

ARCHDIOCESE OF CHICAGO



AMEN Webinar Series 2017-2018

Presented by the OCS Enrollment Management Team

All times are in Central Standard or Central Daylight Time

Participation in AMEN webinars and workshops is required for schools participating in the Parish Improvement Plan (PIP) or Turnaround (TA) processes. Please ensure that a representative from the school – marketer, teacher, principal, volunteer, parent, etc. – either attends each webinar or workshop or downloads the recording and/or materials following each presentation.

Title	Focus areas	Primary Audience	Date
Developing a Plan for Retention and Recruitment (Intermediate)	Creating a plan to ensure that incumbent families return year after year. Also working to empower those families to refer new students to the school.	Marketing Director, Principals	Wednesday, September 13, 2017 12:00pm to 1:00pm
On-Site Workshop Parents and Volunteers (Intermediate)	Please note that this is an <u>afternoon</u> workshop. This workshop will focus on best practices for working with volunteers, particularly Parent Ambassadors. We will also discuss parent surveys, testimonials, and exit interviews. Only one representative per school, please.	Marketing Director, Principals, Parent Volunteers	Wednesday, October 11, 2017 12:00pm to 4:00pm Quigley Center
Catholic Education Value Proposition (Introductory)	What is Catholic education today? Why should a parent choose Catholic education for their student? And why choose your school in particular? This webinar will talk about our broader value proposition and your school's unique value to families.	Marketing Director	Wednesday, November 15, 2017 12:00pm to 1:00pm

ARCHDIOCESE OF CHICAGO



AMEN Webinar Series 2017-2018

Presented by the OCS Enrollment Management Team

Title	Focus areas	Primary Audience	Date
Preparing for Catholic Schools Week and Retention Events (Introductory)	Ideally, you school will begin enrollment season during Catholic Schools Week. This is a great time to show off the best that your school has to offer and to remind families why faith-based education is the right choice. We will discuss retention events and how to launch your marketing campaign for 2018-19.	Marketing Director, Principals, Board Members	Wednesday, December 13, 2017 12:00pm to 1:00pm
Collateral Materials: Logos, Brochures, Newsletters, and More (Intermediate)	This webinar will help you to create a consistent visual identity as you prepare materials to share with prospective and current families.	Marketing Director, Principals, Board Members, Business Managers	Wednesday, January 17, 2018 12:00pm to 1:00pm
On-Site Workshop Online Marketing (Advanced)	Please note that this is a morning workshop. This webinar will walk you through the key pieces of a quality website, dip your toes into Search Engine Optimization (SEO) and provide some resources for going forward. Include building, updating, and maintaining a website, Facebook, Yelp, and other unpaid and paid marketing, and social media strategy. Only one representative per school, please.	Board Members, Marketing Director, Principals, Technology Director	Wednesday, February 14, 2018 9:00am to 1:00pm Quigley Center

ARCHDIOCESE OF CHICAGO



AMEN Webinar Series 2017-2018

Presented by the OCS Enrollment Management Team

Title	Focus areas	Primary Audience	Date
Public Relations and Crisis Communications (Advanced)	When an incident occurs at a school, your response may be the difference between keeping and losing a number of families. Even simple events such as a principal or teacher leaving the school can cause great concern. This webinar will help you prepare to communicate effectively during those difficult moments.	Marketing Director, Principals	Wednesday, March 14, 2018 12:00pm to 1:00pm
Early Childhood Marketing (Introductory)	Early Childhood enrollment presents the best opportunity to recruit new students. After Pre-K and K is also the point when many families transfer. This webinar focuses on best practices around Both recruiting and retaining early childhood families.	Marketing Director, Preschool Teachers	Wednesday, April 11, 2018 12:00pm to 1:00pm
Summer Marketing Strategies (Intermediate)	The summer can be deceptively long for a marketer. It is crucial that you have a plan in place so that you have solid strategies throughout the summer and do not find yourself scrambling in the last few weeks before school starts.	Marketing Director, Principals	Wednesday, May 16, 2018 12:00pm to 1:00pm