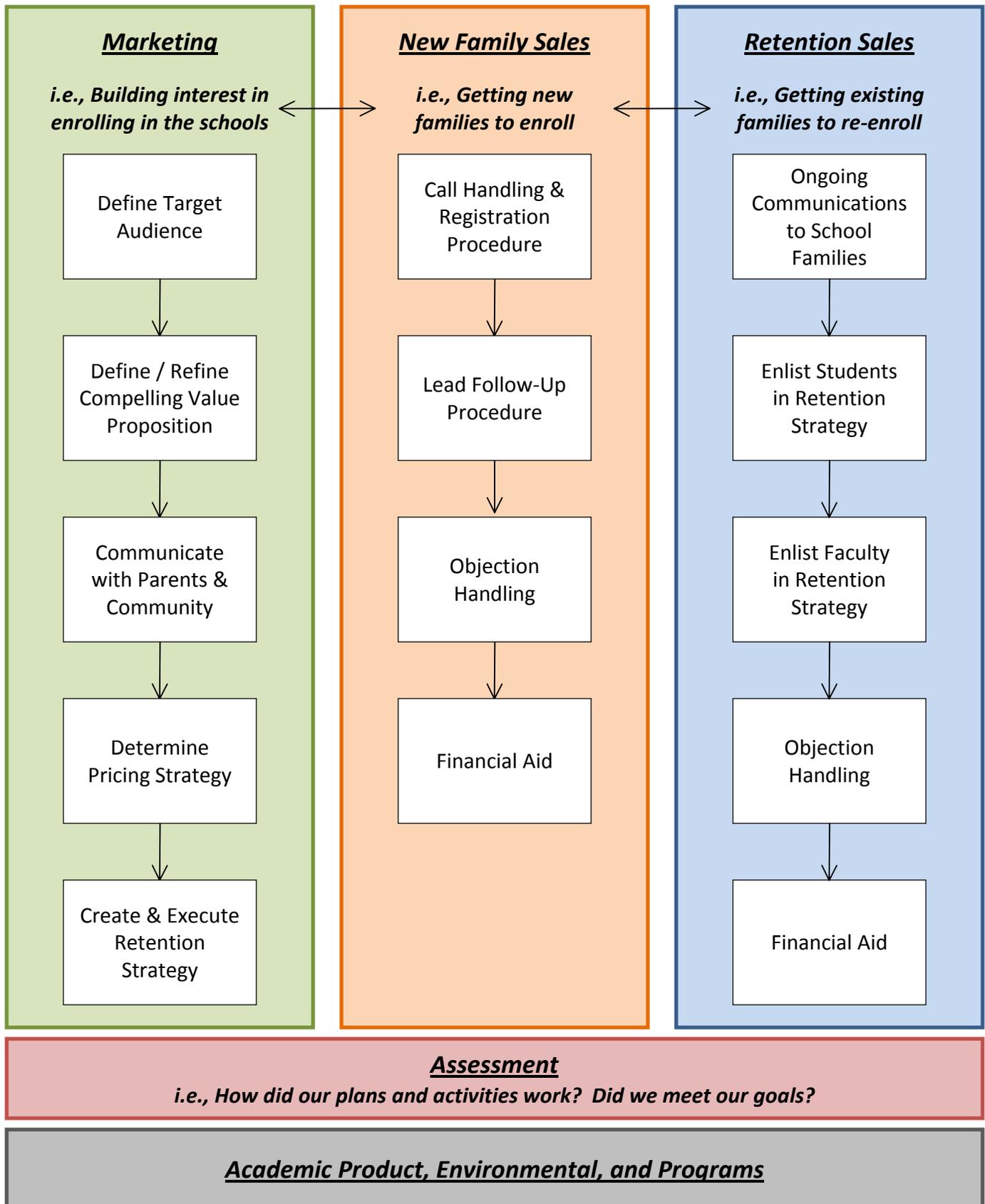
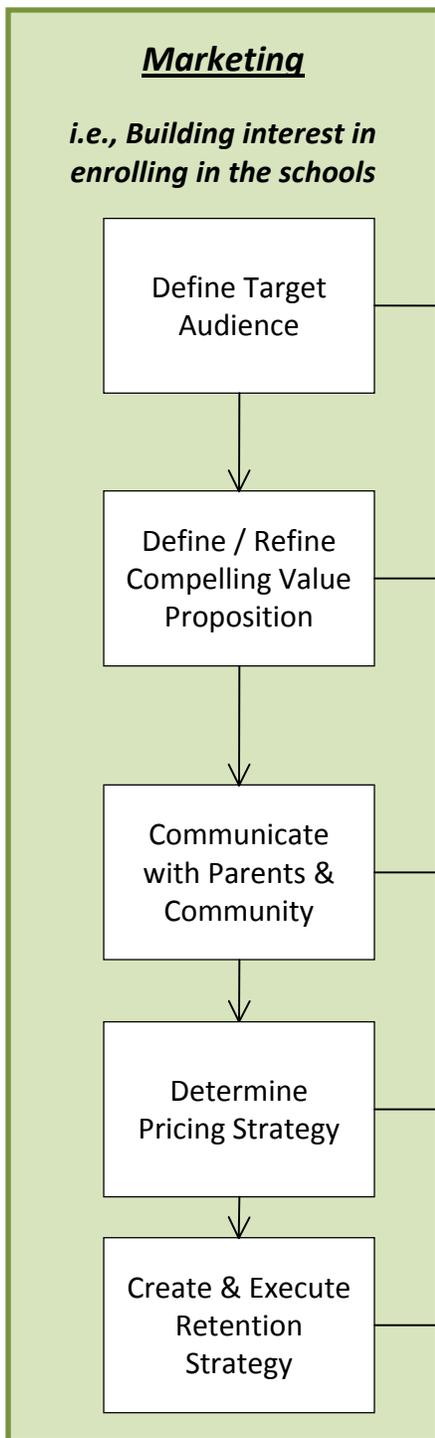


# ENROLLMENT MANAGEMENT FRAMEWORK



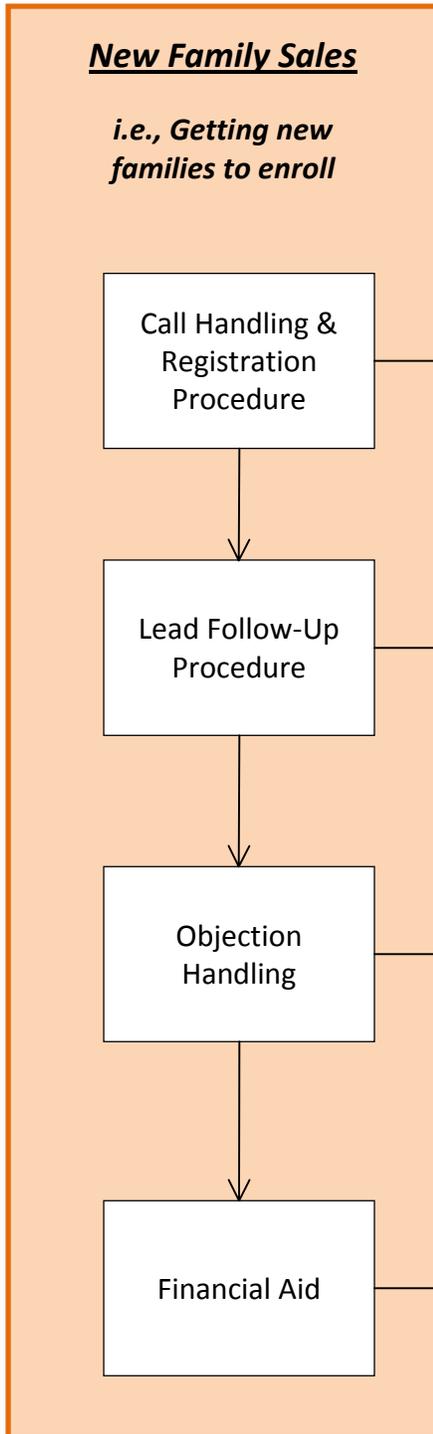
# “CATHOLIC AND SAFE” ISN’T ENOUGH ANY MORE; MAY NEED TO MARKET BEYOND JUST THE PARISH



***“Why should I spend my (precious) money to send my precious child to your school?”***

- Who are we trying to attract? What do they want?
  - How do we target our RE/CCD families?
  - Is our Parish enough? Other Parishes without schools?
  - What about non-Catholics?
  - What’s our admission policy?
- 
- Why would our target market choose to enroll?
  - What differentiates our school, what are our proof points?
  - What’s our pricing strategy?
  - How do we most effectively make our case (text, images, video, pulpit, etc.)? Who is most effective?
  - What’s actual today and what’s aspirational?
  - What do our best advocates say? Our worst critics?
- 
- How can we most effectively reach our targets? When?
  - How does our web site play into the strategy?
  - What other marketing deliverables do we need?
  - What role do teachers, parents, etc. play?
  - How can we get everyone to stay on message with our value proposition?
- 
- What is our target market’s ability to pay?
  - What is the willingness to pay for our product?
  - How do we handle tuition assistance?
  - How do we incent new families and retention?
- 
- In reality this requires many of the same actions as described above, but directed at existing parents
  - Need to continually reinforce why they made the right decision and are receiving value
  - Teachers play a big role in retention

# FAMILIES ARE CUSTOMERS – WE NEED TO TREAT THEM THAT WAY



***“Will I enroll my child?”***

***We spend so much energy on marketing; can we really count on making a one-call close?***

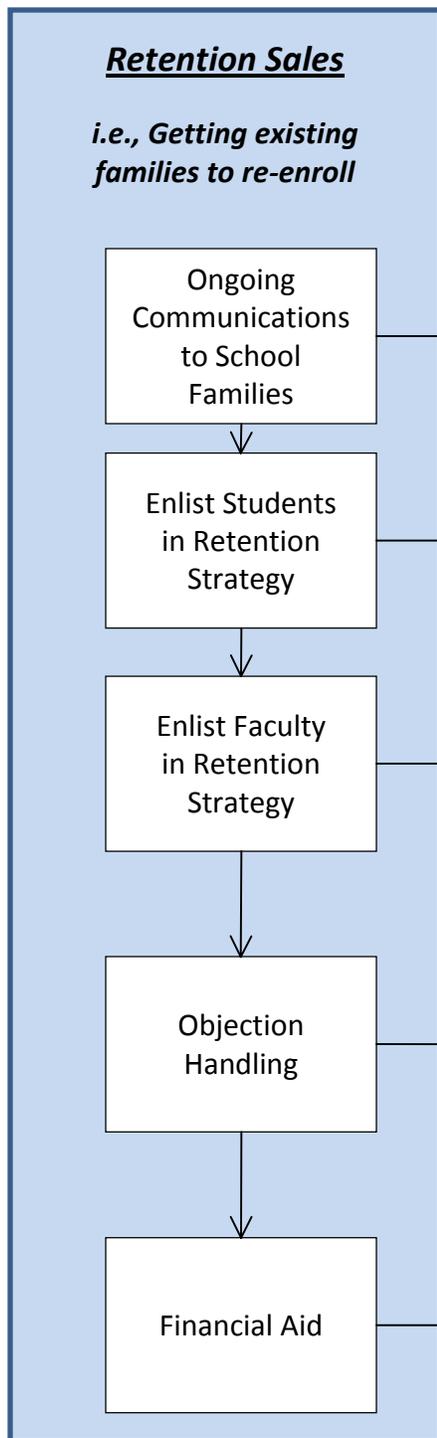
- Collect prospective family information
- Ensure that we stay on message with value proposition
- Ensure that we have a call to action (e.g., visit)
- Ensure that family has clear and supportive way to progress through registration process

- Families need to hear multiple times that they are wanted – from multiple people – Principal, teacher, other family member, potentially another student
- Follow-up communications need to be purposeful – 1<sup>st</sup> call says X, 2<sup>nd</sup> call says Y, etc.
- Ideally, follow up occurs within 1 day
- Every inquiry is a relationship building opportunity, not just a phone call

- What objections do we expect to receive and how should we handle them?
- Ensure that communicators have a good answer that’s consistent with the value proposition
- How do we answer the tuition question in such a way as to get to the next conversation?

- Follows from our tuition strategy
- We need an objective, confidential process
- We need to communicate to families that we will work with them – the alternative is that they assume that we’re unaffordable
- Every family should be treated individually, based on their individual circumstances

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



***“Was our experience good enough to re-enroll my child?”***

- 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
- 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
- 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
- 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
- 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

# AS WITH ANY OTHER KEY PRIORITY, WE MUST ASSESS THE IMPACT OF OUR ACTIONS & IMPROVE OVER TIME

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