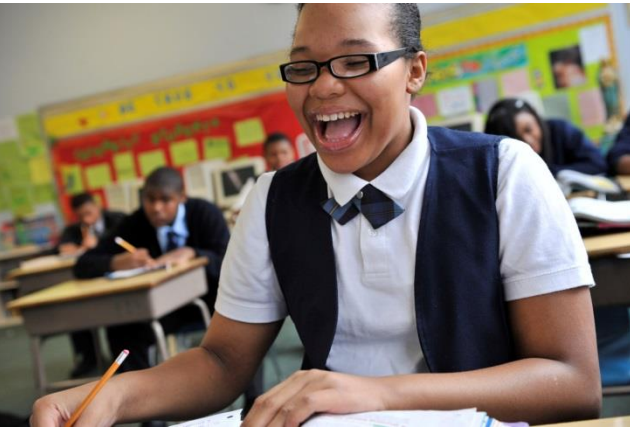


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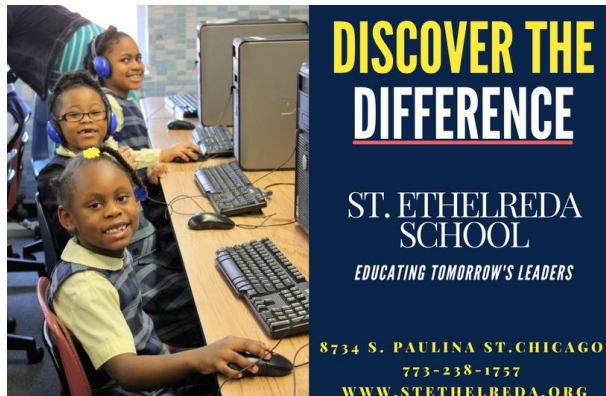
## Getting (and Keeping) Those Last-Minute Families

September 5, 2018

# Where Are these Kids?

## Students dissatisfied with public school

- Referral incentives
- Remind all parent (especially new) regularly
- Post parents with flyers at nearby corners
- Use language that makes them think



# Where Are these Kids?

## Religious Education Outreach

- Talk to the DRE, find out when you can visit classes or parents
- **Offer an Incentive**
  - *“St. Anonymous has created a special incentive exclusively for families in our Religious Education program. RE students who enroll in St. Anonymous School for the 2018-19 school year will receive a one-time \$500 tuition credit!”*
  - **Remind them that tuition is more affordable than they may think**
    - *“St. Anonymous school is committed to making Catholic education affordable for all families. Please contact the school office for information about our generous financial aid program.”*
- Host an RE Open House or Shadow Day on a non-CPS day
- Host a phone bank to reach out to all RE families



# Where Are these Kids?

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## Students who have left your school for non-financial reasons

- Inform them of the exciting changes you have made since they left
- Introduce them to new teachers and staff in a letter or email
- Particularly if you have a new pastor or principal, send a welcome letter stating their mission, why they came to your school, the things they love, and the things they hope to change

# Where Are these Kids?

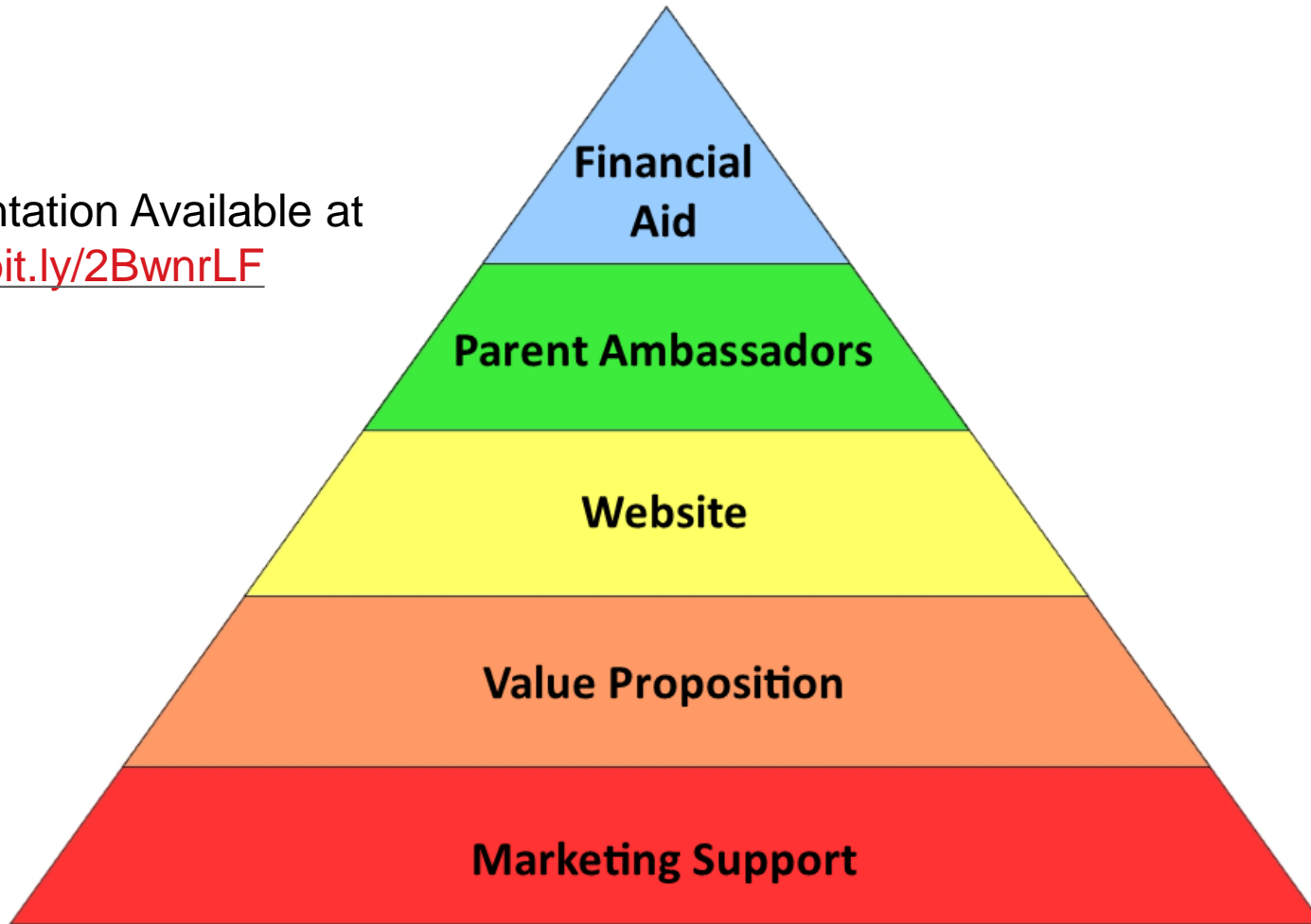
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## Students who have left your school for financial reasons

- Invite them back!
- Let them know that your new financial aid program is allowing you to make school more affordable for all families
- Remind them they always have a home at your school

*Kurt's* *School Marketing*  
~~Maslow's~~ Hierarchy of Needs

Presentation Available at  
<http://bit.ly/2BwnrLF>



# Five Fundamentals of Financial Aid

- **Financial Aid Committee**
- **Financial Aid Assessor**
- **Fill the Right Seats**
- **Variable Tuition Floor**
- **Making the Offer**

Memo: <https://bit.ly/2KqoXAn>

Presentation: <https://bit.ly/2KqoXAn>



# Registering New Students

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Keep a steady flow of interest in your school throughout the year by:

- Attending Community Events
- Conducting a Fall Open House
- Hosting Play Days / Play Groups / Parent-Tot Time
- Inviting Prospects to current school events
- Directing Prospects to Your Web Page
- Making Tours Available





# Community Events

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Be Present with Marketing Materials at:

- Mass & Parish Events
- Local Kid-Friendly Public Agencies & Businesses
- Local Farmer Markets / Festivals
- Sport Fundraisers – Car Wash / Pancake Breakfast

Invite a parent to attend or ask a group of parents to attend;  
bring the family and have fun

Obtain contact Information

- Giveaway/Raffle item/Newsletter



# Fall Open House

## Host an Open House

- Boost on social media
- Ask school families to share post
- Refer friends and Family that have an interest to attend
- Students or Parent Ambassadors give tours
- Flyers – Library/Alderman's office, banks, local business



# Play Days or Playgroups



## Play Classes for Toddlers



Parents and Kids together for Learning, Socialization,  
Play!  
Music and Fun!

**Bring your kids (ages 2-4)  
Free and enjoy a refreshment**

**Jump, run and make new friends in the gym  
May 24, 9:00 a.m. -10:30 a.m.**

**Explore the world of music with your children  
May 31, 2018 9:00 a.m. - 10:30 a.m**

We will sing, play with shakers, rhythm sticks and activities that will help your child work on coordination, balance, flexibility and develop fine and gross motor skills.

- Boost on Facebook or e-newsletter announcement
- Flyers to current families, CCD, parish bulletin, and community
- Request RSVP –Space is limited
- Post reminders prior to the event



# Online Presence

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## Online Searches

- Google yourself
- Review Sites (Yelp, Great Schools, etc.)

## **Web Page is geared toward prospective families:**

- Easy to navigate
- Includes Sign Up Form
- Information is up to date
- Admission Process is easy to follow/understand
- Design is Aesthetically Pleasing



# Online Presence

## Social media posts

- Should convey a sense of excitement for the upcoming school year
- Let your audience know you have space
- Include a Call to Action



A screenshot of a Facebook post from the Academy of St. Benedict the African. The post is sponsored and features a photo of two smiling children. The text of the post asks if the viewer's child is entering 2nd or 3rd grade and offers a special scholarship for new students. A 'LEARN MORE' button is visible at the bottom right of the post.

**Academy of St. Benedict the African** Sponsored · 🌐

Is your child entering 2nd or 3rd grade? Give them the chance of a lifetime with our special scholarship for NEW students in 2nd and 3rd grade.

**Special Scholarship** [LEARN MORE](#)



# Providing Tours

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Congratulations! Your prospective family accepted your invitation to tour the school. Make your tours effective by:

- Scheduling tours before lunch
- Giving notice to teachers (when possible) for the current and future grade
- Allow teacher and parent to discuss what is happening in the classroom at that moment
- Point out alumni accomplishments, high school/college acceptance
- Don't make a pitch; have a conversation
- Give them marketing materials to take home



# Retaining Families



# Retaining Families: Welcome Back

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When it comes to returning families be

- Welcoming and happy to see them!
- Enthusiastic about what this new school year has to offer!
- Appreciative of their support as a parent and as a volunteer!
- Passionate about their child's success as a student!





# Back to School Events

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## Ideas for Back to School Events

- Ice Cream Social
- Back to School Mass / Picnic
- Patriot Day
- Movie Nights
- Trunk or Treat
- Día de los Muertos and other Cultural Events

Enlist the help of your Parent School Association and Parent Ambassadors!

Collect their contact information / Direct them to website

# Retaining Families: Social Media

Invite New families to 'like' and follow the school on Social Media or view the teacher's blog to see what is happening at school

- Post DAILY what is happening in your school
  - **Monday:** Motivation Monday, Music Monday
  - **Tuesday:** Tuesday Tip, Trivia Tuesday, Tuesday Treat
  - **Wednesday:** Wacky Wednesday, Wednesday Wisdom
  - **Thursday:** Throwback Thursday, Thursday Thoughts, Thankful Thursday
  - **Friday:** Follow Friday, TGIF, Friday Fun
- Schedule Postings
- Post students, events, teacher meetings, sports, classroom activities, gym and electives etc.
- Your School is a vibrant place, share it!



# Retaining Families: **Social** Media



St. Joseph School :: Libertyville, IL

58 mins · 🌐

7th and 3rd grade buddies team building!



St. Symphorosa Catholic School

May 3 · 🌐

Our Kindergarten class is hard at work today at their lemonade stand! The money raised will go towards their class adopting an animal at the zoo!



# Other Retention Efforts

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New Families are paying attention and looking for cues from current families to validate their decision.

- Introduce them to veteran families with children in same grade or sport.
- Introduce them to parent volunteers who share a similar interest

## **New Family Orientation**

- Special time set aside for new families
- Provide (tentative calendar for the year)
- Discuss school's expectation of parents: fundraising, volunteer requirements, etc...)
- What Parents can expect from the school
- Ask for feedback



# Early Re-Enrollment is Key

## Retention

- Lock in as many returning families as possible
  - Think of parents as differentiated learners: What are the different ways we can reach them?
  - Use your all-call system, mass email service, and good old fashioned personal outreach to ensure families are registered
- If you offer a referral incentive, remind families of this as often as possible
- Provide families the materials they need to make referrals
- Remind current families of the TCS expectations which may lead to an increase in new student registration and as a result waiting list. It better for them to register now to avoid being added to the waiting list

*You, when everyone re-enrolls!*



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# Thank you!

