

CILC SYMPOSIUM

Where K-20 videoconferencing and collaborative technology leaders connect, interact, and learn.

Issues and Solutions for Marketing and Funding Ideas from this Birds of a Feather Session

For K-12 Education

- Ways to secure funds for technology, personnel, and applications
 - Creative Funding, including matching and in-kind dollars
 - E-Rate opportunities
 - Share outcomes with stakeholders—send them copies of articles, links to your website, etc. and save a copy to encourage further funding.
 - District level
 - School Board
 - Local Businesses
- Ways to market to your own district to create awareness
 - Articulate outcomes, be specific
 - Make the technology user friendly to teachers
 - Remember this is new to most people, even if it is common place to you
 - Tell your story, student stories digitally
 - Use podcasts on your website
 - Share articles
 - Let the students share at the building and district level
 - Do it ALL—not just one mode in which you are comfortable

For Content Providers

- How to market to K-12 audience
 - Listserves, emails
 - Google Ads
 - Constant Contact as a distribution tool
 - Survey Monkey as a distribution tool (CC also has a survey solution)
 - Offer small discounts for Seasonal Programming (holidays, themes, topics)
 - Social Networking tools: MySpace, Facebook
 - Direct mail 1x per year
 - 15 minute free demo for new users
 - Listing on nationwide museum list
 - Remember this is new to most people even if it is common place to you
 - Press releases to districts, local, regional, national to share examples.
 - Target sessions to specific groups; ex. Sessions dealing with drop-out rate, children in poverty, etc.