



Office of Early
Childhood and Out
of School Learning

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

Connecting families and childcare providers during the rapidly changing COVID environment



28

Automated Drip
Campaigns

80

Unique
Messages

10K

Avg Sub
Monthly Growth

48%

Avg Open
Rate

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