

# ARCHDIOCESE OF CHICAGO



## AMEN Webinar Series 2018-2019

### 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
<p><b>It's Not Too Late: Getting and Keeping those Last-Minute Families</b></p> <p>(Intermediate)</p> <p><a href="#">Click Here to Register</a></p>	<p>This webinar focuses on targeting students who have not yet re-enrolled and students who are not happy at their public school. We will also talk about creating a plan to ensure that incumbent families return year after year and working to empower those families to refer new students to the school.</p>	<p>Marketing Directors, Principals</p>	<p>Wednesday, September 5, 2018</p> <p>12:00pm to 1:00pm</p>
<p><b>On-Site Workshop</b></p> <p><b>The Rising Tide: Networking to Develop Your Skills</b></p> <p>(Introductory to Advanced)</p> <p><a href="#">Click Here to Register</a></p>	<p><b>Please note that this is a half-day workshop.</b></p> <p><b>The workshop you have been waiting for!</b> Marketers from across the Archdiocese will gather to share ideas. We will workshop your strategies to turn your good ideas into great ones! We will also share Top Tips for school marketing.</p> <p><b>Only one representative per school, please.</b></p>	<p>Marketing Directors, Principals, Parent Volunteers, Board Members</p>	<p><b>Wednesday, October 10, 2018</b></p> <p><b>8:30am to 1:00pm</b></p> <p><b>Quigley Center</b></p>
<p><b>Enrollment Season Starts Now: Preparing for Catholic Schools Week and Opening Enrollment</b></p> <p>(Introductory)</p> <p><a href="#">Click Here to Register</a></p>	<p>In November, your school should be preparing for enrollment season by planning for Catholic Schools Week, setting tuition, and ensuring all enrollment forms have been updated. We will talk about all of this and the new PowerSchool feature that allows all incumbent families to re-enroll online!</p>	<p>Marketing Directors, Principals</p>	<p>Wednesday, November 14, 2018</p> <p>12:00pm to 1:00pm</p>

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<p><b>Financial Aid: What is the Marketer's Role?</b> (Intermediate) <a href="#">Click Here to Register</a></p>	<p>In this webinar, will discuss the OCS Fundamentals of Financial Aid. We will also talk about the active role the marketer should take both in advocating for effective tuition discounting and in negotiating tuition with prospective families.</p>	<p>Marketing Directors, Principals, Business Managers</p>	<p>Wednesday, December 12, 2018 12:00pm to 1:00pm</p>
<p><b>Always Be Converting: How to Give a Tour that Will Convert Every Prospect</b> (Introductory) <a href="#">Click Here to Register</a></p>	<p>If a family walks into your school for a tour, they should be signing up before they leave. We will discuss how to give a tour and provide effective follow-up that will help ensure that prospective families enroll in your school.</p>	<p>Marketing Directors, Principals, Parent Volunteers, Office and Admissions Staff</p>	<p>Wednesday, January 16, 2019 12:00pm to 1:00pm</p>
<p><b>On-Site Workshop</b> <b>Getting to Know Yourself: Defining Your School's Brand and Sharing it with the World</b> (Advanced) <a href="#">Click Here to Register</a></p>	<p><b>Please note that this is a half-day workshop.</b>  This workshop will walk you through the process of creating a brand for your school that is modern, engaging, and consistent. We will also discuss the value proposition of Catholic education and how you can speak to that value in your own school.  Following that, we will discuss best practices in creating websites, brochures, and other collateral materials that will help spread your brand.  <b>Only one representative per school, please.</b></p>	<p>Marketing Directors, Principals, Board Members</p>	<p><b>Wednesday, February 6, 2019</b> <b>8:30am to 1:00pm</b> <b>Quigley Center</b></p>

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<b>Customer Service: Engaging Faculty and Staff in the School's Marketing Plan</b>  (Advanced)  <a href="#">Click Here to Register</a>	Your students are your customers, which means that your teachers are the key influencers that determine whether or not families will stay at your school. This webinar will cover how to engage faculty and staff in providing great customer service simply by doing the wonderful things they already do, but in a more intentional way.	Marketing Directors, Principals	Wednesday, March 13, 2019  12:00pm to 1:00pm
<b>Millennial Parents: How a New Generation Thinks Differently about Catholic Schools</b>  (Intermediate)  <a href="#">Click Here to Register</a>	We will share key data from a recent nationwide survey of parents on their feelings about Catholic Education and provide strategies for engaging both new and incumbent Millennial parents.	Marketing Directors, Principals	Wednesday, April 10, 2019  12:00pm to 1:00pm
<b>Summer Marketing Strategies</b>  (Introductory)  <a href="#">Click Here to Register</a>	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 Directors, Principals	Wednesday, May 15, 2019  12:00pm to 1:00pm