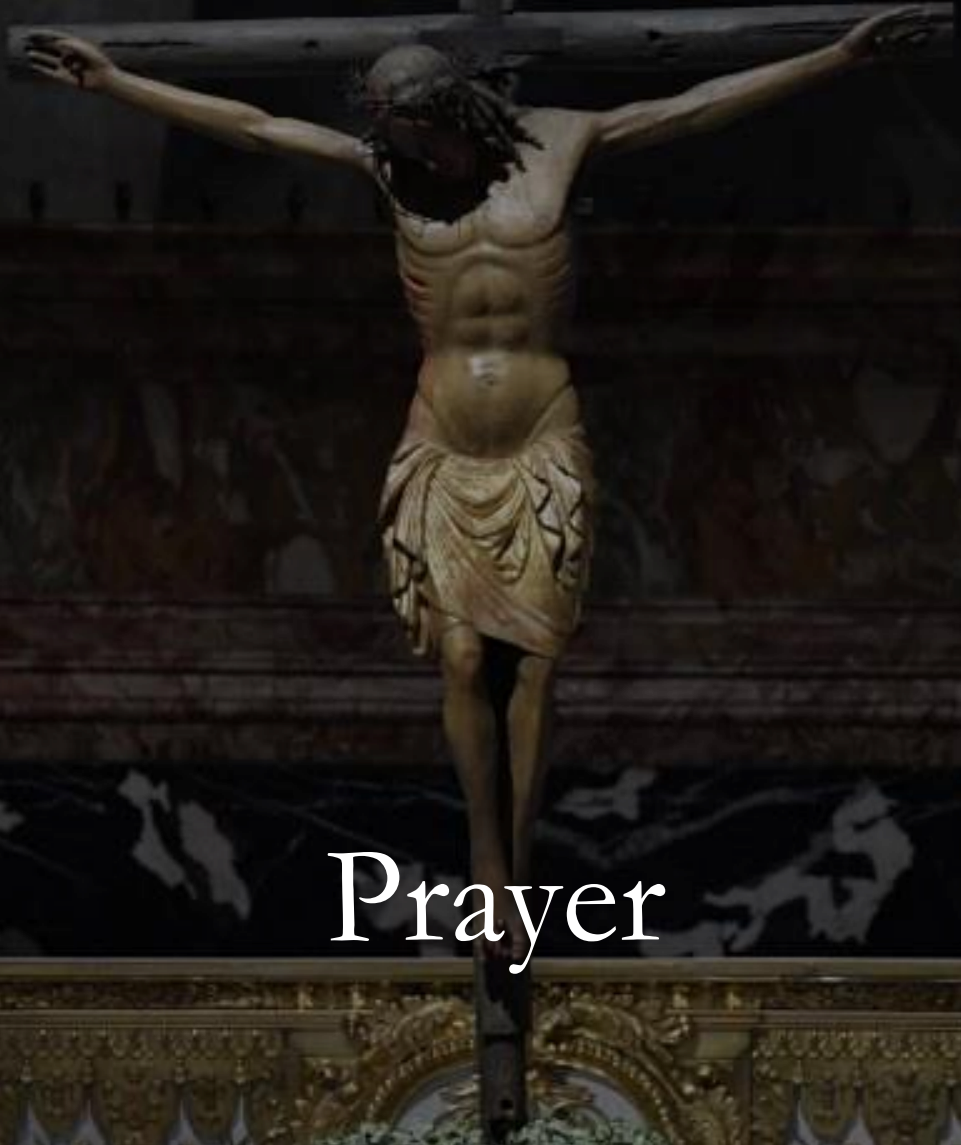
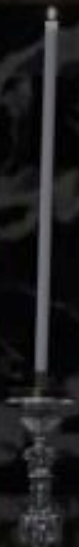


Welcome Principals,
Directors and
Enrollment
Management Team
Members

I·N·R·E



Prayer



Prayer

A Prayer for Catholic Schools from NCEA

Almighty God,

You sent forth your Son as a beacon of hope for all people.

As a Teacher, He has given us the prime example of the importance of education. As disciples, we look to him for inspiration and strength.

Thank you for the many people who have dedicated their lives in service to our Catholic Schools.

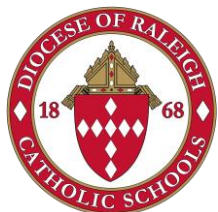
Thank you for the teachers and administrators who sustain our schools.

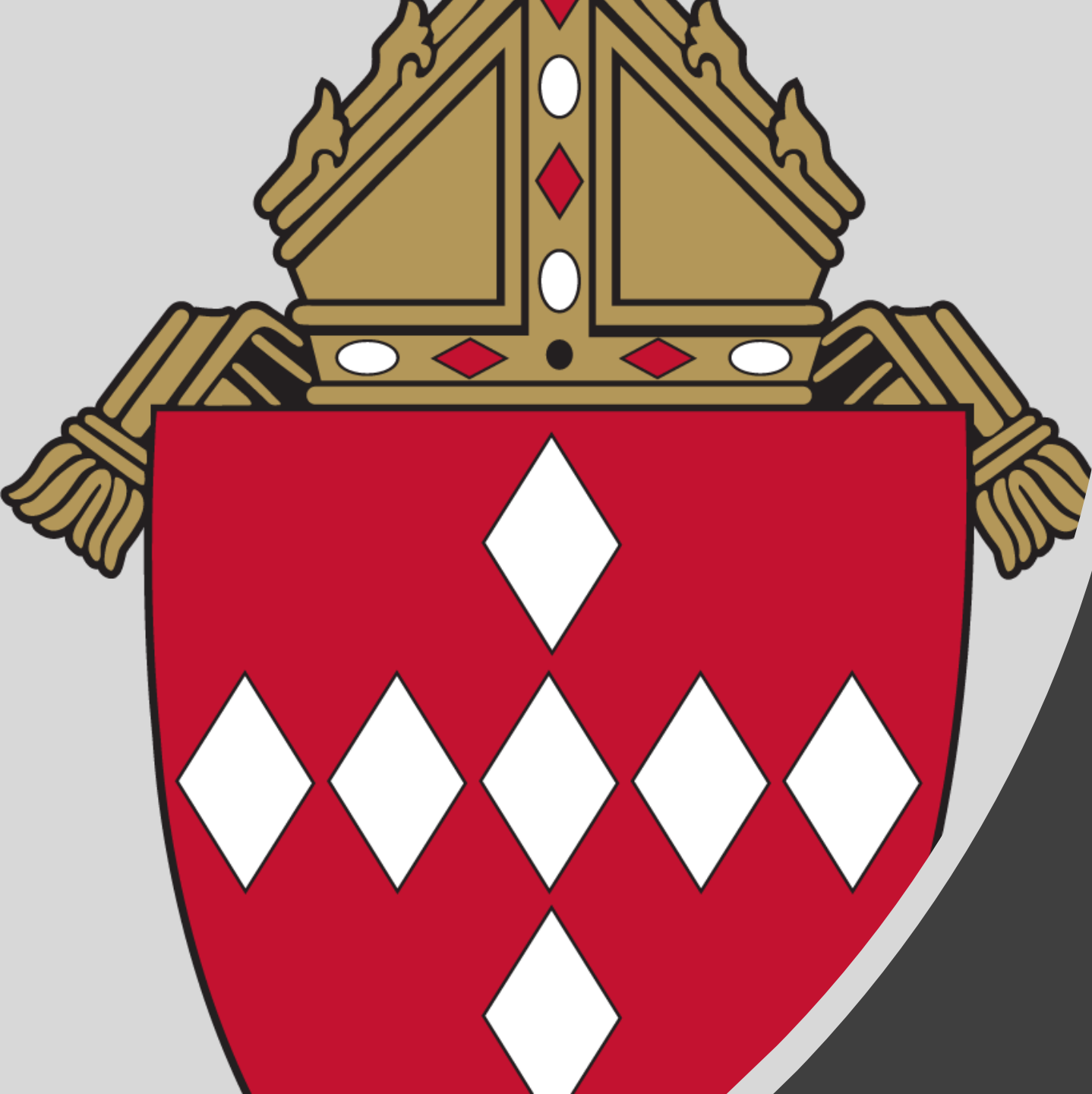
Thank you for the parents who have given support and witness to the importance of Catholic education.

Thank you for the students who work hard to further their education. Bless all our Catholic Schools and the many people who advance our mission.

May our schools be a home for those who seek to grow in openness, faith, love, intellect and commitment to justice.

In the name of the Father, the Son, and the Holy Spirit. Amen.





Enrollment
Management
Team
Training

Session 3

2022-23

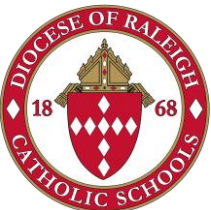
Our Learning Goal...

Enrollment Management Teams

ENROLLMENT MANAGEMENT TEAM

MEMBERS WILL BE ABLE TO...

- CELEBRATE CURRENT STRENGTHS AND POWERFUL PRACTICES IN ENROLLMENT
 - IDENTIFY OPPORTUNITIES FOR GROWTH
- IMPLEMENT IMMEDIATE STEPS TO RECRUIT AND RETAIN STUDENTS AND FAMILIES



OPERATIONAL VITALITY

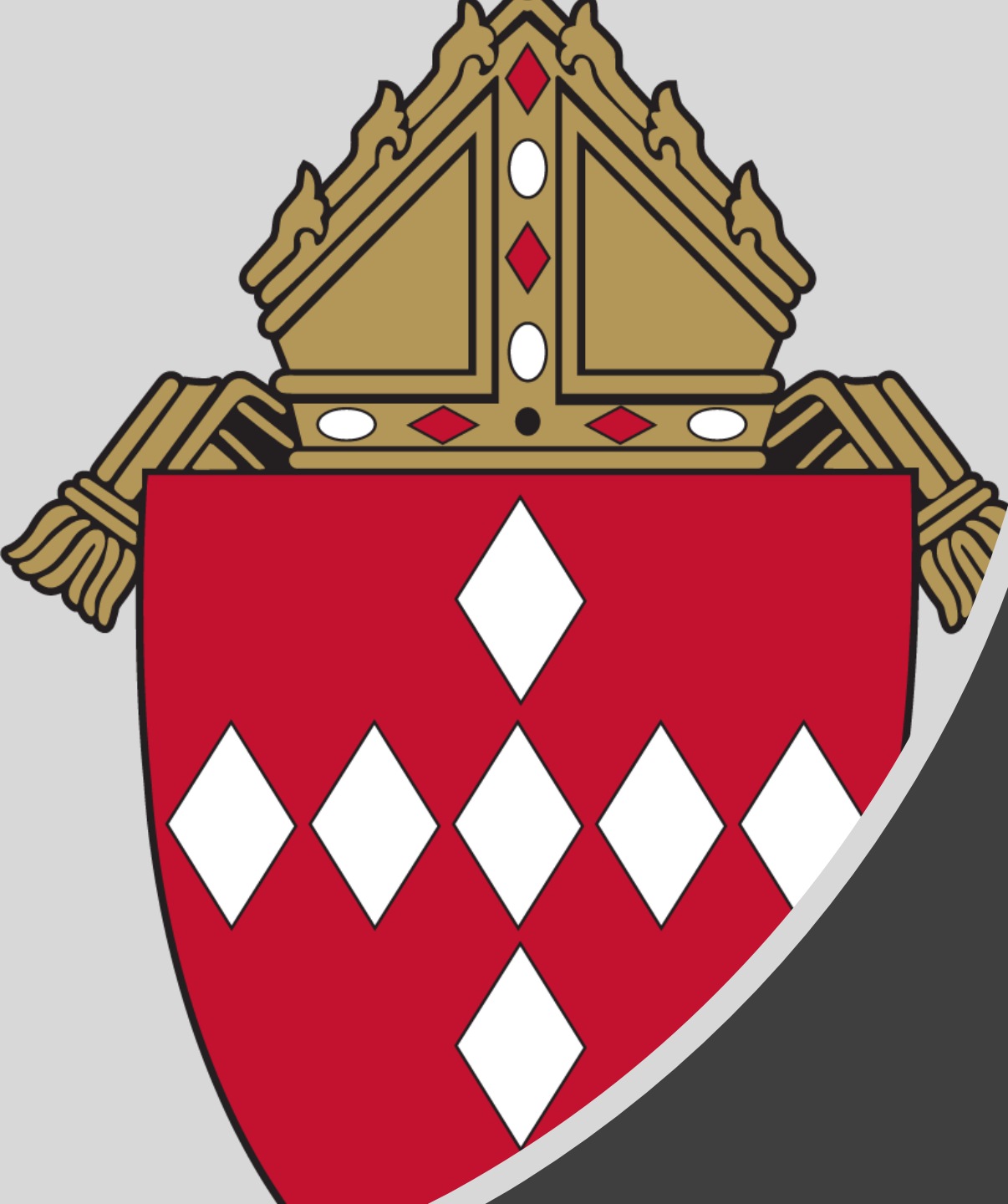
Enrollment Management Teams

One day we will:

Be accessible to and inclusive of any student regardless of socio-economic status, race, cultural background, religious affiliation or learning exceptionality.

We will retain and attract students so that every seat in every classroom in every school will be filled.





Topic 3: Recruiting New Families

Marketing Workshop Goals

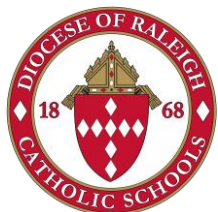
Committee focus: Recruitment

Finding New Families:

- Specific and achievable enrollment target has been set.
- Physical locations and opportunities to engage new families are determined and aligned with school calendars
- Parent audience profiles of those more likely to enroll have been created.

Attracting New Families:

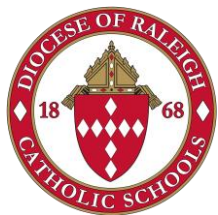
- Audit of current communication methods undertaken.
- Desirable, realistic, and actionable vision for future of the school is developed and the process to actively and openly share that vision with the school community has begun.
- School value propositions created aligned to the specific parent audience profiles.
- Communication schedule including medium, message, and audience is planned.



Recruitment Summary

Recruitment is the first stage of contact with a prospective student and his or her family.

- During this phase the prospective student is introduced to the school and how it will respond to his or her faith formation, academic and extracurricular interests.
- Interest, or lack thereof, is established in the recruitment phase.
- All aspects of the recruitment phase must be executed with an emphasis on Catholic identity, the highest level of professionalism and customer service.

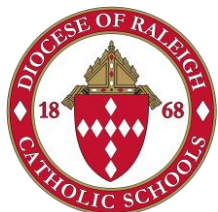


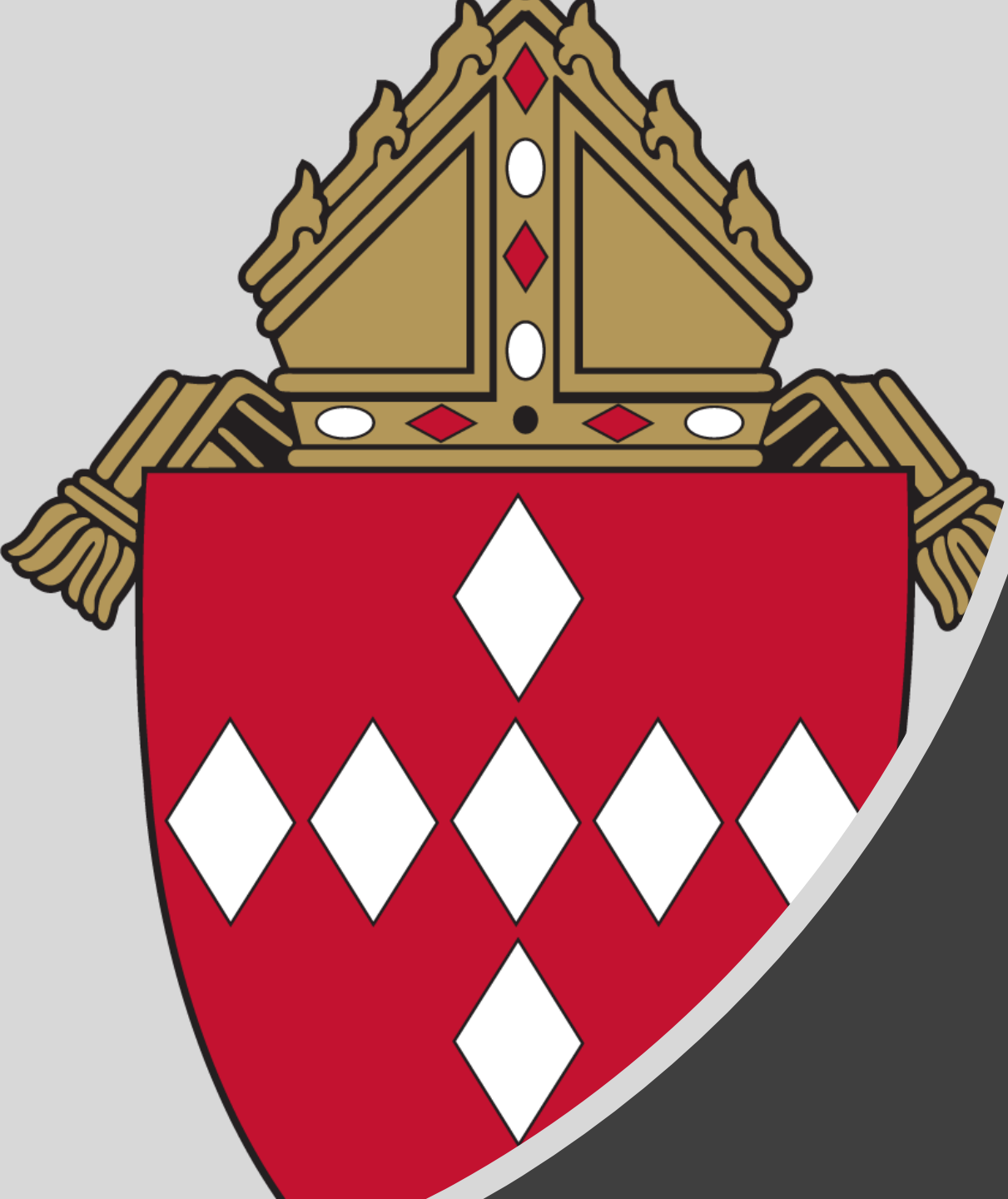
Recruitment Summary

The recruitment phase may include

- Presentation of printed material
- Web site visits, attendance at an event(s)
- School tours.

Personal follow-up is crucial during this phase. Once the student and family establish contact with the school, the goal is to engage them with the school community. Shadow visits, phone calls from current parents, personal notes, and invitations to school events will strengthen the personal connection. A minimum of seven touch-points are recommended.





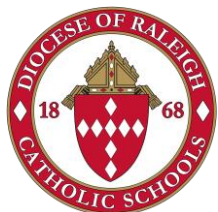
Finding New
Families

Setting Specific and Achievable Enrollment Goals

- Enrollment goals include
 - Defining class capacities
 - Preschool intake
 - Retention of current families
 - Filling available seats
- Consider using an enrollment goal calculator: <https://mycatholicschool.org/resources/enrollment-target-creator/>

Your School		Your Enrollment Goal	Potential Revenue Growth			
			Full Tuition	50% Tuition	25% Tuition	
Enrollment Goal: Fall 2015-2016:		225				
September 2014 Enrollment		215				
Graduating Students		25				
Anticipated Transfers Out		3				
Net Returning Students - Fall 2015		187				
Required New Students to Reach Goal		38				
Goal for Next Year Enrollment		225				
Net new students versus Year Prior		10	--->	X	Avg. Tuition	=
				\$ 5,000.00	=	\$ 50,000.00 \$ 25,000.00 \$ 12,500.00

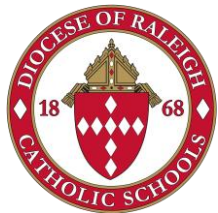
An Enrollment Target Worksheet is available by download on this page.



Opportunities to Engage

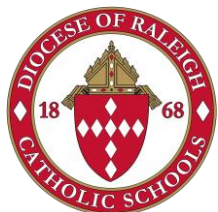
Events

- Open houses
 - Principal coffee's/ desserts
 - School assemblies and performances
 - Masses and Feast Day Activities
 - Catholic Schools Week
-
- Webinar: Planning a "SUPER DUPER" Open House (Archdiocese of Seattle):
<https://vimeo.com/766294549>



Defining “Dream Families”

- Use Voice of Customer (VOC) Research to capture the real, authentic voice of your dream families
- Choose your research tools: online surveys, interviews, correspondences, content mining
- Use your findings to create messaging that addresses key audience wants and needs, challenges, and solutions
- HOOK your reader — draw them immediately into the page
- Prove that you UNDERSTAND them — their hesitations, their skepticism, their concerns
- Address their pain points and make them TRUST you
- Convince them that what you are offering will really BENEFIT them
- Offer them PROOF
- Make it EASY to take the next step
- Resources at <https://cursivecontent.com/resources-success/>

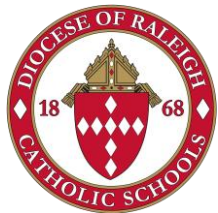


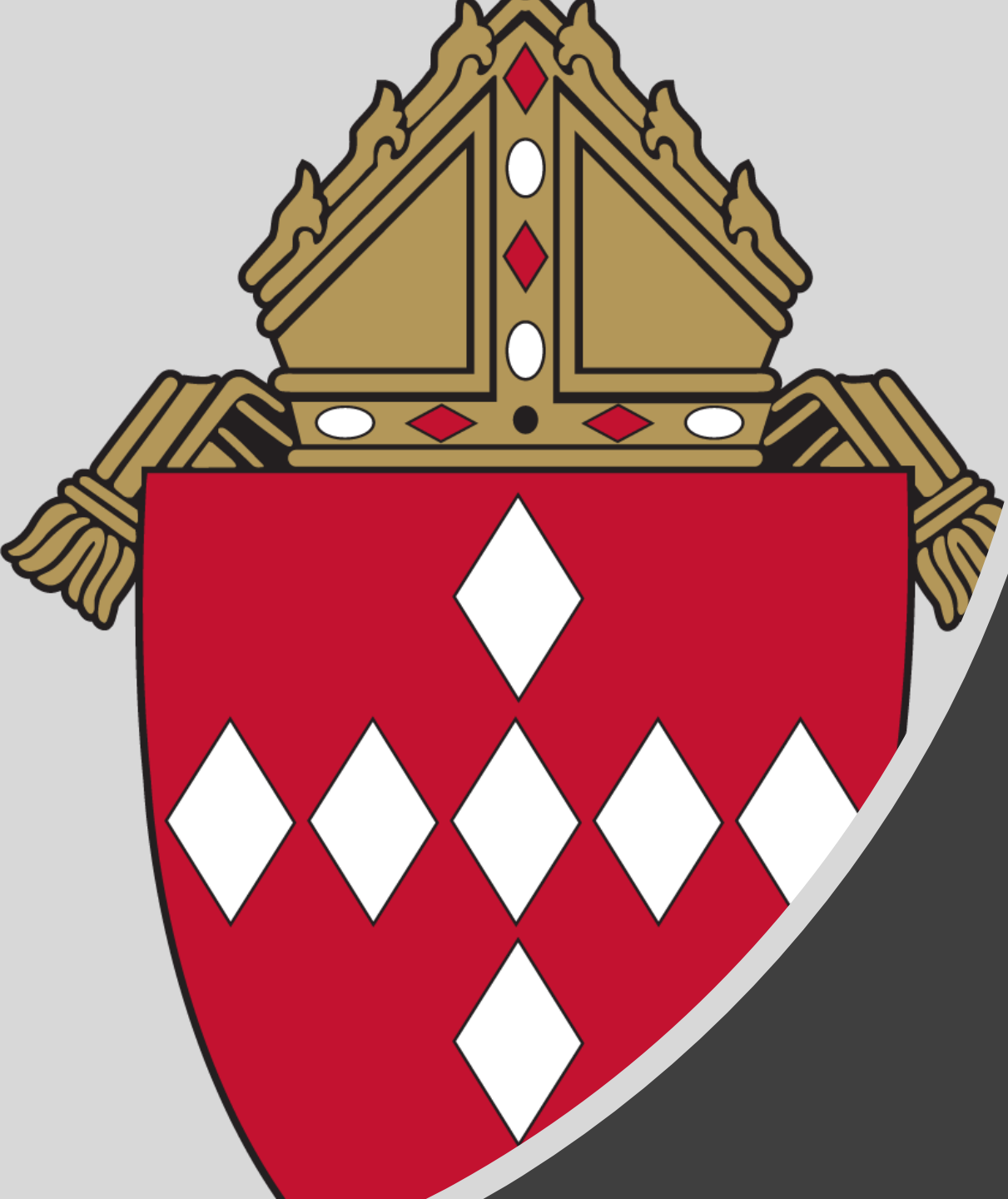
Enrollment as Evangelization

Target audience for Catholic school recruitment and retention:

- Current students and their families
- Religious education students and their families
- Parish families with school-aged children
- Families with school age children from feeder parishes without schools.
- Children enrolled in nearby daycare centers, pre-schools and enrichment programs

Our mission necessitates consideration to the needs of the poor and underserved





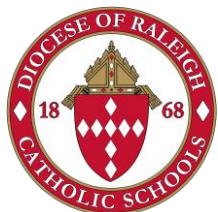
Attracting New
Families

Current Communications Strategies

- Has your schools considered an audit of current communication methods?
- “Everything you do — events, social media, your school website, newsletters, fundraisers — are all opportunities to shape how people perceive your value. All communication tools need to be filtered through the lens of recruitment.”
<https://www.finalseite.com/blog/p/~board/b/post/reframing-your-school-website-for-new-family-recruitment>
- Ensure that your application includes “How did you hear about us” to gather data regarding most effective communication methods
- Podcast (Diocese of Palm Beach) <https://advancingourchurch.com/data-driven-communications-plans>
- Current newsletter methods: Constant Contact, MailChimp, other suggestions?



"In every way, I have shown you that by hard work we must help the weak, and keep in mind the words of the Lord Jesus who himself said, 'It is more blessed to give than to receive.'" Acts 20:35



Communicating School Vision

- Desirable, realistic, and actionable vision for future of the school is developed
- Actively and openly sharing that vision with the school community
- Is your school vision “explicitly” shared?
- Is **evidence** of this vision shared?
- How do new families access this information?
Current market research still points to our websites as the most important source for families.
- Storytelling:
https://read.nxtbook.com/ncea/momentum/spring_2019/once_upon_a_time_storytelling.html

Our Mission and Values

The Saint Raphael Catholic School Community provides a safe and nurturing environment that educates each unique child of God spiritually, academically, physically, and emotionally.

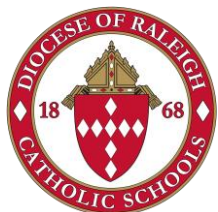
Profile of a Guardian

- Loving
- Religious
- Open to Growth
- Intellectually Competent
- Committed to Doing Justice

Profile of an Ignatian Educator

- Cares for the Individual
- Discerns Ways of Teaching and Learning
- Models Ignatian Pedagogy
- Builds Community and Fosters Collaboration
- Animates the Ignatian Vision

Ignatian Pedagogical Paradigm



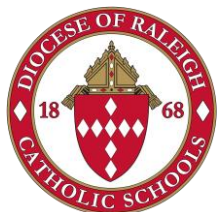
School Value Propostions

- While many schools are rooted in religion, the student experience at a Catholic school is unique. Faith is as much of a strength as another school's STEM, theater, or athletic program.
- One common place to speak to your school's faith is an "about," or "mission" page, but your homepage is an ideal place to showcase how and why your school does things differently.
- Highlighting your school's approach to faith can be a hook for prospective families – and an authentic expression of our values
- Showing how faith plays a role in daily life at your school can help illustrate how it's ingrained in all that you do. From early morning community meetings and religion class, to close relationships with faculty members and quiet reflection, Catholicism can play a large role in an individual's experience.



Life at Sacred Heart.

Please join us as we walk through a day in the life of a Sacred Heart student. Whether in the Lower, Middle or Upper School, each day at SH is filled with moments of challenge and discovery, friendship and growth.



School Value Propositions

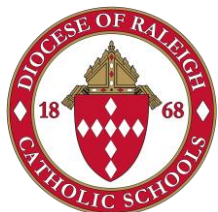
- Providing proof of our mission in action
- Showing personal, academic, and spiritual growth
- Using your school's heritage and history as a guiding force
- Testimonials help provide social proof and can help support a decision to inquire or learn more—at key points during the decision-making process, they help build trust and showcase more voices of your community.
- In some cases, video marketing targets parents better than any other media— having a video on your website or landing page can increase visitor conversions by eighty percent.



Spotlight: New Middle School Advisory Program

The Franciscan School has launched its first-ever Middle School Advisory Program. The program aims to equip students with academic, social, and emotional life skills that foster individual well-being and promote a healthy, faith-based community connection.

[Read More →](#)



Communications Plan

- Communication schedule including medium, message, and audience is planned.
- Communications plan template:

https://raldioc.sharepoint.com/:w:/s/MARCOMMSHaringTeam/EU9QGNtu_HBBiiljsc3Wbp8B0ZwBLHS5sYnto0BO8v8Urg?e=UAFsPU

Woodland Heights Elementary School Communications Plan

Communications Plan Template

1. RESEARCH

2. PLANNING

- I. Vision and Mission Statements
- II. Goals
- III. Audience and Objectives
- IV. Strategies coordinating with each audience to meet short term and long-term objectives

3. IMPLEMENTATION

- V. Implementation specific to each Audience, Utilizing Strategies, and Specific Tactics/Tools
- VI. Budget
- VII. Timeline

4. EVALUATION

5. ADDENDUM

I. Vision and Mission Statements

Vision...

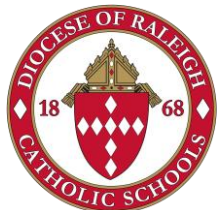
Mission...

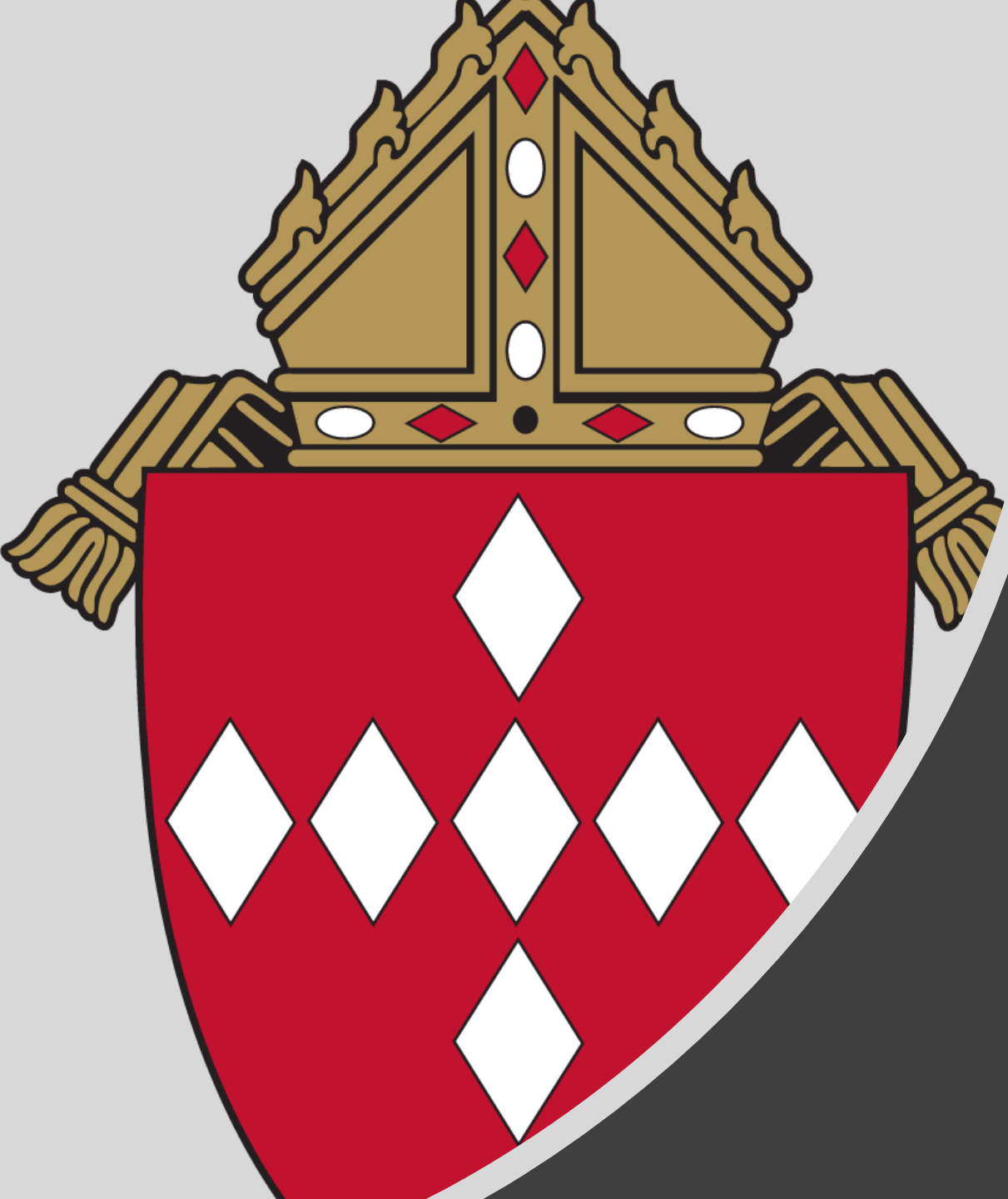
II. Goals

- 1.
- 2.
- 3.

Academic Communication				
STRATEGY	PURPOSE	TIMELINE	AUDIENCE	PERSONS RESPONSIBLE
Open House/ Curriculum Nights	Informational meetings to introduce parents to a new school year and curriculum procedures for success	Annually	Parents and students	Administration/Teachers
Parent-Teacher conferences	Individual meetings to discuss student progress and academic growth	Once in the fall, once in spring	Parents and students	Teachers
Student progress reports & report cards	Communicate successes and opportunities for improvement to parents	Quarterly	Parents and students	Teachers
Graded work, tests and assignments sent home Parent Portal	Keep students and parents updated on academic progress within the classroom	Ongoing Update grades in Parent Portal (Gradebook) weekly	Parents and students	Teachers
Teacher messages in student's folder/agenda	Inform parents of pertinent information not included in weekly newsletters	As needed	Parents	Teachers
Teacher newsletter (email blast)	Update parents on curriculum and instruction, class news, Enhancement curriculum	Weekly	Parents	Teachers

Chain of Concern: Parent--Teacher--Principal/Assistant Principal



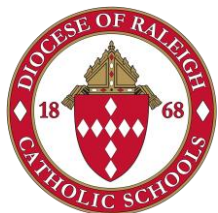


Closing
Thoughts...

OPERATIONAL VITALITY

Enrollment Management Meetings and Topics

Wednesday, March 15, 10am – 12pm: Topic – Retention



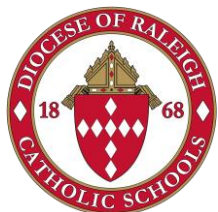
OPERATIONAL VITALITY

Enrollment Management Training - Questions

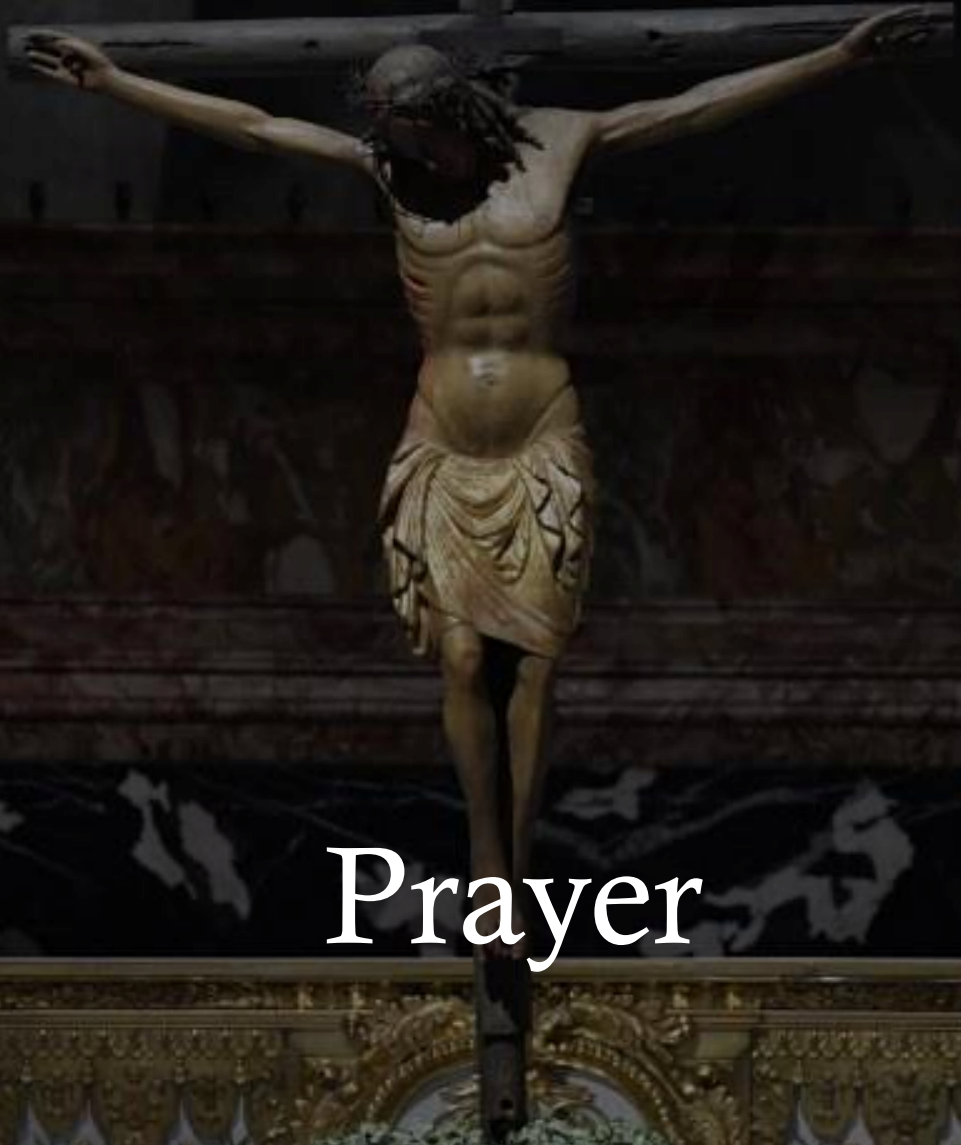
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I·N·R·E



Prayer

