eLearning Program
Web Marketing Grant Application

The grant will provide eQUIP member school districts with web marketing services for a period of three months. The services are designed to promote the school's local eLearning program through Google web search. The school's program will appear in search results for those using the web within the school's community to search for select keywords related to online learning. The services are intended to point searches to the school district rather than to cyber charter or other private online learning programs. The grant is being provided through BLaST's partnership with Lin Digital, ABC27 WHTM.

Grants to be awarded: 2 (2 school districts)
Grant Value: $3000.00 per grant
Requirements:
- The school or district must have been an active VLINC member during the 2014-15 school year. Active is defined as 1.) was a member and 2.) enrolled students throughout the year.
- The school or district must have signed an MOU for the 2015-16 school year. By applying for this grant, schools and districts are committing to sign an MOU if they have not already done so.

Application Questions: The application can be completed by the designated PoC or another appointed individual. Please complete all of the following questions. Missing responses will delay your application. Applications must be completed fully and received by the deadline. Responses should be typed on school or program letterhead and attached to an email addressed to Diane Guiser, dguiser@iu17.org before July 20th, 2015. Grant recipients will be notified by July 22nd.

Please respond to the following.
1. Name and role of person applying for the grant. Please describe your responsibility in regards to the district's eLearning program. Are you the designated PoC for your district? If not, who is? If you are not the designated PoC, please describe how you and the PoC work together to manage your eLearning program.
2. When promoting your program, what name do you use to describe the program? If you have a logo that represents your program, please include a copy of it with your application. (Note: High resolution is best).
3. The marketing efforts covered by this grant will require your program to have its own website or webpage. Does your program have a website? If so, please include the URL. If your program is included within your school website, please include the webpage URL.
   - Note: If you do not currently have a website or webpage, completing this application signifies you will develop a site or page before the grant services begin.
4. Describe the education and support services provided within your eLearning program. Please include the names and duties of all school staff who assist students.
5. Describe the value your program adds to your school or district.
6. Describe your current efforts to promote and market your eLearning program.
7. Describe why increasing your efforts to promote your program is important.
8. How do you believe Google Search engine marketing will help promote your program?
9. How would you measure the impact of these efforts? How would you describe a positive outcome of these efforts?