

Assessing your School's Enrollment Management Actions

School Name: _____



<u>Action Item</u>	<u>Low (1)</u>	<u>Medium (2)</u>	<u>High (3)</u>	<u>Score (1, 2, 3)</u>
Marketing				
<u>Value Proposition</u>	Limited value proposition beyond "Catholic and Safe"; poorly communicated in materials.	Good value proposition; adequately communicated in marketing materials.	Compelling value proposition is an integral part of all marketing materials.	
<u>Communication with Parents/Community</u>	Irregular communication with no plan, and no 'brand messaging'	Regular communication with families, though not strategic and only somewhat 'branded'.	Strategic and branded communication using appropriate channels - letters, e-mails, flyers, website, print media, etc.	
<u>Parent Ambassador Program</u>	No program in place	A few parent members; low activity, meet only sporadically.	Robust team of parents, who are actively promoting school.	
New Family Sales				
<u>Welcoming and culturally responsive-Customer service, languages, materials/signage, etc.</u>	Little to no action to make school welcoming, or sensitive to all cultures in your service area.	Moderate efforts in place, increasing customer service to all prospects.	High degree of customer service for all school inquiries.	
<u>Admissions Events / Open Houses / Welcome Events</u>	Only held once (e.g., during Catholic Schools Week)	From one to four events, and/or with limited promotion in the community.	Five or more events that are highly promoted to prospective families.	
<u>Call Handling Procedure</u>	No system for collecting and following up on prospective family information.	System for collecting prospective family information exists, but work needed to be on message with value proposition.	Systematically collecting prospect information; on message with value proposition with clear steps for family to progress in registration process.	
<u>Lead Handling Procedure</u>	Little follow-up with families; no recruiting plan for each family	A follow-up plan exists for each family, but needs stronger execution	Personalized follow-up plan for each family, active execution with strong responses to objections.	
Retention Sales				
<u>Re-registration Procedure</u>	No structured effort in place for re-registration, begins long after Catholic Schools Week	Structured effort in place, beginning during Catholic Schools Week.	A re-registration plan in place for each returning family, actively working on re-registration year-round	
<u>Satisfaction Survey, Focus Groups, and Exit Interviews</u>	Not doing surveys, focus groups, etc. or if being done, results and ensuing actions are not shared.	Surveys, focus groups, interviews are taking place; results are shared and ensuing actions are taking place.	Systematically in place, with majority of families perceiving they are being heard and have buy-in for decisions.	
People				
<u>Enrollment Management Team or Marketing Committee</u>	No team or committee in place or low activity from the group	A few team members; low activity, little implementation of EM practices.	Robust team of parents, who are actively implementing EM practices	
<u>Enrollment Team Leadership (volunteer, stipend, f/t or p/t staff)</u>	None – all resting on principal's shoulders	Identified and/or trained; moderate activity to implement EM practices	Active management of team and high activity to implement EM practices	

Other Factors (use backside, if necessary):

Marketing Section Score:	
New Family Sales Score:	
Retention Sales Score:	
People Score:	
Overall Marketing Score:	