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iNACOL to Host Webinar: “Marketing Your Online Program”

VIENNA, VA, March 8, 2010 – The International Association for K-12 Online Learning (iNACOL) is hosting a webinar on “Marketing Your Online Program” sharing outreach strategies, methods and resources to support management of quality online education programs.

Virtual schools serve diverse student needs across geographic boundaries and reaching students to let them know about high quality online courses and programs available to them is critical for success.

According to Susan Patrick, President and CEO of iNACOL, “Online courses, tutoring services and programs are growing rapidly. An online program might be extremely effective and academically rigorous, yet without concentrated marketing efforts, students may not know what opportunities exist. In order to grow an online educational program, an outreach plan must address school and student needs. Most education leaders do not have a marketing background and the webinar is focused to bring best practices to the field.”

This webinar will be held Wednesday, March 10th, from 2:00 – 3:00 PM (Eastern) via Elluminate.

Please register online: <http://www.inacol.org/events/webinar>. Pricing is available for iNACOL members & non-members.

Press may attend by contacting iNACOL’s Associate Director of Communications Wendy Fleming (wflaming@inacol.org).

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About iNACOL

iNACOL is the International Association for K-12 Online Learning, a non-profit 501(c)(3) membership association based in the Washington, DC area with more than 3,400 members. iNACOL is unique in that its members represent a diverse cross-section of K-12 education from school districts, charter schools, state education agencies, non-profit organizations, colleges, universities and research institutions, corporate entities and other content and technology providers (www.inacol.org). iNACOL hosts the annual Virtual School Symposium (VSS). VSS 2010 is being held Nov. 14 – 16, 2010 in Glendale, AZ (www.virtualschoolsymposium.org).