

Spreading the Word About Cardinal Community School District

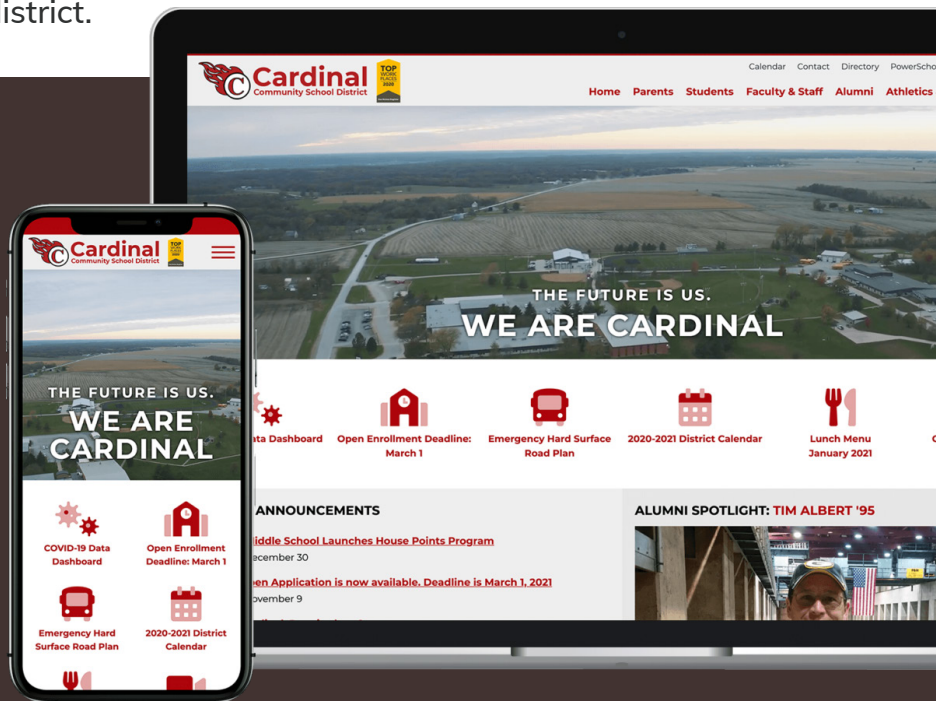
A New Perspective

Cardinal Community School District in Eldon, Iowa has made major improvements over the last decade, investing in their facilities, technology, and programs for their students and staff. News of their success in the classroom has spread, increasing their open enrollment numbers. Neapolitan Labs has worked with Cardinal CSD to further get the word out about their many achievements and to change outdated perspectives about the district.

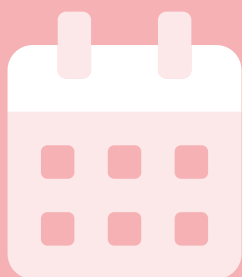
Website Relaunch

We relaunched Cardinal's website to match their technological progress. The modern redesign includes a video header, customizable quick links, an integrated calendar on the homepage, placement for district highlights, and a new alumni section.

To aid their growing student body, we've made their open enrollment and preschool enrollment information easily accessible.



Additional Features



Conference Scheduling



Interactive COVID Dashboard

Results*

82%
More Users

2,200+
Open Enrollment
Pageviews

22%
More Pageviews

800+
Preschool
Enrollment
Pageviews

Have a scoop with us.
hello@neapolitanlabs.com
515.999.5221



Alumni Profiles

To help Cardinal tell their story, part of the website relaunch includes a new section to highlight Cardinal alumni. By working with the Cardinal team, we've interviewed and profiled five alumni for the site with more to come. The profiles explore their memories at Cardinal, how the district prepared them for the future, and how Cardinal lessons continue to guide their lives today.

GET TO KNOW YOUR
**CARDINAL
ALUMNI** 

News & Notifications

Timely communication with parents and community members is essential, and we're proud to have expanded our relationship with Cardinal to include services to help get their messages out.

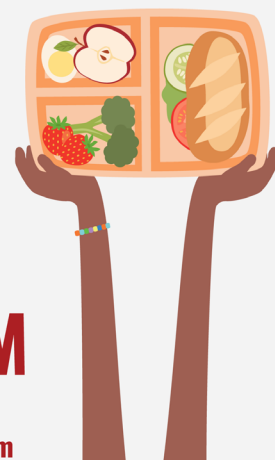
Text alerts can now be sent to parents and staff members directly from our Neapolitan Labs for Education content management system, and we launched a monthly newsletter, the *Comet Dispatch*, to keep subscribers updated with all district happenings. And coming soon, a new mobile app will provide push alerts and easy access to the Cardinal CSD calendar, staff directory, and more.

Social Media Assistance

In 2020, we launched social media toolkits for school districts. The toolkits include personalized social media graphics for holidays, sporting events, school announcements, and more.

In addition to providing this tool for Cardinal, we are curating posts, creating written and video content to share, and assisting with Facebook scheduling.

**SIGN UP
FOR OUR
SCHOOL
LUNCH
PROGRAM**



CardinalComet.com



Neapolitan Labs has been a partner with Cardinal CSD for 10+ years, and I can't see that partnership ever ending.

Joel Pedersen
Cardinal CSD Superintendent

Enrollment Results

54.9%

Increase in served enrollment from 2010 to 2020

**Results are based on statistics between January 1 and April 9, 2021, and the previous three month period.*

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