Indiana Office of Early Childhood and Out-of-School Learning (OECOSL)

Connecting families and childcare providers during the rapidly changing COVID environment

OVERVIEW
Indiana’s Office of Early Childhood and Out-of-School Learning (OECOSL) oversees five different early education programs that regularly require consistent messaging to both providers and families who could be difficult to reach consistently.

SOLUTION
Implementing govDelivery, OECOSL was able to create a collection of email topics and communications that reflected the breadth of their services while managing consistent messaging to families and providers.

RESULTS
In their first year working with Granicus and GXG, OECOSL created 28 automated drip campaigns and grew their subscriber base to over 92,000 subscribers.

MUST HAVE SOLUTIONS
govDelivery + Granicus Experience Group (GXG)

“"We’re getting the right data set up at the right times and understanding which audience to hit and win.”

-Carrie Gray, Child Care Development Fund Operations Manager

28 Automated Drip Campaigns | 80 Unique Messages | 10K Avg Sub Monthly Growth | 48% Avg Open Rate

To read the full story, visit bit.ly/Indiana-OECOSL-success