



Marketing Resource Group
Integrity. Collaboration. Results.



BAY MILLS
COMMUNITY COLLEGE
CHARTER SCHOOLS OFFICE

CASE STUDY

the opportunity

Bay Mills Community Charter Schools Office (BMCSO) wanted a way to effectively communicate to their stakeholders and the general public positive news stories surrounding the charter schools that they authorize.

how we got there

MRG helped launch a student focused monthly newsletter to leverage good news and achievements coming from their charter schools. The newsletter highlights one Bay Mills' authorized school each month and also includes additional stories about students' and teachers' accomplishments, BMCSO authorized charter schools's performance facts and figures, and MBCSO history.

the results

A total of 31 monthly newsletters sent to legislators, charter school board members, school leaders, teachers, & parents

QUOTE

"When we were looking to open lines of communication between ourselves, a small community college charter school authorizer in the Upper Peninsula, and the rest of the education community in Michigan, MRG provided the answer by helping to educate and inform stakeholders with our monthly newsletters. They are able to take our schools and their students and showcase educational achievements in a creative and fun way."

Mickey Parish, President
Bay Mills Community College - Charter Schools Office



Services Provided by MRG



Email Marketing



Messaging Development