

Spreading the Word About Cardinal Community School District

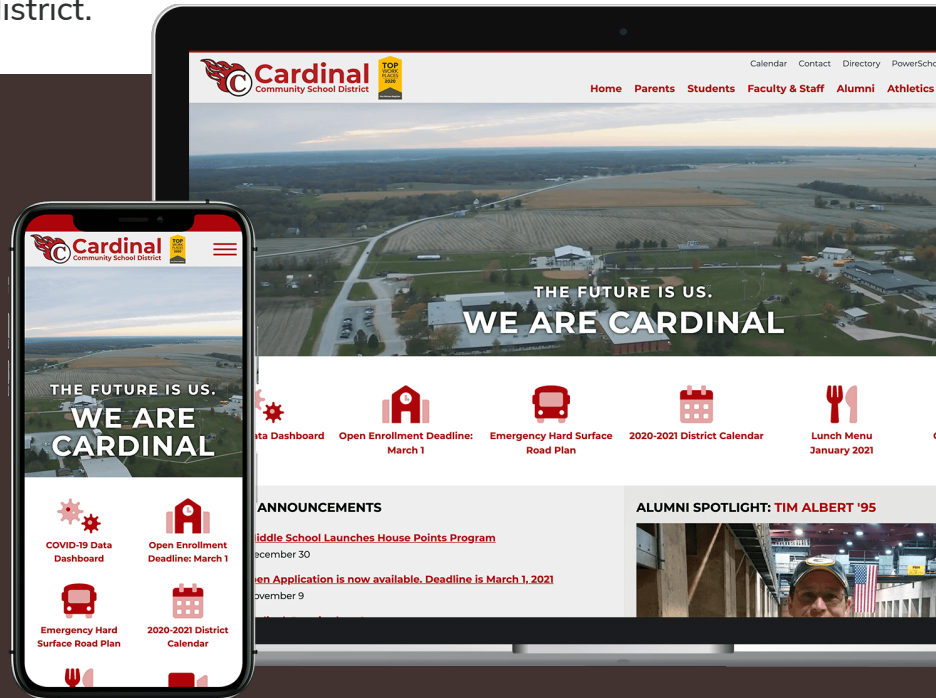
A New Perspective

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 Neapolitan Labs has worked with Cardinal CSD to further get the word out about their many achievements and to change outdated perspectives about the district.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

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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, including text messages, push notifications, and an e-newsletter.

Text alerts and push notifications (via a new mobile app) can now be sent to parents and staff members directly from our *Neapolitan Labs for Education* content management system. In addition, the monthly *Comet Dispatch* newsletter keeps subscribers updated with all district happenings.

Social Media Assistance

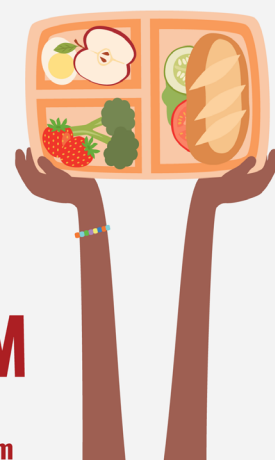
In 2020, we launched social media toolkits for school districts. The toolkits include personalized social media graphics for holidays, sporting events, school announcements, and more.

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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Cardinal Comets App

In 2021, we worked with Cardinal to create a mobile app to meet their growing communication needs. The app features:

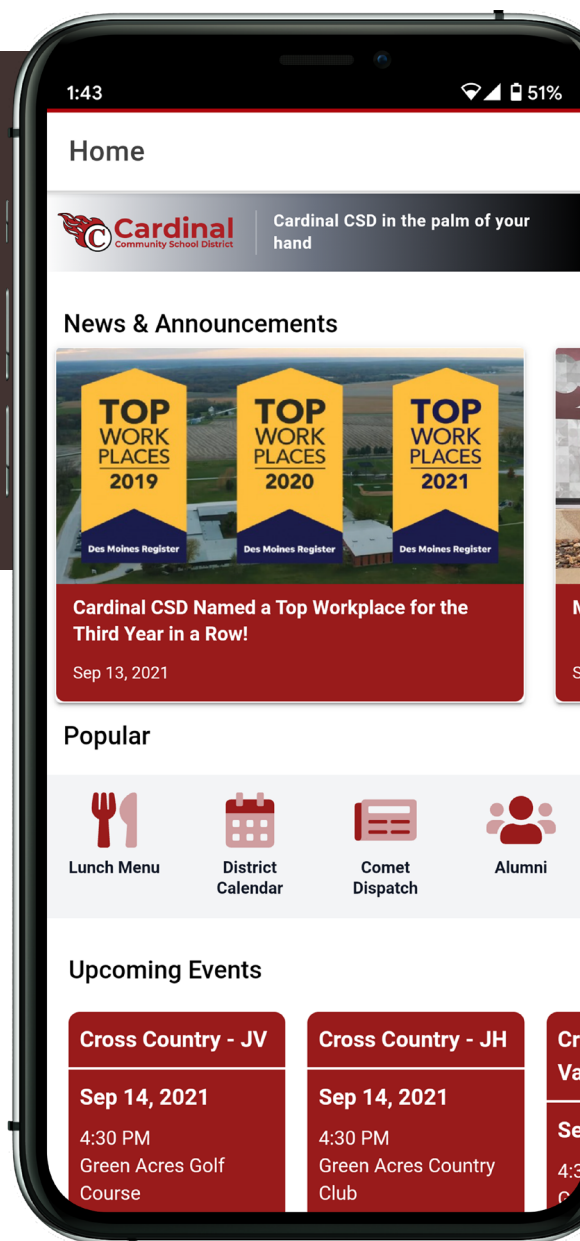
- Push notifications
- Events and news
- Staff directory
- Quick links to popular app sections and website pages

Parents using the app can quickly find contact information for teachers, coaches, counselors, and other Cardinal staff members. The news feature provides app users with Cardinal's latest feature stories and announcements in an easier to read and browse format for mobile devices. With the calendar section, users have more convenient access to view upcoming school events such as games, holidays, club meetings, and more. An alerts section gives users the ability to see announcements that have been sent out via the school's website and the app.



Neapolitan Labs listened to our needs and created a professional and functional app. The initial response from our stakeholders has been very positive.

Joel Pedersen
Cardinal CSD Superintendent



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