



The OCS Enrollment Management Team

What You Can Expect From Us...

Smiles and Support – We get it- being a principal is tough. You are expected to be the faith leader and the CEO all while managing crying children, broken boilers, and unbalanced budgets. We are here to help support your efforts in growing enrollment. We will bring a positive attitude to every meeting and share practical ideas to grow your enrollment. Additionally, we are representing the Office of Catholic Schools and will do our best to resolve (or put you in contact with someone who can resolve) any of your concerns or issues even if they don't always relate to marketing.

A Diagnosis and a Plan- Our team will analyze your current marketing efforts through our *Enrollment Management Diagnostic* and find the opportunities for improvement. Once we've identified those priorities, we will create an *Enrollment Management Plan*. We will assign project leads and will take the lead on some initiatives. We will also develop a reasonable timeframe for accomplishing each project.

A Team Approach- There is a reason we are called the *Enrollment Management Team*. We believe in working together to accomplish our goals. We recognize that one person cannot grow enrollment at your school which is why we believe in a team approach in the OCS offices and in our schools. Together we will help you identify people in your school who can get the job done and then work to achieve the objectives that we've laid out in your Enrollment Management Plan.

What We Expect From YOU...

Communication and Positivity- A key to our success is regular communication. After each meeting, we will send a follow up email. We ask that you respond to our emails and follow up with any questions or clarifications. We need to keep open lines of communication and when we reach out we expect a response. Another key to success is keeping a positive attitude. We all have bad days, but if we can lift one another up, life will be better for everyone.

Accountability- We know that you are orchestrating various projects, but growing enrollment is important at all of our schools and must be a key priority for you. Working with someone on our team means that we will hold you accountable to accomplishing the agreed upon goals and timelines. After each team meeting, everyone will walk away with some "to dos." We will accomplish ours and we expect the same from you.

A Team Approach- You CANNOT do this alone. Part of our job will be working together to identify a team. Let's face it; there are just not enough hours in the day to do everything at your school. We expect that you will delegate work appropriately and that you will rely on a solid team to get the job done. And don't forget WE are a part of your team and will be actively working on a few projects.