

# MARKETING TOOLKIT



## PROMOTING YOUR ONLINE PROGRAM



**CAOLA**  
*Stay the Course*

At CAOLA, we strive to provide tools to help our schools and districts implement quality online programs. This guide provides strategies and templates to promote successful marketing and advertisement of your local online program. Also, be sure to include the CAOLA logo as you promote your program. Those logos can be found on the Knowledge Base.

# CONTENTS

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1. District Best Practices for Marketing
2. Sample Online School Flyers
3. Sample Letters to all District students/families
4. Script to call Cyber School Families
5. Marketing Schedule
6. PowerPoint for Back to School Staff Days
7. PowerPoint for Back to School Night

# Best Practices to Promote Successful District Programs



## **Educate your entire staff**

- All administrators, teachers, and counselors should be able to talk about your Online School and know the main point of contact.
- Back to School days are a good time to share with staff information about your Online School.

## **Brand your Online School**

- Associate your Online School with the name of your school.
- Give your Online School a prominent place on your district website so families can easily locate it if they are researching online programs.
- Consider selling merchandise with your online school name and logo.



## **Have flyers available when students register at the district office**

- Distributing information about your program to families new to the district is a good way to educate your community.

# Best Practices to Promote Successful District Programs



## Master your Digital Marketing

- Develop a consistent posting schedule
- Showcase student, parent, and teacher stories
- Leverage multiple digital platforms
- Create engaging content and share authentic stories
- Be sure your online information is correct including staff, location and contact information

## Engage your Community in Social Media

- Use platforms like Facebook, Instagram and X to educate and engage the local school community
- Always respond to comments and questions

## Manage your Public Image

- Attend and host virtual and physical events
- Join and be part of parent groups and other school organizations
- Collaborate with local businesses



In partnership with



[School District]

Online School Name



# IGNITE YOUR CHILD'S LEARNING!



### Innovative Curriculum

Our quality curriculum provides customizable learning for students of all ages and abilities.



### Flexible Learning

Students can work at their own pace and can work around family or work obligations.



### Expert Instructors

All teachers are PA certified and are dedicated to helping every student succeed in a virtual environment.

### About Us

The [School District] partners with CAOLA to provide the most dynamic K-12 education options in Pennsylvania at

[WWW.ONLINESCHOOL.COM](http://WWW.ONLINESCHOOL.COM)

READY TO START YOUR LEARNING JOURNEY

# ONLINE SCHOOL

# AT HOME.



Contact Us  
**+123-456-7890**



Visit Our Website  
[www.onlineschool.com](http://www.onlineschool.com)



Our Location  
**123 Anywhere St., Any City**



**Online School  
Name & Logo**

# **ACHIEVE ACADEMIC EXCELLENCE**

*Learning Made Simple*

**One-on-One Sessions!**

**Experienced Teachers!**

**Flexible Schedule!**

**Accommodations for Learners!**

*Learn from Home*

**Contact Us Today!**



# ONLINE LEARNING IN YOUR DISTRICT NAME

Elevate your learning journey and unlock your academic potential from the comfort of your home. All while staying involved in our school community.



## Our School Provides

- Personalized Learning
- Flexible Scheduling
- Interactive Learning Tools
- Expert Instruction



# [INSERT NAME OF ONLINE PROGRAM]

Dear Families and Students,

I am pleased to announce our cyber school option available for students of the [INSERT NAME] School District. Students now have the choice of our traditional brick and mortar school, or a new online school program.

Our district recognizes that online learning is an excellent option for many students, offering advantages like personalized learning, individual pacing, and unique course offerings that may not be available in the physical school buildings. Through [INSERT NAME], we are excited to be able to offer courses in a truly state-of-the-art online program.

Each student can learn at their own pace to gain understanding. Additionally, each student will be supported online by a Pennsylvania-certified teacher to provide the help needed to succeed.

Parent involvement and support are critical to student success. The [INSERT NAME], therefore, gives parents the tools they need to support, motivate, and monitor their student's progress through a Parent Portal. Parents can quickly and easily see their student's progress, grades, performance alerts, teacher communication, daily curriculum, and much more.

For further program information, please visit [INSERT WEBSITE] or contact [Insert Name and phone number of primary contact]

I encourage you to explore this exciting new opportunity to see if it is a good fit for your student and family.

Sincerely,  
Superintendent  
School District



# [INSERT NAME OF ONLINE PROGRAM]

Dear Families and Students,

At [SCHOOL DISTRICT NAME], we are committed to providing the best possible education for your children. Many students and families seek personalized, flexible, and individualized educational options through a virtual learning program. The [SCHOOL DISTRICT] is proud to partner with Capital Area Online Learning Association at the Capital Area Intermediate Unit to create our [Name of Virtual Academy] to provide a flexible, high-quality cyber education option to meet the needs of students and families seeking online education.

The [NAME OF VIRTUAL ACADEMY] is open to Kindergarten through Grade 12 students. The academy provides a flexible schedule, support from certified teachers, and a standard-aligned curriculum that maintains the quality and rigor you expect from our school district.

Students who choose our virtual academy are registered as [SCHOOL DISTRICT NAME] students and enjoy the benefits, services, and traditions we proudly provide. Virtual learners are welcome and encouraged to participate in clubs, extracurricular activities, athletics, ceremonies, and school events. Furthermore, students will have access to school counselors, social workers, teachers, and administrators to ensure they receive the guidance and support they need. Upon graduation, virtual academy students will receive a diploma from [School District Name].

Visit our website at [SCHOOL DISTRICT NAME] to learn more about [NAME OF VIRTUAL ACADEMY], or contact [NAME OF CONTACT] to ask questions and begin your journey to flexible, high-quality virtual learning right in your backyard!

Sincerely,  
Superintendent  
School District



# Script to call Cyber School Families

## Getting the Most from Every Contact

### **Who should call?**

- School or district administration

### **Why should they call?**

- To discuss your school's online and cyber options

### **What do I say?**

I would like to let you know about [INSERT NAME] which is an active part of the [School district]. This allows your student to take all of their classes online while remaining in our district.

Our district recognizes that online learning is an excellent option for many students, offering advantages like personalized learning, individual pacing, and unique course offerings. Students enrolled in [INSERT NAME] will receive:

- Highly engaging and quality curriculum. Aligned to state and core standards.
- Flexible learning options: learn at your own pace, complete schoolwork when it is most convenient (mornings, evenings, weekends, can work around a job or family obligations).
- Opportunities for one-on-one LIVE support with their instructor.
- Participation in school activities such as sports, band, or the arts.

### **If the parents asks about Special Education say:**

- The courses allow for extended time and modification on tests.
- The type of questions or the number of answer choices can be modified.
- Text to speech, videos and widgets are built into the courses

### **If parents ask about attendance:**

- Students are required to complete about \_\_\_ lessons per course, per day, five days a week.
- Students with less than \_\_\_ lessons would be marked absent unless communication was provided to the school.
- Students have flexibility in how they complete their lessons as long as they complete the required number of lessons per week.

# Online School Dissemination

## Sharing the Message

Event	Date	Media	Information Provided
End of previous school year scheduling for next year	May	Email/in-person	"In an ongoing effort to provide flexible learning opportunities to students and families, our [Online School Name] is an option for students in K-12. If next year you are thinking about online learning, please contact [Insert Name] to learn more about our [Insert Online School Name]."
Beginning of the school year letter to families	August	Email and social media	"In an ongoing effort to provide flexible learning opportunities to students and families, our [Online School Name] is an option for students in K-12. Please visit our website to learn more and determine if online learning is right for your family."
All staff meetings	August	In-person Meeting	Incorporate information during school overview. Use the enclosed flyers and PowerPoint slides to educate staff about [Insert Online School Name].
Back to School Event	August	In-person Meeting	Incorporate information during school overview, if a presentation to families is provided. Also, have flyers in the school and information flyers available for families to take home in the Guidance office.
Orientation	Before start of school year	In-person Meeting	Require an in-person meeting with students and parents to set expectations, distribute material, and teach them how to use the online learning platforms.
Fall Recognition	End of 1st marking period	All social media and school announcements	Select on online school student to highlight for academic excellence.

# Online School Dissemination

## Sharing the Message

Event	Date	Media	Information Provided
Announcement	January	Email	"With the start of the 2 <sup>nd</sup> semester approaching, flexible learning opportunities for students are available through our in-house online program, [Insert Online School Name]. Please reach out to your counselor to discuss your options."
Digital Story	January	Social media	Highlight the Online School with a Success Story about how online education is working for one of your students.
Orientation for new Families	Before start of 2 <sup>nd</sup> semester	In-person Meeting	Require an in-person meeting with students and parents to set expectations, distribute material, and teach them how to use the online learning platforms.
Open House at School	April	In-person Meeting	Host an open house to advertise the online program and have demonstrations of the courses and current students available to discuss it.
Spring recognition	End of 3 <sup>rd</sup> marking period	All social media and school announcements	Select an online school student to highlight for academic excellence.
Graduation	End of May/Early June	All social media and school announcements	Be sure to give a special shoutout to the online learners who have graduated and encourage their participation in graduation and senior events.
Reminders	At breaks	All social media and school announcements	"A reminder that [Online School Name] students are not required to log in over break, but you can still access your courses. This is a great time to catch up or move ahead."



# INSERT NAME OF ONLINE SCHOOL



In Partnership with CAOLA

[Insert Online School Name] works in partnership with [Insert IU Name] and the Capital Area Online Learning Association (CAOLA) to provide quality online courses for both full- and part-time students in grades [XX-XX].

## Benefits include

- Curriculum aligned to state and national standards
- Acceleration and remediation courses
- Hybrid, single or full-time options
- Local teachers





# INSERT NAME OF ONLINE SCHOOL

## What ALL staff should know?

- Encourage students to think about online courses. It opens up more options than are available in-house.
- The full catalog of courses is available online at [insert online school website] or in the guidance department.
- There are AP and Honors courses available along with foundation-level courses.
- Our school uses local teachers for many of the courses.



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# INSERT NAME OF ONLINE SCHOOL

## Who do I contact with questions?

If a student has questions about potentially learning at home or taking online courses part-time, please refer them to the guidance department or the Online School Director.

- INSERT NAME OF ONLINE SCHOOL CONTACT
- INSERT EMAIL OF ONLINE SCHOOL CONTACT



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# INSERT NAME OF ONLINE SCHOOL

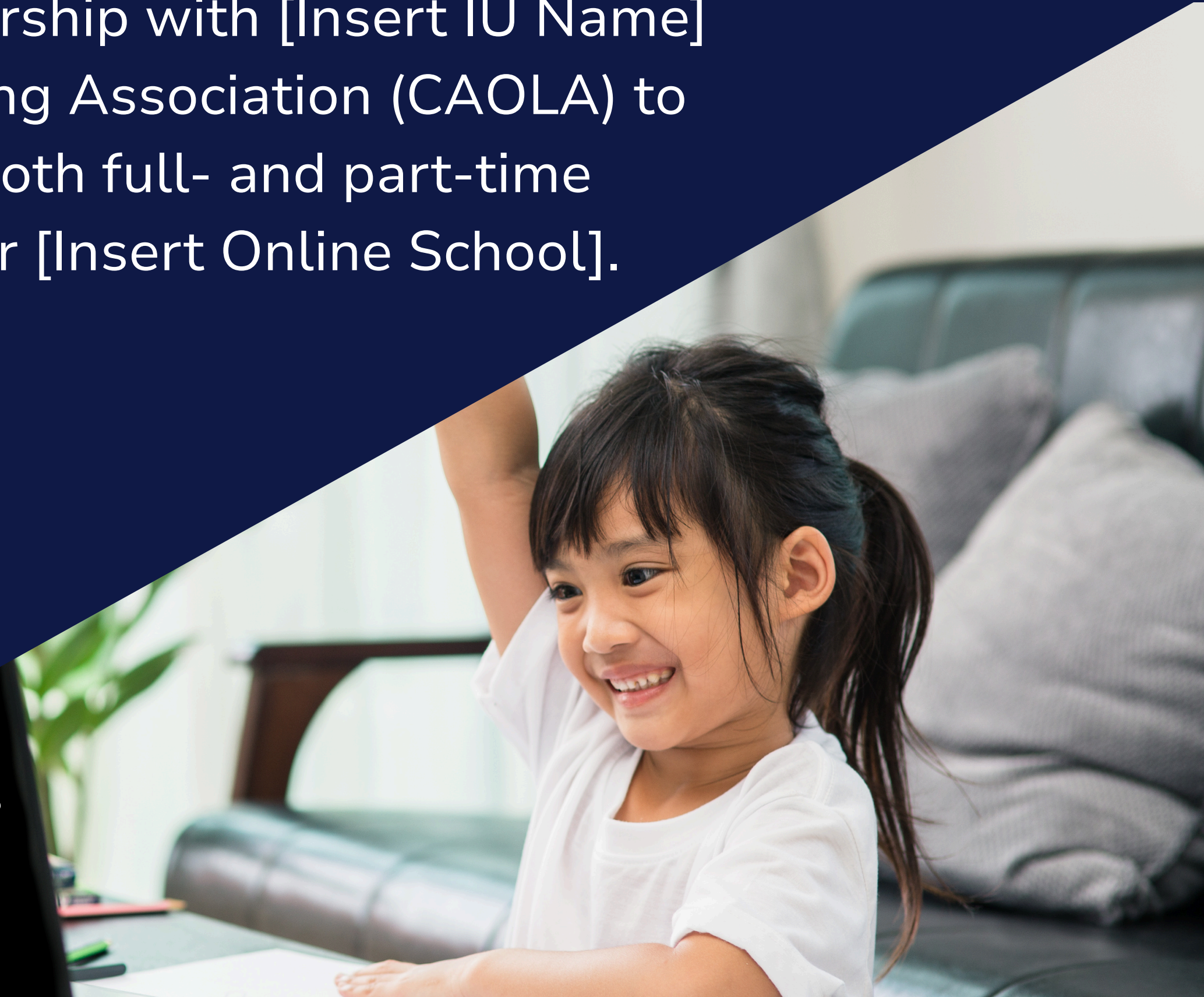


In Partnership with CAOLA

Our School District works in partnership with [Insert IU Name] and the Capital Area Online Learning Association (CAOLA) to provide quality online courses for both full- and part-time students in grades [XX] through our [Insert Online School].

## Benefits include

- Funding stays in our District
- Curriculum aligned to state and national standards
- Acceleration and remediation courses
- Hybrid, single or full-time options
- Local teachers





# INSERT NAME OF ONLINE SCHOOL

## What students and families should know?

- Online courses provide flexibility for students.
- HS students can take one or several online courses and still have an in-person schedule.
- There is a large range of unique courses. The full catalog is available online at [insert online school website] or in the guidance department.
- There are AP and Honors courses available along with foundation-level courses.
- Our school uses local teachers for many of the courses.



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# INSERT NAME OF ONLINE SCHOOL

## Who do I contact with questions?

If you or your student have questions about learning at home or taking an online course part-time, please come talk with their guidance counselor or the Online School Director.

- INSERT NAME OF ONLINE SCHOOL CONTACT
- INSERT EMAIL OF ONLINE SCHOOL CONTACT



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