



SCHOOL COMMUNICATIONS/ MARKETING NETWORK



THURSDAY,
FEBRUARY 4, 2021

9-10 a.m. Zoom

How Can We Increase Kindergarten Enrollment Using Digital Marketing and Other Communication Strategies?

With kindergarten registration around the corner, let's talk about how we can increase enrollment through digital marketing and other communication strategies. **Jason Wheeler** will be our guest speaker and discuss his recently published inbound process that he uses in his school district in Texas. Social media, blog posts, video marketing, print ads, Facebook live, virtual events, kinder newsletter, useful content, personalized content . . . all leading to a kindergarten landing page. Feel free to invite others from your district who work on kindergarten enrollment and registration to join us for this discussion.

Jason A. Wheeler, CPC

Jason is a Marketing Coordinator for the Carrollton-Farmers Branch Independent School District in Texas with more than 16 years experience in public education. After 12 years in the public school classroom, Jason discovered his passion for marketing and social media in the Strategic Communications Department for CFBISD. Jason manages marketing, advertising, promotion and social media for the district. Known for his entertaining, dynamic and knowledgeable speaking, Jason travels the country to share his insights on how organizations can use marketing and social media to engage audiences and drive results. Find out more about Jason at www.jasonawheeler.com.



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