

The purpose of our Schools of Choice Video Campaign was to promote what makes our district special and separates us from the other surrounding districts. We wanted prospective students and families to hear directly from our students and staff as to why they love attending and working within Walled Lake Consolidated Schools. The goal of this campaign was to increase applicants during our School of Choice application window with our target audience being prospective students and families within Oakland County. When the campaign concluded, our Student Enrollment department reported that they saw a drastic increase in applications and received the most applicants dating back as far as they could remember.