

## Market L'Anse Creuse Public Schools to retain and attract students

### Strategies implemented:

- Message signs at all buildings with a common look and logo
- Increased use of multi-media
- Increased Web site presence including development of the Schools of Choice microsite
- New or re-designed publications
- State and national recognition by National School Public Relations Association, Michigan School Public Relations Association, and APEX Communications
- Community engagement meetings including Kindergarten Orientation, Schools of Choice Open House, realtors gatherings, and Technology Night.
- Increased options for kindergarten including additional sections of full-day kindergarten
- Growth of the Math/Science/Technology Program and Performing Arts Program at the Frederick V. Pankow Center
- Michigan Blue Ribbon award to South River Elementary School
- Expansion of the Schools of Choice program



"Helen of Troy Best of Web Award," 2004

