

# **Outreach Department Board Meeting March 2024**



# External Outreach Report



**Total # of Virtual Sessions Held (Since 7/1/23):**

**56**

**Total # of Registrations Collected (Since 7/1/23):**

**390**

External Outreach continues to host weekly virtual information sessions, attend tabling events, and working with the Ambassador Program to create enrollments for Reach Cyber Charter School. This Spring, Reach will be hosting specialized Virtual Sessions for students in Kindergarten, Middle School, and High School.

With the addition of Salesforce and our Digital Communications Coordinator, we expect to see these registrations, show rates, and conversions to enrollments increase.

## Doug- External Outreach Updates:

- Salesforce update: We are actively working with Elevation Solutions to build our email and drip campaigns using Salesforce. Not only will we be able to follow families during their journey to our website and outreach events, we will have data showing conversions and successfulness of each campaign.
- Ambassador Program Updates:
  - We are two months into the launch of our Ambassador Program. Ambassador Kits were mailed to approximately 100 caretakers who expressed interest in the program, and we are ramping up promoting our Spring recruitment season.
- Spring Tabling Events are actively being scheduled. We had our first Spring tabling event on March 2nd at the Indiana Mall and successfully obtained two full Lead Sheets with parents requesting more information.



# Social Media Recap

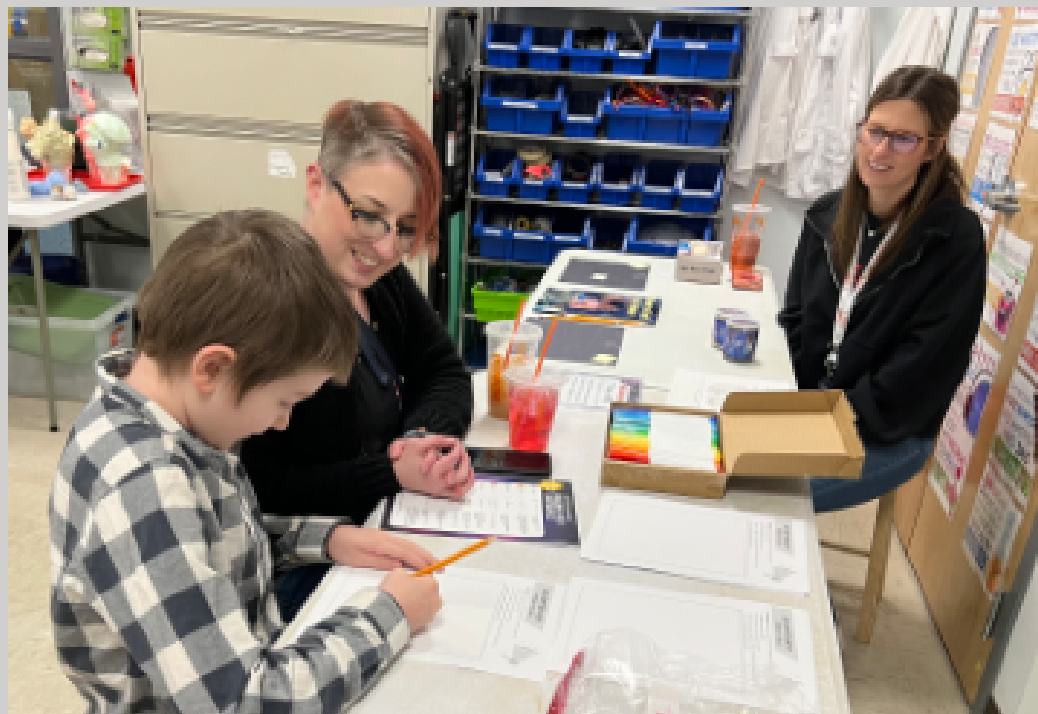
December 3, 2023- March 9, 2024 Analytics				
	Facebook	Instagram	LinkedIn	Youtube
Followers	1,381	564	1,098	223
Published Posts	111	325	97	18
Impressions	1,428,872	94,921	12,762	
Engagement	25,967	1,029	830	183
Engagement Per Impression	1.80%	1.10%	6.50%	
Industry Standard Engagement per Impression	0.06%	0.47%	2%	
Video Views	183,783	3,031	517	1,574

## Takeaways:

- Each of our platforms has increased followers since the last update on December 2, 2023. (Facebook +218, Instagram +49, LinkedIn +124, YouTube +31)
- The number of published posts has also increased as the Social Media Team attends events and promotes Reach initiatives, events, and academic updates via posts and stories.
- The engagement per impression for all platforms remains significantly higher than industry standard.
- The team is excited to promote and recap many upcoming events this spring including Week of STEM, Prom, and Graduation!

# Winter 2024 Events and Attendance

- 247 events
- 1,941 registrations
- 72% attendance





# Partnerships

- Da Vinci Science Center - 3 events
- Lancaster Science Factory - 3 events
  - Career Experience - Carpentry & Read Across America
- Reading Science Center - 3 events
  - Read Across America
- Keystone Kidspace - 4 events
- Discovery Space & The Rivet - 5 events
  - 2 STEM and Read Across America



**Discovery  
Space &  
The Rivet**

# Partnerships

- Whitaker Center - 4 events
  - 1 STEM & Read Across America
- The Franklin Institute - 4 events
  - 1 STEM & Read Across America
- Carnegie MoNH - 4 events
  - 2 STEM & 1 Sponsorship Table
- Daniel G. and Carole L. Kamin Science Center (formerly Carnegie Science Center) - 2 events
  - Read Across America

