

ARCHDIOCESE OF CHICAGO



Brand 101: Stating Your Value

Using the five pillars of value to organize your offering

May 8, 2020 | Presented by Maura Daly

Today's Presenter



Maura Daly

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- 12+ years in professional marketing
- 2 years of school marketing experience
- Almost 3 years with OCS
- Parent of a toddler - school is on the horizon!

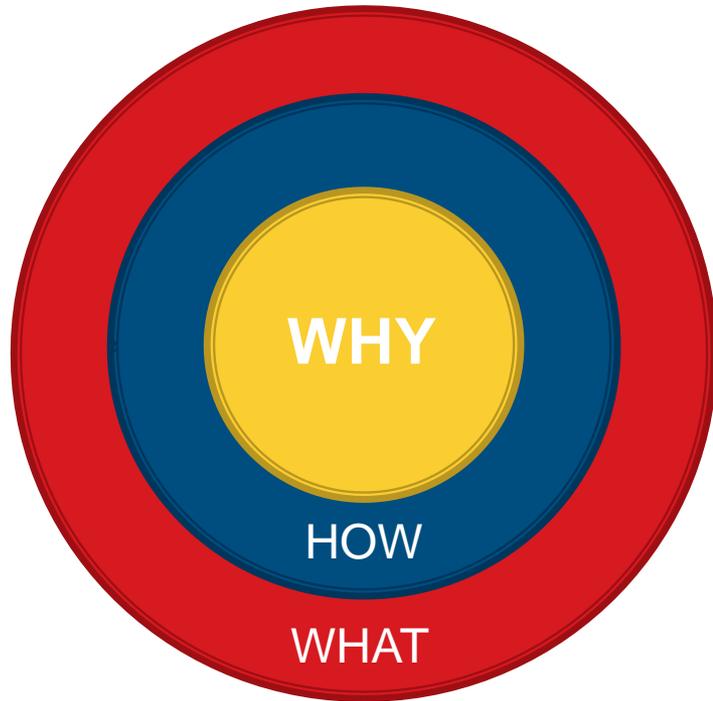
A Prayer for Understanding

Lord God, I know You are here. I trust in Your presence, Your power, Your goodness, and Your complete control over everything I'm facing. Help me walk through the questions, assured of Your answers, even if they're still unclear to me. And I know that even now, when I don't understand all the answers, I have You with me. Please give me increasing eyes of faith to trust what You are doing, even—and especially—when I don't understand. I trust in You, and pray these things in Jesus' name, Amen.

Today you will learn...

- About the Golden Circle and how it inspires action
- Why Catholic schools are more valuable than ever
- How to organize your value offering
- How to build confidence in Catholic education through value articulation

Inspire Action through The Golden Circle

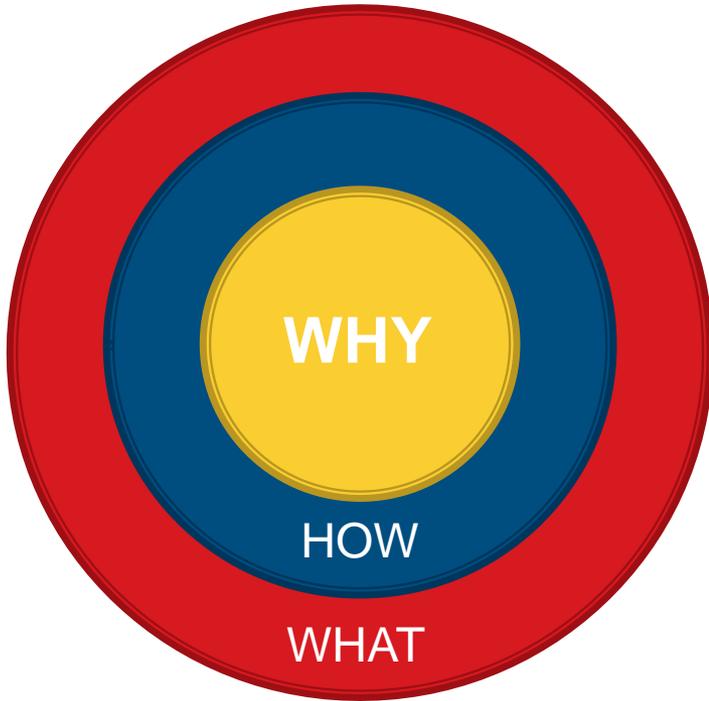


Martin Luther King didn't say 'I have a plan.' He said, 'I have a dream!'

-Simon Sinek

[Simon Sinek Ted Talk](#)

WHY do Catholic schools exist?



- ✓ To enable each child to reach their greatest potential
- ✓ To nurture discipleship that leads to transformation and growth

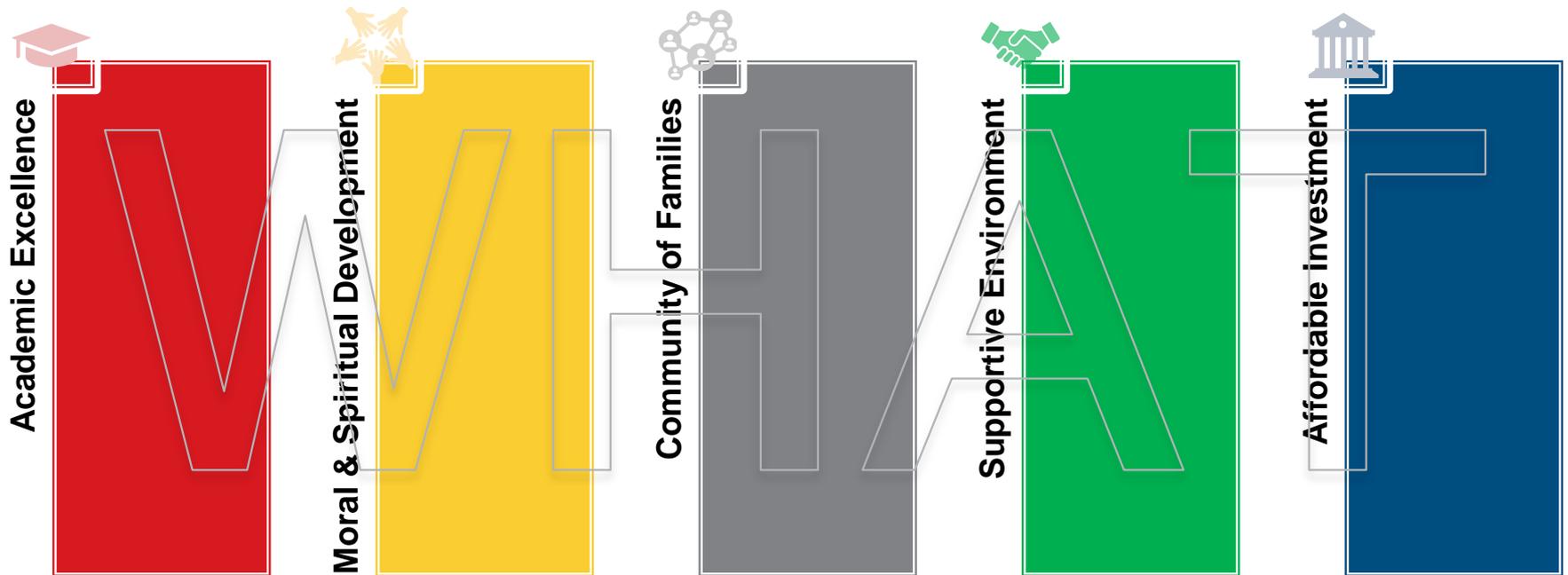
“Our Catholic schools are and continue to be a force of good in our communities.”
–Cardinal Blase Cupich

[Simon Sinek Ted Talk](#)



More that Unites us than Divides Us

- Research has shown that often our messages have not been well connected to the needs and desires of many of our customer segments.
- Using the research, we have attempted to build a framework that both accurately represents **WHAT** we are able to deliver (or, at least, working to deliver) and also reflects **WHAT** our customers want.



A New Generation of Parents

In general, parents today...

are more choosy.

have more options than ever.

consider diversity in multiple ways.

are worried about the costs of college from the beginning.

consider a personalized school experience for each child rather choosing for the family.

have misconceptions about Catholic school – too expensive and not competitive.

Parents want a school that...

- ✓ Provides a good balance between academics and religious teachings.
- ✓ Creates an environment where everyone is welcome.
- ✓ Places an emphasis on community service/volunteerism.

[NCEA Market Research Study](#)

HOW: Proof Points Illustrate Value

Current and prospective families need to have confidence our ability to deliver on our promises. It's our job to show them how we do it.



Academic Excellence

- Outcomes
- Critical thinking
- Tech savvy



Moral & Spiritual Development

- Balanced curriculum
- Critical thinking
- Commitment to civic engagement & social justice



Community of Families

- Diverse people finding common ground
- Activities to engage family connection



Supportive Environment

- Open to all families
- Small, disciplined class rooms
- Restorative justice based on faith



Affordable Investment

- Within reach of all families
- Financial assistance
- Lifetime investment (alumni connections)



COVID-19 Era: Catholic Schools are More Valuable than Ever



Academic Excellence

- Instituted distance learning from day one
- Continuously innovating



Moral & Spiritual Development

- Prayer life continues
- Streaming of masses
- More family involvement in faith



Community of Families

- Keeping families connected



Supportive Environment

- Resource for parents
- Differentiated instruction



Affordable Investment

- Emergency tuition fund



Exercise: Map Out Your School's Value Message

Provide **specific proof points** that show **HOW** you deliver your promise. Consider how distance learning has impacted each pillar.



Academic Excellence

- Academic Scorecard Data
- HS graduates attend; performance in HS (honors classes, etc.)
- Critical thinking examples
- Tech savviness examples



Moral & Spiritual Development

- Balanced curriculum
- Thinking critically about faith examples
- Service project requirements
- Commitment to civic engagement & social justice



Community of Families

- Diverse people finding common ground (not solely racial diversity)
- Activities to engage family connection (traditions, parents groups, family service opportunities etc.)



Supportive Environment

- Open to all families
- Small, disciplined class rooms (student teacher ratio)
- Special education resources
- Discipline policy / anti-bullying



Affordable Investment

- Within reach of all families
- Financial assistance
- Lifetime investment (alumni connections)



Build Confidence in Your School's Product

Now that you've articulated your value message, ensure that all stakeholders are speaking the same language to:

- ✓ **Retain** current families through reinforcing their purchase decision
- ✓ **Recruit** new families by connecting your value to their needs

A STRONG & CONSISTENT MESSAGE IS KEY TO SUCCESSFULLY MARKETING YOUR SCHOOL.

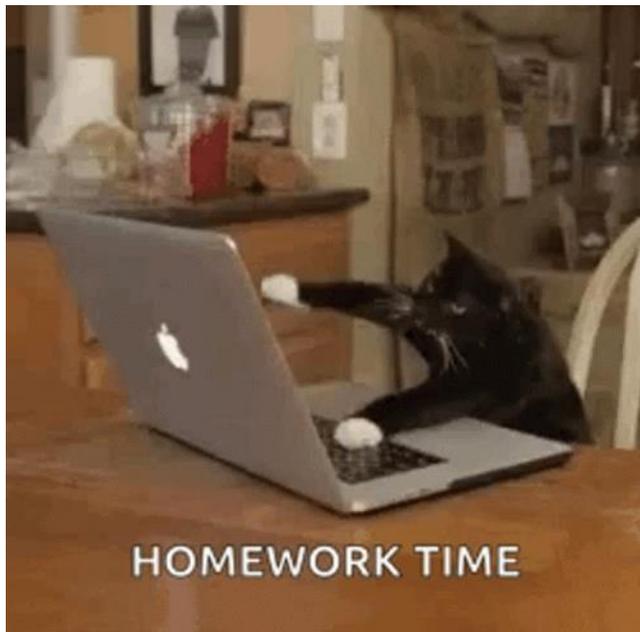
Use your value message in all communications, including but not limited to:

- e-Newsletters to current parents
- Social media posts
- Website
- Email campaigns to prospective parents
- Printed material

****Remember, parents want a balance of academic & religious offerings.*



Homework: Not just for kids!



- 1. Complete Value Mapping Exercise*
- 2. Include value messages in communications; start with current family newsletter*

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Questions?

Contact me at

mdaly@archchicago.org or (312) 415-1964

Use the Media to Build Our Reputation

Positive news stories build the reputation of all Catholic schools. Help the communications team get the word out about innovation, creative teaching and community engagement.

- ✓ Interesting or innovative teaching techniques, projects or assignments that aren't happening in other schools
 - Specific examples of what schools are doing *beyond a standard Google classroom*
 - Examples – unique science experiments online, virtual music, choir or drama performances
- ✓ Teachers training for this new normal
 - Partnerships with notable universities or organizations
 - Engagement with successful alumni
- ✓ Community drives to help less fortunate or unique ways of supporting/acknowledging first responders
 - Examples - Mount Carmel H.S. using their 3-D printer to make PPE masks, Loyola Academy sending pizzas to their local police dept., and Mount Carmel H.S. turns on its stadium lights every Friday night to honor all essential workers

*****Remember to include who, what, where, when and why when submitting content to stomas@archchicago.org.**

New AMEN webinar series to support recruitment efforts

- Targeted - webinars aimed at either principals or marketers
- Short – most not more than 20 minutes
- Specific – pinpoint particular pain point or strategy rather than going broad
- Content builds upon each other

Level	Topic	Title	Overview	Primary Audience	Release date
101	Principal Resource	Marketer evaluation tool	Using the tool and next steps	Principals	5/8/2020
101	Brand	Stating your value	Using the 5 pillars of value to organize your offering	Principals / Marketers	
101	Brand	Stacking up to the competition	Competitive analysis of public options using data (academic scorecard) and public perception	Principals / Marketers	
102	Brand	Getting the language right	Using positive, empathic, forward thinking language to project brand confidence	Principals / Marketers	5/13/2020
102	Brand	Your digital front door	Website best practices + online admissions center	Marketers	
102	Recruitment	Digital admissions	The logistics of moving your process online	Marketers	
102	Recruitment	Finding prospective families in your own backyard	Setting up your list, creating an email calendar	Marketers	
201	Recruitment	Parents as virtual recruiters	Making the ask: online reviews, referrals, social media ambassadors, etc.	Marketers	5/15/2020
201	Recruitment	Tour alternatives	How to use video to connect with prospective parents (slide shows, teacher videos, parent round tables, etc.); how to use Canva	Marketers	
202	Recruitment	Closing the sale	Follow up & follow through	Marketers	



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Stay Healthy, Safe, & Calm!

May God continue to bless our efforts throughout this time.

