



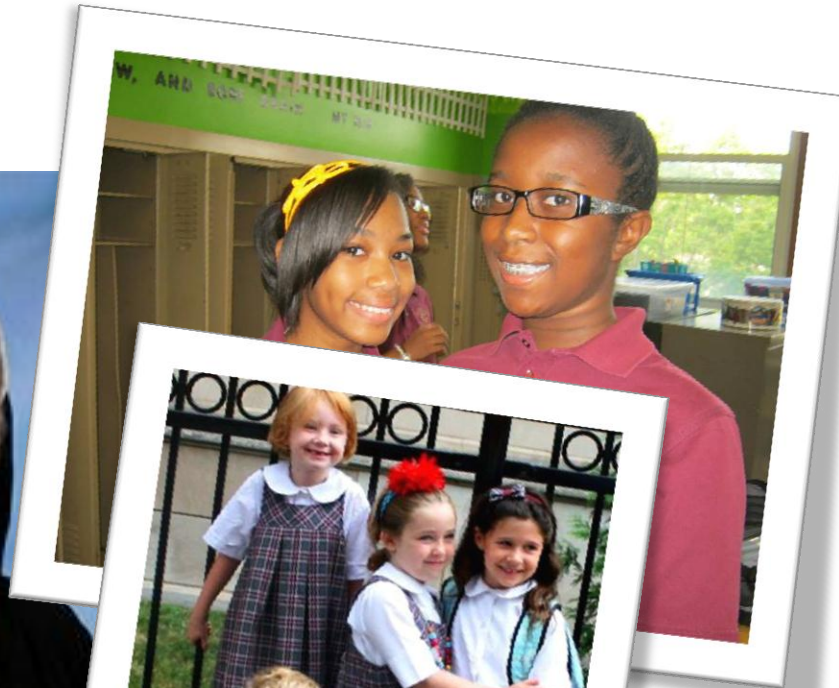
Archdiocesan Marketing Enrollment Network

Early Childhood Marketing

Webinars:

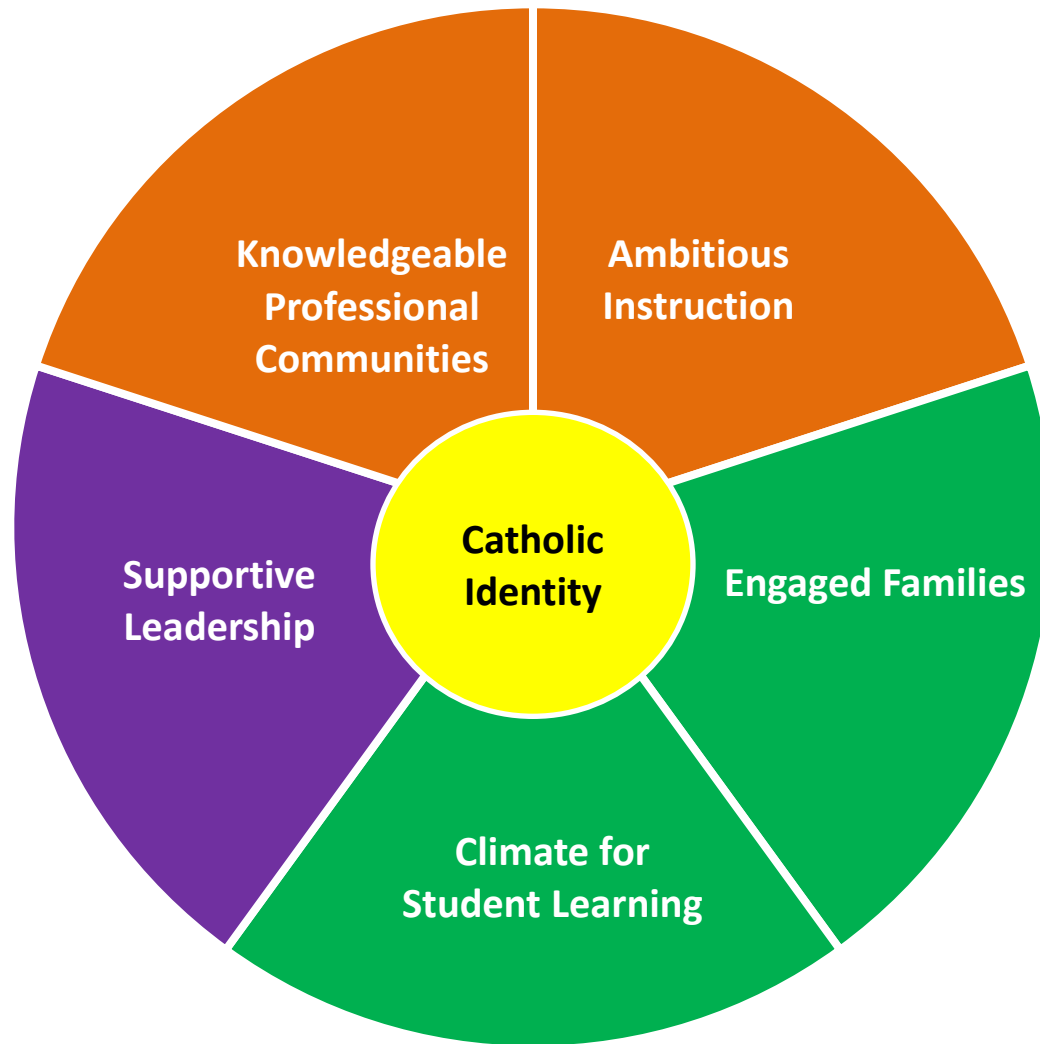
Month	Topic	Webinar Date
September	Welcoming New Families	September 24
October	Admissions Protocols	October 22
November	Value Prop, Branding and Deliverables	November 19
December	Innovative Open House, Admissions Events, Tours	December 17
January	Focus on Retention	January 21
February	Customer Service	February 25
March	Parent Ambassadors	March 25
April	Summer Planning	April 15
May	Early Childhood	May 19

MORE KIDS IN GREAT CATHOLIC SCHOOLS



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**HOLIC
HOOLS**
us, and achievement

Great Catholic Schools...



What is AMEN? Newsletter? Webinars? Etc.

- The Archdiocesan Marketing Enrollment Network (AMEN) exists to increase enrollment in Catholic schools by providing professional development
- Register here for newsletter:
 - <http://bit.ly/pastnewslettersOCS>

The Portal

- A collection of resources and best practices surrounding the enrollment management framework.
- <http://ocs.archchicago.org/SchoolVitality/MarketingEnrollment.aspx>

Enrollment Management Planning Framework: This framework details the key elements that your school's enrollment team needs to put in motion to effectively manage enrollment. The framework is broken out into three areas:

- *Marketing*
- *New Family Sales*
- *Retention Sales*

Each area is supported by a set of key questions, objectives, and resources for you and your team.

Enrollment Management Planning Template: Matching the enrollment management framework, your team should use this template to detail the actions and those responsible for getting tasks done.

Marketing

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

- **Objectives and Key Questions**
- Resources (see Marketing box below)

New Family Sales

i.e., Getting new families to enroll in the school

- **Objectives and Key Questions**
- Resources (see New Family Sales box below)

Retention Sales

i.e., Getting existing families to enroll in the school

- **Objectives and Key Questions**
- Resources (see Retention Sales box below)

Services for You from the Office of Catholic Schools Enrollment Marketing Team

The OCS Enrollment Marketing Team is happy to provide the following services to your school:

- **Value Proposition** presentation and assistance in crafting your value proposition
- **Parent Ambassador** training and support
- **Customer Service** training and support for your Faculty and Staff
- **Communication Strategy** development and support
- **Admissions protocols** and procedures
- **Retention** strategies and incentives
- **Satisfaction Survey** development, implementation, and analysis
- Development and ongoing support for your **Enrollment Management/Marketing Team**
- **One time consultations or presentations** on Enrollment Management topics

Idea of the Month

- *Graduation = Opportunity*

Early Childhood Marketing

- PreK and K are up 12%
- EC numbers have been consistently rising across the system
- Parents looking for affordable/excellent option for childcare- EC is entry level
- Retention is key

Early Childhood Marketing

- Know, Meet and Beat the Competition
- Generate Leads
- Engage Pre-K and K Families
- Maintain a High Level of Communication

Know the Competition

- Ask parents on your marketing team to call local early childhood centers - gather data regarding, hours, prices, programming, deliverables.
- Create analysis - What do these programs offer? How much do they charge? SWOT
- Honestly assess how your early childhood program compares with the competition- identify areas of strengths and weaknesses.

Meet the Competition

- Get to know leader of early childhood centers in your area and invite him/her to tour your school or attend some of your ongoing events.
- Be clear that you are not trying to “steal” their current families.
- Create partnership- How can you help them?

Stand out from the Competition

- Develop your own unique Value Proposition specifically about your EC programs
- Can you and your staff speak to what makes your EC program special?
- Put it in writing and consider creating brochure specifically for EC.

Generate Leads

- Ask your parish office to share names and addresses of those who have been baptized in the past 5 years and new ones; Create a database with contact info.
- Send a birthday card each year to children who have been baptized in your parish
- Find your neighborhood parent organizations to partner for events- i.e. NPN (Neighborhood Parent Network)

Generate Leads

- Playgroups are a great way for a family to get to know your school- be sure to have EC teachers visit the group and meet the parents and kids.
- Once families are enrolled in the playgroup, they will have the chance to learn more about your school and hopefully enroll in your Pre-K or K program.
- Open House specifically aimed at Pre-K/K parents or invite to age-appropriate events, i.e. speaker on discipline
- Event happening in your community that you can sponsor or partner? If not, host your own.

Engage Pre-K and K Families

- ❑ Make parents feel welcome and appreciated from start of school year.
- ❑ Invite parents to join committees, team, Parent Ambassadors; be careful to invite, not overwhelm.
- ❑ The more engaged the parent, more likely they are to stay – make them feel welcomed, like they are a part of your school’s “family”.

Engage Pre-K and K Families

- Personally invite parents to events and activities.
- Buddy system with “veteran” parents and new Pre-K parents.
- Social activities for parents to get to know one another.

Maintain a High Level of Communication

- Weekly newsletters have a role, but do we want to rely on parents reading them for all communication?
- Email photos of first day before first day ends so they see the kids they left weeping 2 hours ago having a great time. Weekly photos taken in the classroom; ask parents to share photos with friends and family.
- Utilize social media where appropriate in communicating.

Maintain a High Level of Communication

- At least once – if not more – someone should have a personal interaction with parents outside of just a scheduled parent/teacher conference.
- Periodic calls or notes from teachers (1-4 per year) about a specific student's accomplishment; usually they just hear from us when there's a problem.
- Periodic Open Houses for current families or activities that include parents.

Retention- the Next Step...

- Are you aware of your current early childhood retention levels? If so what are they? Are they improving? Declining?
- What are the top reasons families leave after Pre-K /K? Is there anything we can do to combat this?
- What are some of the ways that your Pre-K/K program goes above and beyond to provide an outstanding customer service experience for your parents?

Retention- the Next Step...

- How does your school engage parents of Pre –K/K students?
- How are you communicating across grade levels? For example, do parents of younger children know what's happening in the Junior High?
- What are some ideas to improve communications within the school?
- What are some examples of what is working at your school when it comes to EC retention?

It's already May-What now?

- Right now- SWOT analysis and EC- VP
- Plan summer activities that will appeal to families
- Create cadre of “EC parents” to help promote in the summer- they will be attending many BBQ’s and birthday parties this summer
- Start preparing for next year

Fifteen Signs of an Excellent Early Childhood Program

Finding the right early childhood program can be confusing and overwhelming. Creating a wish list of what you hope your child will learn is a great place to start. Do you want your child to: Cooperate with others? Learn to share? Improve physical skills? Gain confidence? Become a great reader? Solve math problems? Be creative? Learn about God's love? Enjoy school? Develop good habits?

When you start thinking about what you envision for your child, it can make the process easier. This checklist aims to help you make the best choice for your family.

Here are 15 signs that indicate an excellent early childhood program:

- Teachers are state certified with bachelor's degrees; they are warm, friendly and participate in ongoing training.
- The classroom environment is inviting, colorful, and clean.
- The student to teacher ratio allows for individual attention when needed.
- Open communication exists between teacher and parents and the principal and teacher are available via phone, email, and in-person meetings.
- The classroom is set up for a wide range of activities that support learning.
- The daily schedule allows for activity, learning, play and quiet time.
- The early childhood program is part of an established setting for learning; not just an "add-on."
- Children have access to enrichment programs such as computer, music, gym, art.
- The building and the classroom are safe and secure; a system is in place for supervision at all times.
- The community is family oriented and encourages parents to be involved.
- Students are welcomed into a community of faith and children begin learning about character building and caring for others.
- The program's curriculum is aligned with Illinois' Early Learning Standards.
- There is a seamless plan in place for transition into Kindergarten and first grade.
- The early childhood program has undergone an evaluation process and is recognized by the Illinois State Board of Education.
- The program is flexible enough to meet your families' scheduling and financial needs.

Questions?

THANK YOU!

Survey

