



CATHOLIC DIOCESE *of* RALEIGH

Office of Education
Catholic Schools

ENROLLMENT MANAGEMENT TEAMS TRAINING AND IMPLEMENTATION PLAN 2022-2023 SCHOOL YEAR



SUMMARY

In May of 2021, Superintendent Lytia Reese presented the 2021 – 2024 school-level shared goals for improvement. These goals included,

“BTEO SY2021-22:

100% of schools in the Diocese of Raleigh will set an enrollment growth goal that will increase the diocesan-wide enrollment by at least 2% annually as measured from 2019-2020 enrollment.

100% of schools in the DOR will identify members for an enrollment management team

BTMO SY2022-23:

Schools with less than 2% enrollment gains (and not at capacity) will participate in diocesan-led trainings for Enrollment Management Teams (EMT)”

In order to support schools with these goals, the Office of Education will provide support and training for Enrollment Management Teams for the 2022-2023 School Year

ENROLLMENT MANAGEMENT TEAM

The Enrollment Management Team should be comprised of at least one person in each of the following roles:

Principal: Although the enrollment management process is a high-priority, it is also a potentially time-consuming process. The school's principal should weigh his or her involvement very carefully. The principal should approve the final composition of the Enrollment Management Team, but can delegate the selection and organization of a trusted leader within the school community to oversee the process.

Leader: The principal must select a leader who has strong credibility within the school community and is known as committed, dedicated and enthusiastic promoter of the school. In addition, the leader must have the people skills necessary not only to organize and direct the team, but also to motivate them and elicit their strong commitment and accountability. Together with the principal, the leader must be able to identify and recruit the entire Enrollment Management Team, finding the right mix of skills, talents, personalities and experiences.

Technical Advisor: A person with the expertise and willingness to provide advice on maintaining and updating databases of prospective students/families and spreadsheets that track enrollment data. This person should be detail-oriented and proficient in EXCEL.

Treasurer: An accountant or bookkeeper who can convert the Marketing Plan into a budget which he/she monitors.

Evangelizer: One who naturally makes the connection in the conversation between the "good news" about Catholic education and spreading the Kingdom of God. This person shares his or her passion and enthusiasm for the faith at every opportunity – a natural word-of-mouth promoter.

Public Relations/Marketing Expert: An individual with marketing, advertising or public relations experience who can effectively promote the school's special events and qualities to the internal school community and to external audiences.

Finance Expert: One who understands the relationship between tuition increases and attrition rates who can help with the school's total financial budget projections.

A Stellar Teacher: The educator every parent wishes his or her child had this year and every year.

Organizer: A highly reliable person willing to track the team's schedule, budget, and other important information, ensuring it is all done correctly.

*Source: Enrollment Management Workbook – A Step-by-Step Guide for Recruiting and Retaining Students. Office of Catholic Schools – Diocese of Arlington.

TRAINING PLAN

EMT Survey to determine optimum meetings times and suggested topics

Announcement to all school principals and EMT members (below)

JotForm Data indicates that Wednesday from 10am – 12pm is the most popular meeting time

MEETING DATES AND TOPICS

Wednesday, September 14, 10am – 12pm

Introductions and Enrollment Team Roles

Overview: the work of the enrollment committee

- Analyzing the school's enrollment data to identify areas of need and focus.
- Developing the school's planned calendar of school enrollment activities.
- Planning, managing, and staffing events for recruitment and retention.
- Increasing enrollment through effective communication to target markets and personally following up with families that show interest in enrolling.
- Training ambassadors in the community to positively represent the Catholic school.

Wednesday, November 9, 10am – 12pm

Committee focus: Marketing

After completing this section, the Enrollment Committee will:

- Understand leadership's vision for the future of the school.
- Know a school's current situation (including SOAR) and create an enrollment management plan with a specific target for growth.
- Appreciate reasons current parents enroll and why prospective parents should as well.
- Develop a comprehensive communication strategy to current and prospective families.

Tools and resources available for the Enrollment Lead:

- School Snapshot (additional copies available through the Office of Education)
- The school's most recent accreditation documents can also be a very helpful resource.
- Worksheets found in the Appendix:
 - Enrollment Target
 - SOAR Analysis
 - Audience Profiles
 - Communication Map
 - Value Proposition

Wednesday, January 11, 10am -12pm

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.

Wednesday, March 15, 10am – 12pm

Committee focus: Retention

Retention strategies the Enrollment Committee should consider include:

- Using Parent Ambassadors to enhance current family attention to re-registration
- Encouraging and incentivizing families to re-register before the end of school year
- Enlisting students and faculty in retention strategy, (e.g., classroom competitions to see who re-registers first or letters sent home to parents from teachers of the next grade)
- Sending a Letter of Intent home in advance of re-registration activities
- Maintaining a consistent communication with current families
- Kickoff of re-registration activities during Catholic Schools Week or at a State of School Address. Appreciative examination of CSW activities will be included.

To adequately address retention at a school, the Enrollment Committee should develop a retention program that:

- Projects a gracious attitude to current families and is consistent with the vision and value propositions of the school.
- Provides ongoing communication with current families about the value propositions and vision for the school.
- Gives parents multiple opportunities and reminders to re-register for the next year.
- Protects the welcoming and accessible environment the school provides.
- Keeps track on a yearly basis of the percentage of families that stay at the school.
- Employs methods to track the satisfaction of current parents.
- Anticipates potential objections of current families to re-registration.

ANNOUNCEMENT TO PRINCIPALS AND EMT'S

Dear Principals and Enrollment Management Teams,

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In order to support schools with these goals, the Office of Education will provide support and training for Enrollment Management Teams for the 2022-2023 School Year. Meetings will be held in-person at the Diocesan Center (7200 Stonehenge Dr., Raleigh NC) and will also be presented virtually at the following times:

Wednesday, September 14, 10am – 12pm: Topic – Enrollment Management Team Roles

Wednesday, November 9, 10am – 12pm: Topic - Marketing

Wednesday, January 11, 10am – 12pm: Topic – Recruiting

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

The Office of Education looks forward to this new opportunity to support our Catholic Schools. Please do not hesitate to contact us with any questions or suggestions.

In Christ,

Mrs. Anna L. Bragg

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