Enrollment Management

Bootcamp RECAP: *Getting Ready for Another Year*
One Goal…

MORE KIDS IN GREAT CATHOLIC SCHOOLS
Defining…**Great** Catholic Schools

> Where **GREAT** exists, stage is set for successful enrollment marketing…
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
The Portal

**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)
AMEN
Archdiocesan Marketing Enrollment Network
Sharing what works from outside experts and internal success stories

- Early Childhood Marketing
- Parent Ambassadors (Word of Mouth)
- Celebrating Pastors: Enhancing Parish Support
- Enrollment and Revenue Growth (Tuition Tracker)
- Value Propositions
- Proving Catholic School Success
- Website/Social Media
- Customer Service
Monthly Enrollment Marketing Calendar and Newsletter

• Keeping you up to date on:

• Current topics

• Helpful hints

• Spotlight on success stories

• Reminders

# AMEN Monthly Webinars

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Webinar Date</th>
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<tbody>
<tr>
<td>August</td>
<td>Bootcamp Recap</td>
<td>August 19</td>
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<tr>
<td>September</td>
<td>Setting a Calendar</td>
<td>September 16</td>
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<tr>
<td>October</td>
<td><strong>AMEN Workshop at Quigley</strong> October 8</td>
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<tr>
<td>November</td>
<td>Early Childhood Value Prop</td>
<td>November 18</td>
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<td>December</td>
<td>Online Customer Service/Start Prepping CSW</td>
<td>December 16</td>
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<td>January</td>
<td><strong>AMEN Workshop at Quigley</strong>- January 14</td>
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<tr>
<td>February</td>
<td>Retention</td>
<td>February 17</td>
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<td>March</td>
<td>Parent Ambassadors</td>
<td>March 17</td>
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<tr>
<td>April</td>
<td>Social Media</td>
<td>April 21</td>
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<tr>
<td>May</td>
<td>Websites and Summer Strategies</td>
<td>May 19</td>
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All webinars are from 12:00- 1:00 CST
Enrollment Management **Framework**

> Framework provides insights on the marketing standards and how they apply to both new/prospective families as well as to current families.

> FAST form includes an Enrollment Marketing rubric to help a school gauge its efforts toward best practices.
## Diagnostic

### General Framework for Marketing

<table>
<thead>
<tr>
<th>School Name</th>
<th>Marketing Score</th>
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### Value Proposition Best Practice

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<th>Action Item</th>
<th>Low</th>
<th>Medium</th>
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### Strategic Communications & Branding Best Practice

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<th>Action Item</th>
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### School logo and visual branding exist

- School has no logo or distinctive visual identity
- School has a logo but poor or marginal brand/visual identity
- School logo is strong, attractive and easily recognized brand identity/logo

### Strategic and branded communications are in place using appropriate channels

- School inconsistently presents its brand identity. The overall brand awareness of a school's value proposition is relatively low to the general community.
- School has brand image that is somewhat consistently used in all communications. School is promoting itself moderately but not strategically. School has some visibility within the community.
- School branding is strong, consistent and strategically presented in multiple channels, within the school itself and throughout the community.

### Current Admissions Viewbooks/Informational materials

- School has successful natural materials or use design for design that is neither polished nor attractive.
- School marketing materials are attractive and well designed, highly produced with compelling copy and strong evidence of excellence.

### School has branded school correspondence material (letterhead, envelopes, cards, etc.)

- School uses generic, overused or unprofessional quality letterhead and does not have a full suite of correspondence.
- School has its own letterhead but is seldom used and often copied but does not have an entire suite of materials.
- School's materials are consistently updated, aesthetically average, but contains necessary copy and materials forms, calendar, etc.

### Actively managed and current website

- School's website is not current, attractive, inviting and is difficult to navigate.
- School's website is inconsistently updated, aesthetically average, but contains necessary copy and materials forms, calendar, etc.
- School's website is designed, easy to navigate, provides a customer service level of engagement and compelling evidence to all stakeholders (quality photos,)

<table>
<thead>
<tr>
<th>PowerSchool is in place and integrated for maintaining active database for Enrollment Management</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
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<tbody>
<tr>
<td>School does not have PowerSchool</td>
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<td>School has PowerSchool but uses it for limited office</td>
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<tr>
<td>School uses PowerSchool as valuable tool for customer service and communication</td>
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Marketing
Manage the **Brand!**

> You might say that a “brand” is an institution’s image -- it’s how you are known and identified.
> A school’s brand personality is shaped by the **perceptions** of the audience.
> It’s how a teacher works with his/her students, it’s how a parent is welcomed for an admissions visit, it’s how a student is coached or how a family is thanked for their generosity. . . everything a school does reflects on **the brand**.
> Your brand is best summarized in your school’s value proposition.
What is your **Value Proposition?**

> **This is your starting place:** What are the distinguishing aspects, programs or dynamics that set your school apart -- that give you your unique identity and “reason for being”? Catholic and safe are no longer sufficient.

> The value proposition articulates why your school is worthy of a family’s investment -- it justifies your school’s presence and cost.

> Your value proposition should be stated in terms that are relevant to your target audience (typically a parent -- and most often a mom). Avoid “academic” lingo without giving proper context.

> Your value proposition is your **story**! Tell it!
Brand Identity Touch Points

- **Parents**
  - Engagement
  - Communication
  - Ambassadors

- **Prospects**
  - Tours
  - Phone calls
  - Follow-up

- **Bricks/Mortar**
  - Parking/Signage
  - Curb Appeal
  - Interiors

- **Web Presence**
  - Website
  - Social Media
  - Rating Sites

- **Catholic Id.**
  - Parishioners
  - Pastor
  - Service

- **Faculty/Staff**
  - Leadership
  - Customer Service
  - Communications

- **Students**
  - Achievements
  - Behavior/Culture
  - Student Life
  - Athletics/Extras

- **Promotion**
  - Events
  - Materials
  - Advertising
Visual Identity?

> The visual aspects that form part of the overall brand

> The identity or ‘image’ of an institution is made up of many visual devices
Once you understand your unique value proposition, you need to give it a visual identity... consistently!

St. Christina School

> Faith
> Academics
> Community
> Spirit
Brand … Identity … Logo
Dear St. Christina Families,

We are thrilled to announce that our new brand identity has been introduced as a part of our ongoing effort to reinforce our school’s mission and values. The new visual identity represents our commitment to educate and inspire our students to be Christ-like in all aspects of their lives.

The new logo, designed by a local graphic artist, features a shield with the words “St. Christina” and “Chicago” inscribed on it. The shield symbolizes our Catholic identity and our commitment to educating our students in the values of faith and virtue.

We are excited to introduce our new school colors and uniforms, which will be worn by all students. The new colors are red and gold, representing the spirit and energy of our school community.

We will begin using the new logo on all school-related materials, including our website and social media platforms. We encourage all families to join us in celebrating this exciting new chapter in the history of St. Christina.

Sincerely,

Vera Solomon
Principal
St. Christina School
Brand ... Identity ... Logo
Brand … Identity … Logo
Brand **Identity** - Postcard concept

Families PK-8 find a school that goes far beyond academics

**SAINT LEONARD CATHOLIC SCHOOL**
Brand **Identity** - Postcard concept

A long tradition of offering excellence in academics in a caring community

Saint Leonard School is founded in the teachings of the Catholic faith, but also with a tradition of welcoming students of all faiths.

- Above average standardized test scores with acceptance into the best area high schools
- Small class sizes benefit both students needing extra assistance or more challenges
- Computer lab, interactive learning white boards
- Half day and full day preschool available for 3 and 4 year olds
- Extended school services available 7:00 a.m. to 6 p.m.
- Service opportunities throughout the year allow families the chance to give back

**SAINT LEONARD CATHOLIC SCHOOL**
3322 Clarence Ave, Berwyn, IL 60402

Call 708-749-3666 today to schedule a tour and get a list of our Open House dates

Visit us online at: [stleonardschool.org](http://stleonardschool.org)

TUITION ASSISTANCE AVAILABLE
What is the goal of marketing?

> Reach key audiences with your value proposition through a consistent brand identity that is meaningful to your target audience:
  - Prospective parents
  - Current parents
  - Alumni & friends

> Match the right and relevant message with the right audience
New Family Sales
Admissions

What do we mean by admissions?
Don’t families just “register?”
Admissions Step 1- Call Handling/Visits

*Person in office is FACE/ VOICE of your school.*
*Who answers your phone?*

- 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 application process
Admissions Step 2: Follow Up Procedures

What does this follow up procedure look like? Ideas?

• 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 ie: 1st call says X, 2nd call says Y, etc.

• Ideally, follow up occurs within 1 day

• Every inquiry is a relationship building opportunity
Admissions Step 3: Objection Handling/Financial Aid

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?
- Financial Aid: We need an objective, confidential process and need to communicate to families that we will work with them – the alternative is that they assume that we’re unaffordable
- Financial Aid: Every family should be treated individually, based on their individual circumstances
Admissions Step 4: The Application Process

**What is your Admissions Process?**

- Must be clearly identified and articulated in on your school website.
- Includes: application, deadlines, requirements etc.
Admissions: A few more thoughts…

- Consider moving away from traditional Open House to events such as: Family Fun Night, Curriculum Night, Mom and Tot, Activity, Twilight Tours, Shadow Days etc.
- Involve current families and students in events
- Be prepared
- What will attract families to your school?
- Must follow up with families after the event
retention
75% of marketing efforts should be built around securing retention for next year.

- Happy children = happy parents = word of mouth to other potential parents = stable (and growing) schools
- Word of mouth validation is the single biggest asset you can own – it’s also the single biggest liability to manage
what is one key driver of retention? communications
Communications:

useful
timely
engaging
authentic
two-way

Provide “the script”!
Communications:

Integral to mission – not enough to have a great product!

- Elevate level of marketing deliverables, processes and overall approach to standards of best practice
  - Establish discipline around marketing budget
  - Marketing coordinator or point person is key
  - Create a culture of **aspiration** and **excellence**
    - Admissions – application vs. registration
    - Letters of acceptance and formalized “orientation”/formation to mission
  - Professionally designed and produced materials
- Incorporate innovation and emerging technology into marketing plans
- Formalize Financial Aid processes
Consistent Brand Identity

- Admissions Viewbook
- Website
- Annual Report
- Correspondence and post cards
- Application for Admission
Communications:

**General School Marketing**

- Strategic and branded communications:
  - School logo/visual branding
  - General communications (newsletters, emails)
- Actively managed and current website
- Quality photography and use of videos
- Active presence and integration with social media
- School voice mail greeting is current (and friendly!)
- Outdoor signage including office hours is in place and useful in welcoming new families/guests
Communications:

New Family Sales and Retention

- PowerSchool is “PowerFul”
- Automated phone system (e.g. School Reach)
- Electronic communications and “push pages”, e-mail blasts, text messaging
- Newsletters and messaging
- Clearly defined admissions policies and procedures
- Admission application and acceptance letters
- Teachers’ communications
- Communicate regularly on results of satisfaction surveys and corresponding action plans, “State of the School”
Customer service orientation in communication efforts:

Understand the needs of your audience (… mostly moms!)
- Welcoming and effective front office personnel
- Incoming phone calls and e-mails are answered in a timely manner
- School provides interpreters for non-English-speaking families
- A school crisis plan is in place and updated annually
- Bulletin boards and displays throughout the building feature student work, pictures, and achievements
- Access to administration/school office all year
Website & Electronic Communications: Campus 24/7

- Mission and programs
- School at a glance – relevant stats
- Admissions process
- Schedules
- School news
- Forms
- Faculty e-mails/contact/blogs/webpages
- Photos and videos
- Fundraising
Communications:

- Keep parents scripted
- Validate the choice of investing in your school
Marketing and Enrollment Team

You aren’t in it alone.
Who can and should help with marketing?

- Principal
- Pastor
- Faculty
- School staff/office
- Marketing and Development Director
- School Board -- committee
- Parents -- Parent Ambassadors
- Office of Catholic schools
- Other principals
Ready for 2014/15?
Here we go!

Thanks for sharing your lunch hour!

Cheers to a great year ahead!