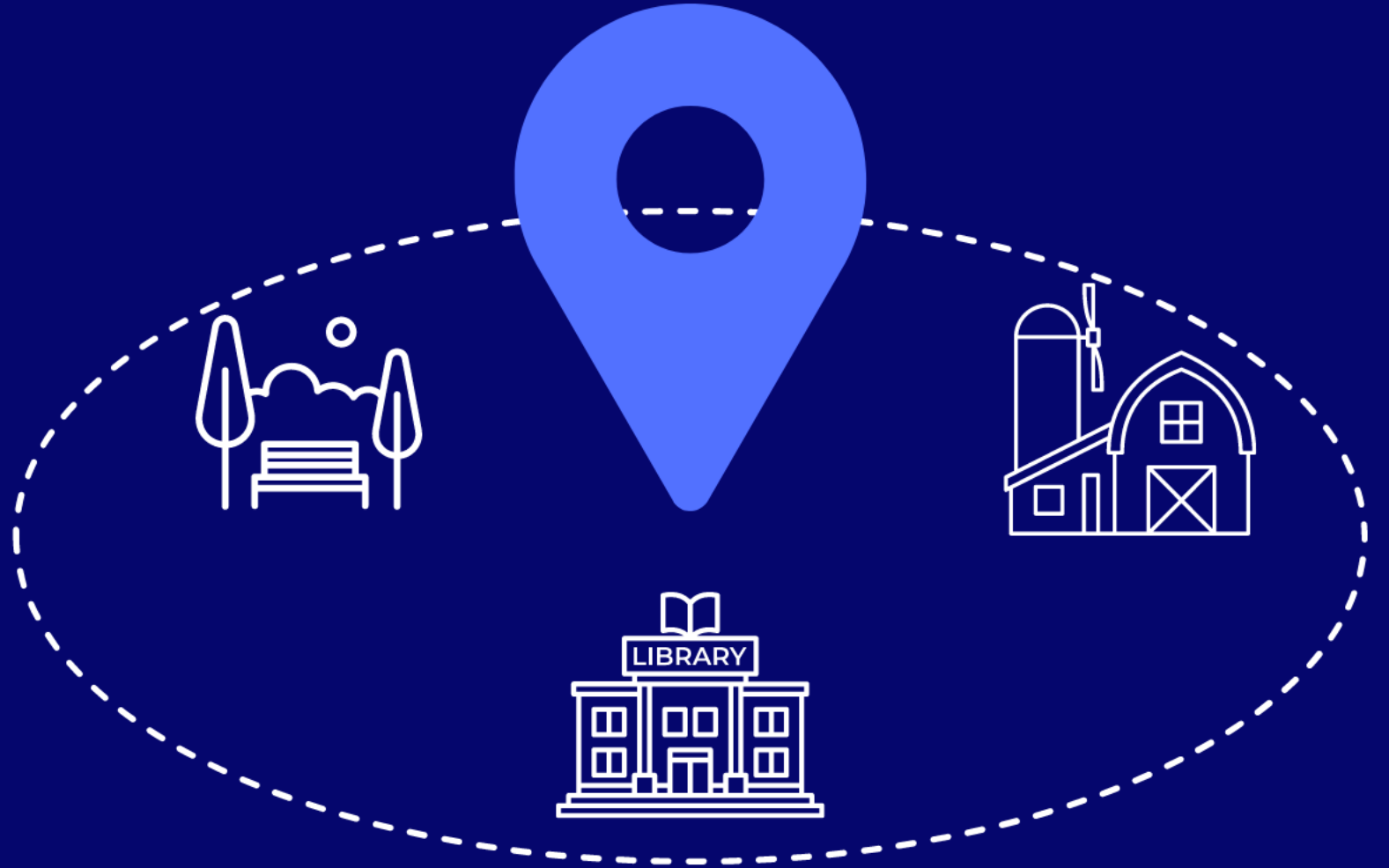
**Oakland Yard**

**Optimist Park**

**Buffalo Wild Wings**



# GEOFENCING



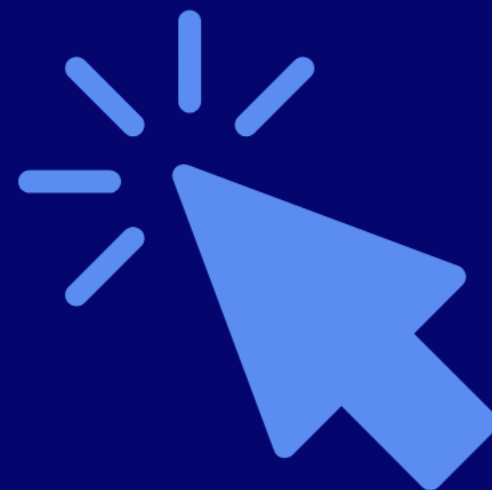
# GEOFENCING



**42,893 IMPRESSIONS**



**.13%**



**281**

**POST IMPRESSIONS**

**Click-through  
Rate**

