IF WE CAN'T RE-ENROLL EXISTING FAMILIES AT A HIGH RATE, WHY WOULD NEW FAMILIES ENROLL AT ALL?

Retention Sales

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

"Was our experience good enough to re-enroll my child?"

Ongoing Communications to School Families

- Families need to hear multiple times about all the good things going on
- Every communication is a chance to reinforce the value of Catholic education and your school

Enlist Students in Retention Strategy

- Families respond to what their children want
- Students can have a very important role in parents' decisions to return or not
- Vibrant schools have students excited to return each day

Enlist Faculty in Retention Strategy

- Faculty also plays an important role – in general and with regard to retention at specific grades
- School leadership needs to enlist staff in the retention effort to both act as early warning systems and to take specific actions

Objection Handling

- Similar to objection handling for new families, with two important differences
- Some objections may be family-specific based on the specific experience of that family
- Some objections may require a degree of specificity and frankness appropriate as family knows the "dirt"
- Requires leadership to know family situations

Financial Aid

- Similar to financial aid for new families
- Knowledge of family situations gives schools an opportunity to be proactive … being proactive can significantly and positively impact the relationship