

This Delavan-Darien School District Open Enrollment Video Series was developed as a strategic marketing tool to highlight the districts unique programs and attract new families, both within and outside district boundaries. With a focus on our 4K & 5K programs, DD Technical School, and Youth Apprenticeship & Work-Based Learning Programs, the videos showcased real student experiences through authentic testimonials, providing prospective families with a firsthand look at the benefits of enrolling in our schools.

Purpose & Target Audience The goal of this series was to highlight educational excellence, diverse learning opportunities, and career readiness in DD schools while increasing open enrollment applications. The target audience included: Families with young children considering pre-kindergarten and kindergarten options, with a special focus on both monolingual and dual-language 4K programs to support bilingual learners and diverse families. Middle and high school students and their families exploring technical education and apprenticeship programs. Families in Walworth County and surrounding areas within 40 miles of Delavan, Wisconsin, seeking high-quality educational opportunities through open enrollment.

Where & When the Videos Were Used To maximize reach and engagement, the videos were strategically placed across multiple platforms: District website (Open Enrollment landing page) Social media campaigns (Facebook, Instagram, YouTube) Digital advertising targeting Walworth County families Community presentations and school open house events Shared directly with local businesses and childcare centers These videos were launched at key points in the open enrollment decision-making cycle, aligning with application windows and school choice events to ensure families had the information they needed when considering enrollment.

Supporting Effective Communication This video series delivered clear, engaging, and visually compelling content that effectively communicated the strengths of our schools. The student testimonials provided authentic, relatable perspectives, making the content more trustworthy and emotionally engaging for potential new families. The series also helped parents visualize the real-world impact of our educational programs, making it easier to see how their child would benefit from attending.

Outcomes Achieved Since launching the series, the district has seen increased engagement and interest in open enrollment, including: Higher website traffic to enrollment pages by 40%. Increased inquiries from prospective families about our

programs. Stronger community engagement through social media shares and positive feedback from families. More applications for open enrollment, particularly in 4K, 5K, and our DD Technical School.

Video Production Each video was structured to tell a compelling story, with smooth transitions that kept the viewer engaged. All footage was in focus, with well-balanced lighting that enhanced the visual appeal. Voices were recorded at consistent volume levels, ensuring testimonials were easy to understand without being overpowered by background music. Graphics, captions, and transitions complemented the storytelling, reinforcing key messages. Closed captioning was included in every video to ensure accessibility for all viewers. This multi-video campaign successfully brought #CometNation to life, helping more families discover the outstanding educational experiences, career preparation, and student success stories that define the Delavan-Darien School District.