

Following the delivery of the mailer, there was a noticeable spike in enrollment during the month, particularly among Spanish-speaking parents. Both Harmony campuses in Brownsville received anecdotal feedback from families who mentioned the mailer as a key factor in their decision to reach out or enroll. Additionally, social media engagement metrics showed a marked increase during and after the mailer's distribution, further indicating its positive impact on community awareness and interest in Harmony Public Schools.