

REACHING OUT TO YOUR COMMUNITY



The Catholic School Advantage

- Latino & African American students in Catholic schools are more likely to graduate from high school
- Catholic schools tend to produce graduates who are more civically engaged, more tolerant for diverse views & more committed to service as adults

- ✓ Only 3% of Latinos send their children to Catholic schools.
 - ✓ There are 700,000+ empty seats in Catholic Schools across the country.
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**THERE IS A TREMENDOUS OPPORTUNITY
TO PROVIDE HIGH QUALITY EDUCATION TO
THE FAMILIES IN YOUR COMMUNITY.**

Obstacles and Opportunities

Obstacle

Catholic Schools across the country are disappearing

Opportunity

53% of schools in Chicago Archdiocese are stable or growing

Obstacle

Many low-income families cannot afford to send their children to Catholic schools

Opportunity

Fill the airplane

Obstacle

Catholic Schools in Latin America serve a very different clientele than those in the urban US

Opportunity

Latino parents desire Catholic Education

Obstacle

Latinos often do not feel a sense of ownership in Catholic schools

Opportunity

Create an environment that reflects the culture of your community

Obstacle

Principals do not have the time or resources to market their school effectively & energetically

Opportunity

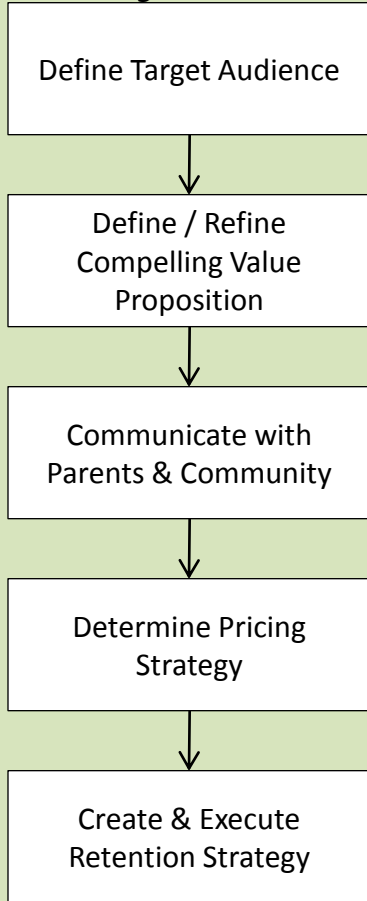
Enrollment Teams allow principals to delegate marketing and enrollment responsibilities to teachers and parents.

ENROLLMENT MANAGEMENT FRAMEWORK

Academic Product, Service Delivery, Environment, and Programs

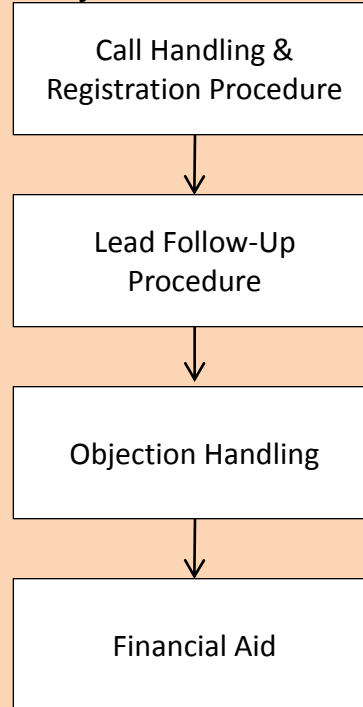
Marketing

i.e., Building interest in enrolling in the schools



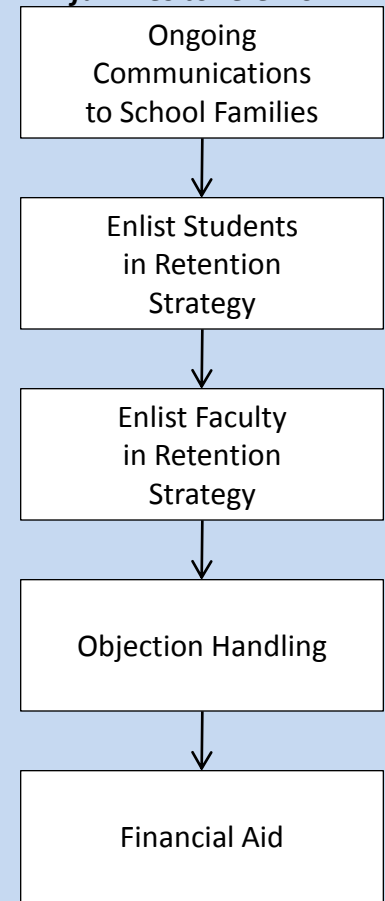
New Family Sales

i.e., Getting new families to enroll



Retention Sales

i.e., Getting existing families to re-enroll

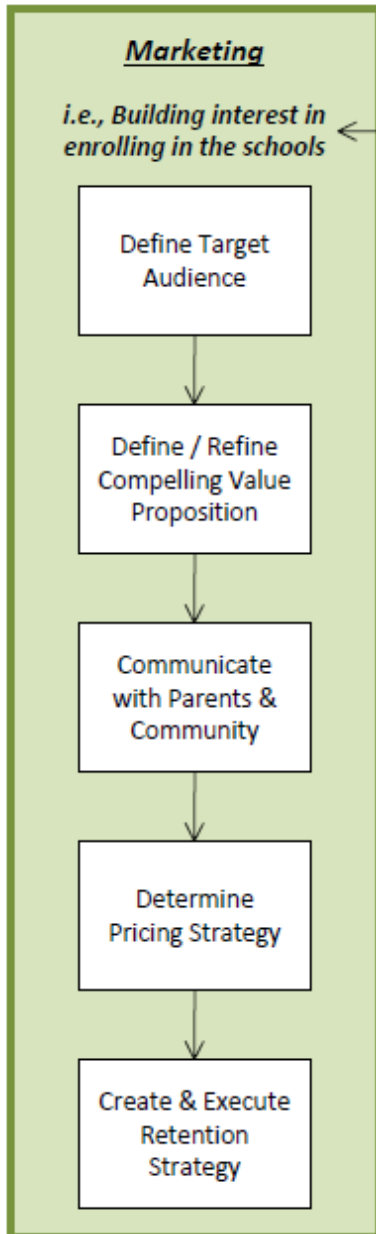


Assessment

i.e., How did our plans and activities work? Did we meet our goals?

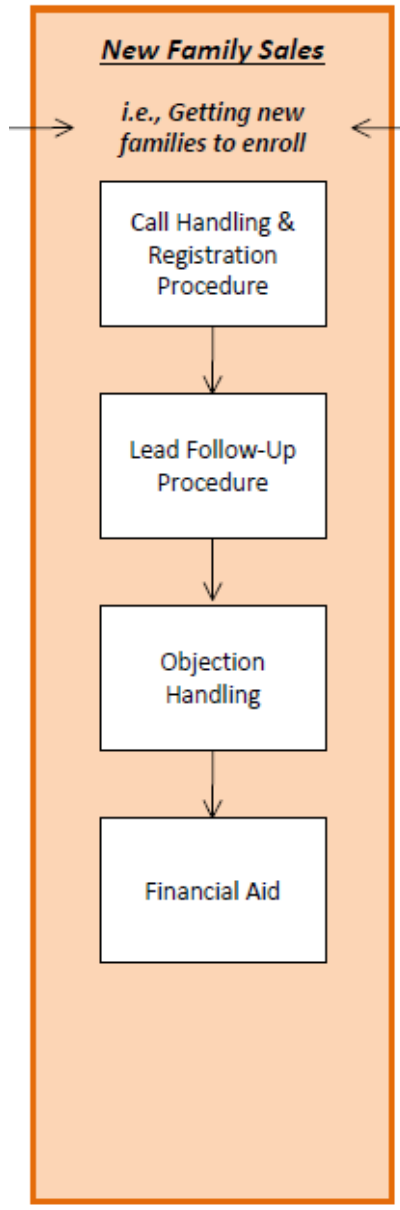
Marketing

Know Your Community



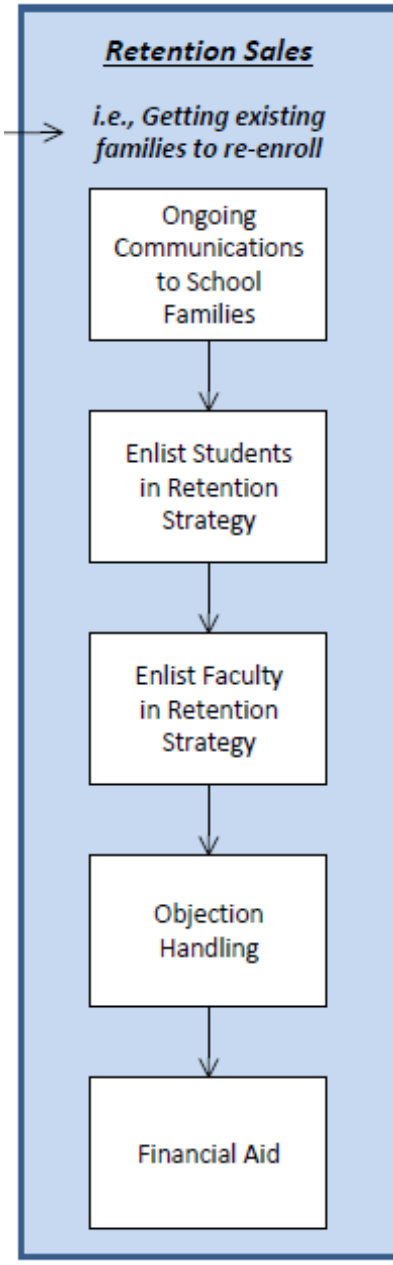
- **Message** reflects the needs of the community
- Brochures, postcards, etc. **translated**
- **Attract** families to the school
- Build the school as a **community center**
- **Communicating** your message through the church & RE
- **Financial Assistance** availability

New Family Sales



- Welcoming prospective families?
- Atmosphere of office & school?
- *Madrina* family connector program?
- Bilingual staff member in office?
- Registration process? Information required?
- Affordable tuition?

Retention



- *Pulse* of our families?
- Celebrating cultural & religious holidays?
- Communicating on a regular basis? ***Making families feel that their investment is “worth it”***
- Addressing financial needs?

Next Steps

School in General

- Implement targeted & personalized recruiting efforts
- Create a culturally responsive school environment
- Establish committees that encourage parental involvement and ownership
- Offer high quality child care before & after school
- Function as community centers
- Consider new tuition models
- Others?

Next Steps

School Advocates—YOU

- Start a parent network
- Plan family oriented events at school
- Call prospective families to answer their questions
- Write a testimonial letter to prospective families
- Organize an Enrollment Team at your school
- Attend AMEN workshops

We can help

OCS can be a resource to you as you look to implement recommendations.

- Enrollment Marketing Consultant
- Resource Portal:
 - <http://ocs.archchicago.org/>
- AMEN Meetings (October 13, December 8, February 16, April 13)
- ND website: Catholic School Advantage
 - <http://catholicschooladvantage.nd.edu/>