



Revenue Opportunities



Revenue: Enroll & Retain CISD Students

- **Marketing - I ❤️ CISD**
 - Launched www.iheartcisd.com website
 - Stay Interviews with Parents and Families
 - Why I ❤️ CISD Testimonials
 - Billboard on I35 near 121 and Frankford and at Cypress Waters
 - Welcome Emails and Postcards to Enrolled Kindergarteners
 - Sharing Information with Daycare Centers, Apartment Complexes
 - Realtor Breakfast on April 1
 - Enrollment Information in City Water Bills, Newsletters, etc
 - Kindergarten Lunch Bites on Facebook Live on March 24
 - Facebook and Google Display Ads - Digital Advertising
 - Facebook Frame



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I love CISD because it truly feels like being part of a family.

I love CISD because they keep my child challenged and meaningfully engaged!

I love CISD because they hold true to their Core Values.

I enjoy being part of CISD since it employs teachers who truly love teaching the kids. Every interaction I have had with my child's teacher, has been positive and shows their interest in the physical, social and educational well-being of my child. I feel blessed to be part of CISD!!!

I love CISD because I get to work on a team that is innovative, creative, and hard working. I love working with educators who want to push the boundaries of teaching and collaborating with them to create deeper learning experiences for their students.

As a parent, I know my children are getting the best education available anywhere. As an employee, I get to work with people who really care about the families in our community.

If you want to work for a district that values relationships and puts kids first — there is no better place to be.





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- **Kindergarten Enrollment for 2021-2022**
 - As of April 9, 2021, 267 Kindergarten students have fully enrolled for next school year.
 - We have sent a welcome email from the district and a welcome postcard from the Superintendent to these students and their families.

