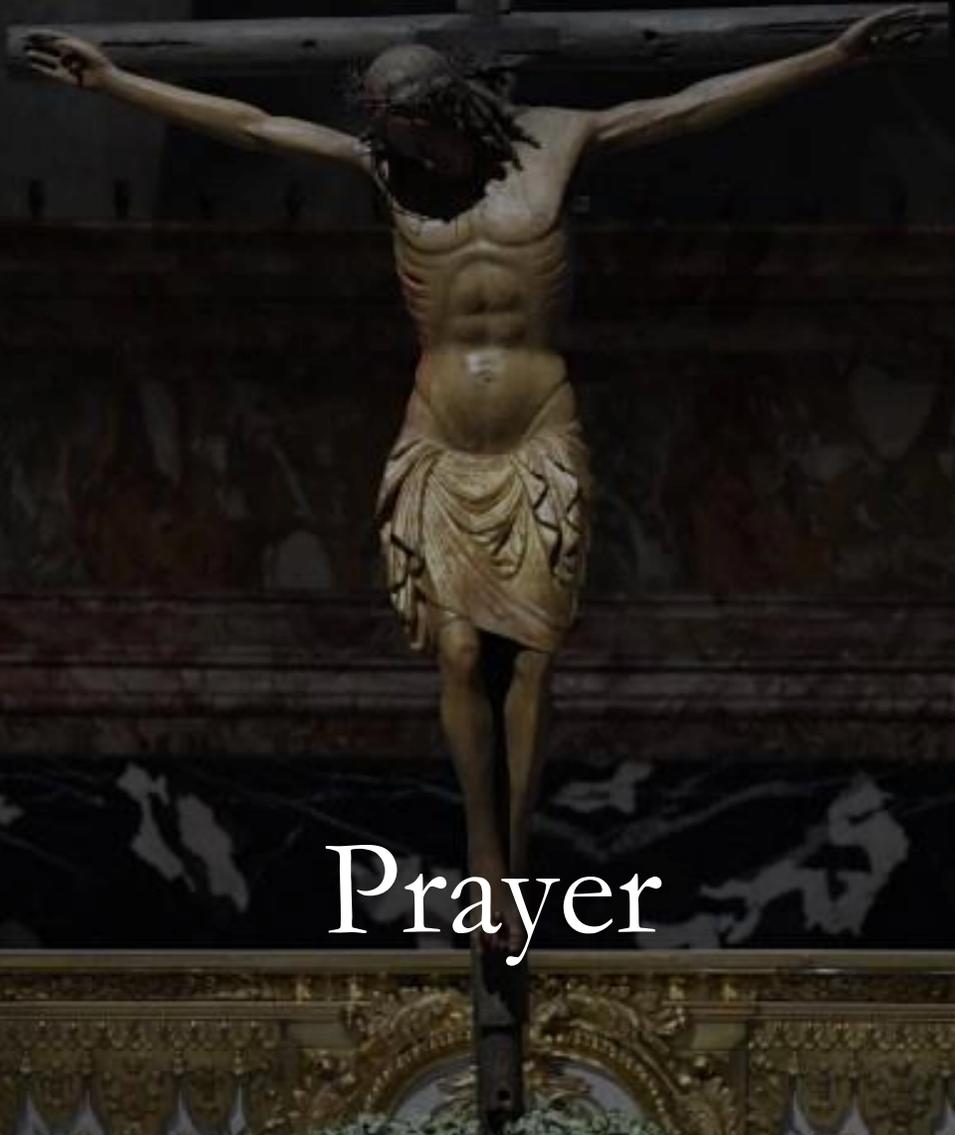


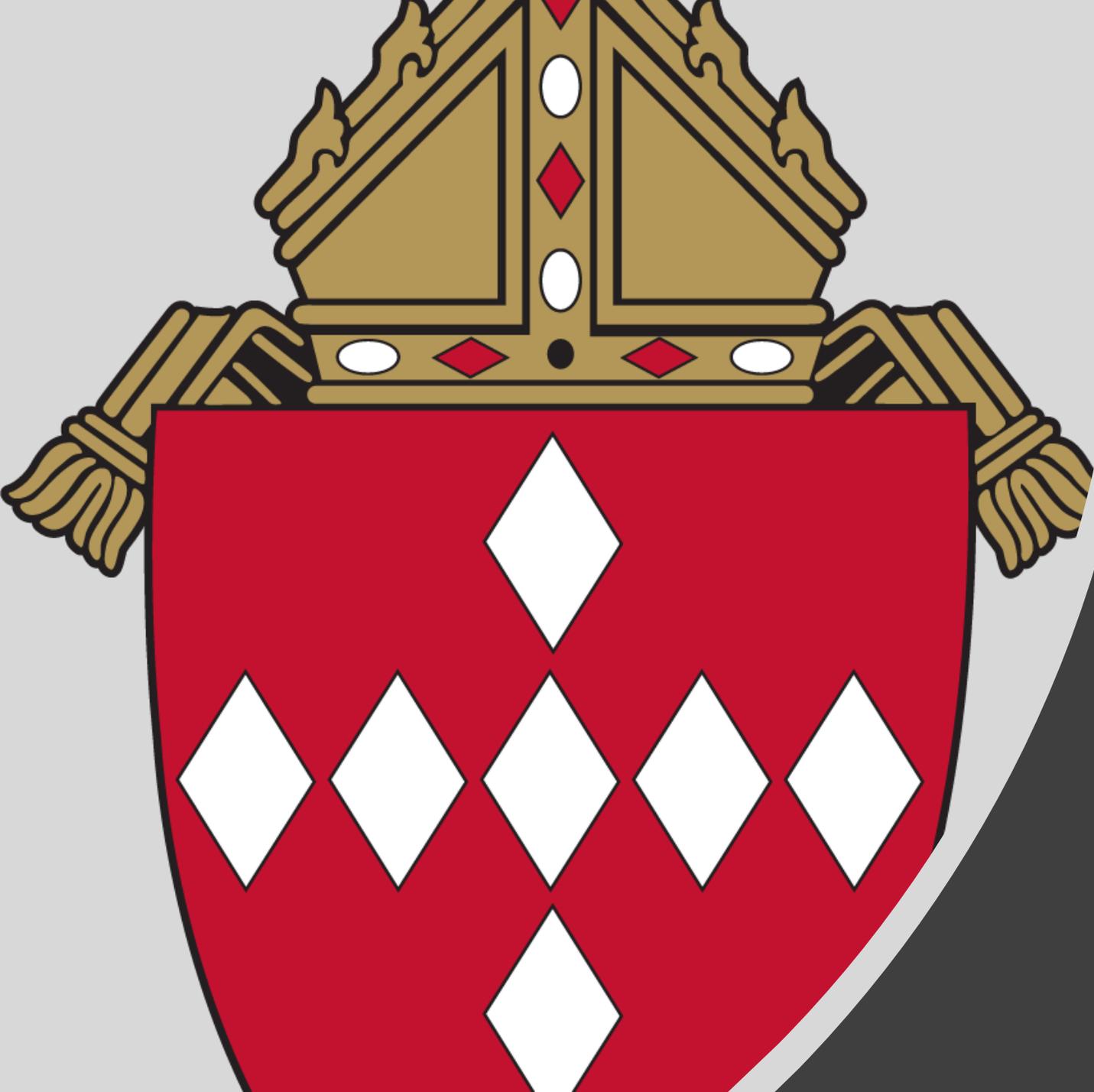
Welcome Principals,
Directors and
Enrollment
Management Team
Members

I · N · R · I



Prayer





Enrollment
Management
Team
Training

Session 2

2022-23

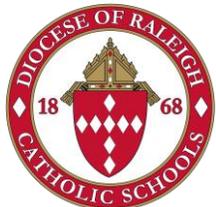
Our Learning Goal...

Enrollment Management Teams

ENROLLMENT MANAGEMENT TEAM

MEMBERS WILL BE ABLE TO...

- CELEBRATE CURRENT STRENGTHS AND POWERFUL PRACTICES IN ENROLLMENT
 - IDENTIFY OPPORTUNITIES FOR GROWTH
- IMPLEMENT IMMEDIATE STEPS TO RECRUIT AND RETAIN STUDENTS AND FAMILIES



OPERATIONAL VITALITY

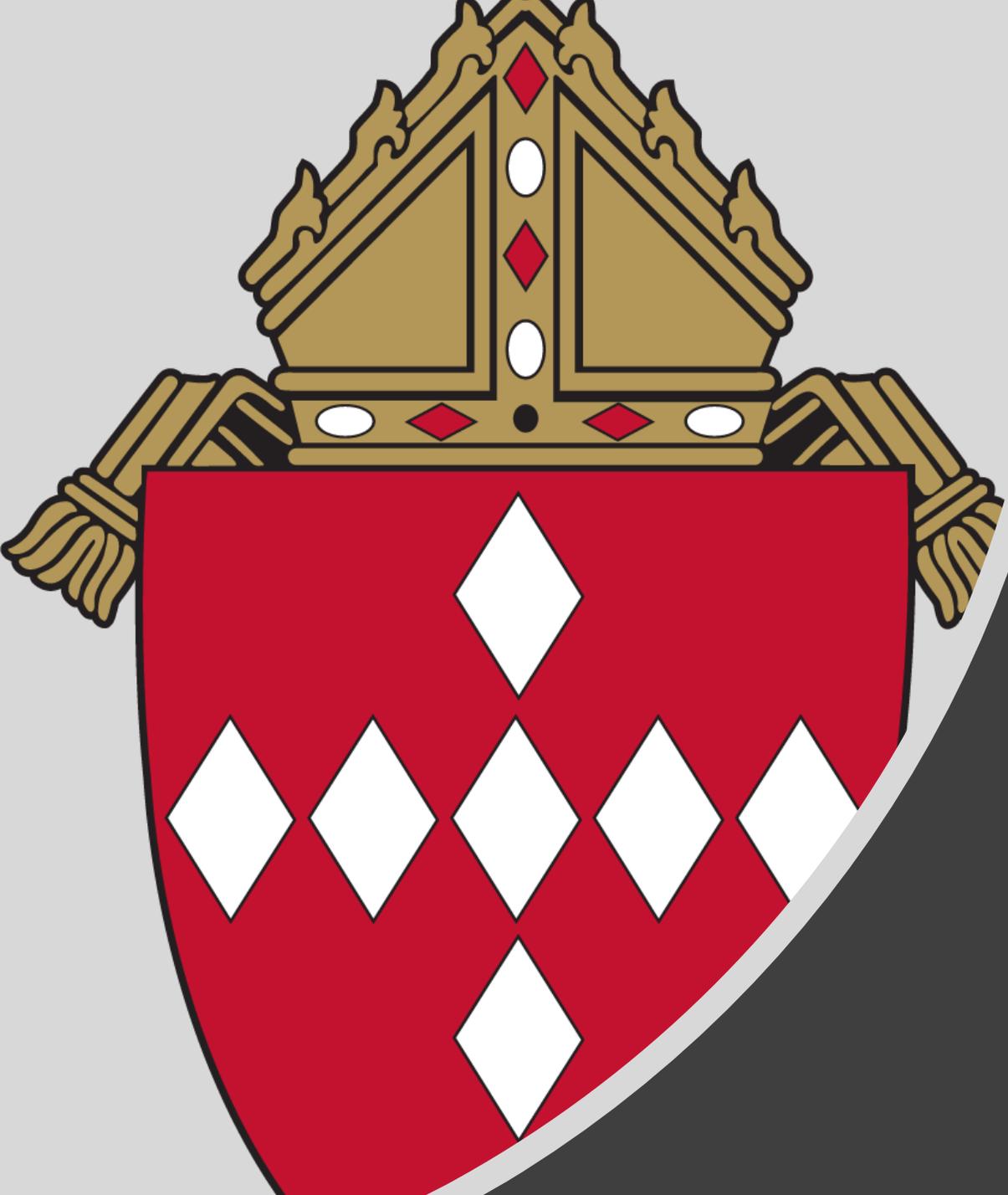
Enrollment Management Teams

One day we will:

Be accessible to and inclusive of any student regardless of socio-economic status, race, cultural background, religious affiliation or learning exceptionality.

We will retain and attract students so that every seat in every classroom in every school will be filled.





Topic 2: Marketing

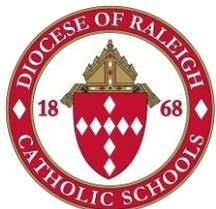
Marketing Workshop Goals

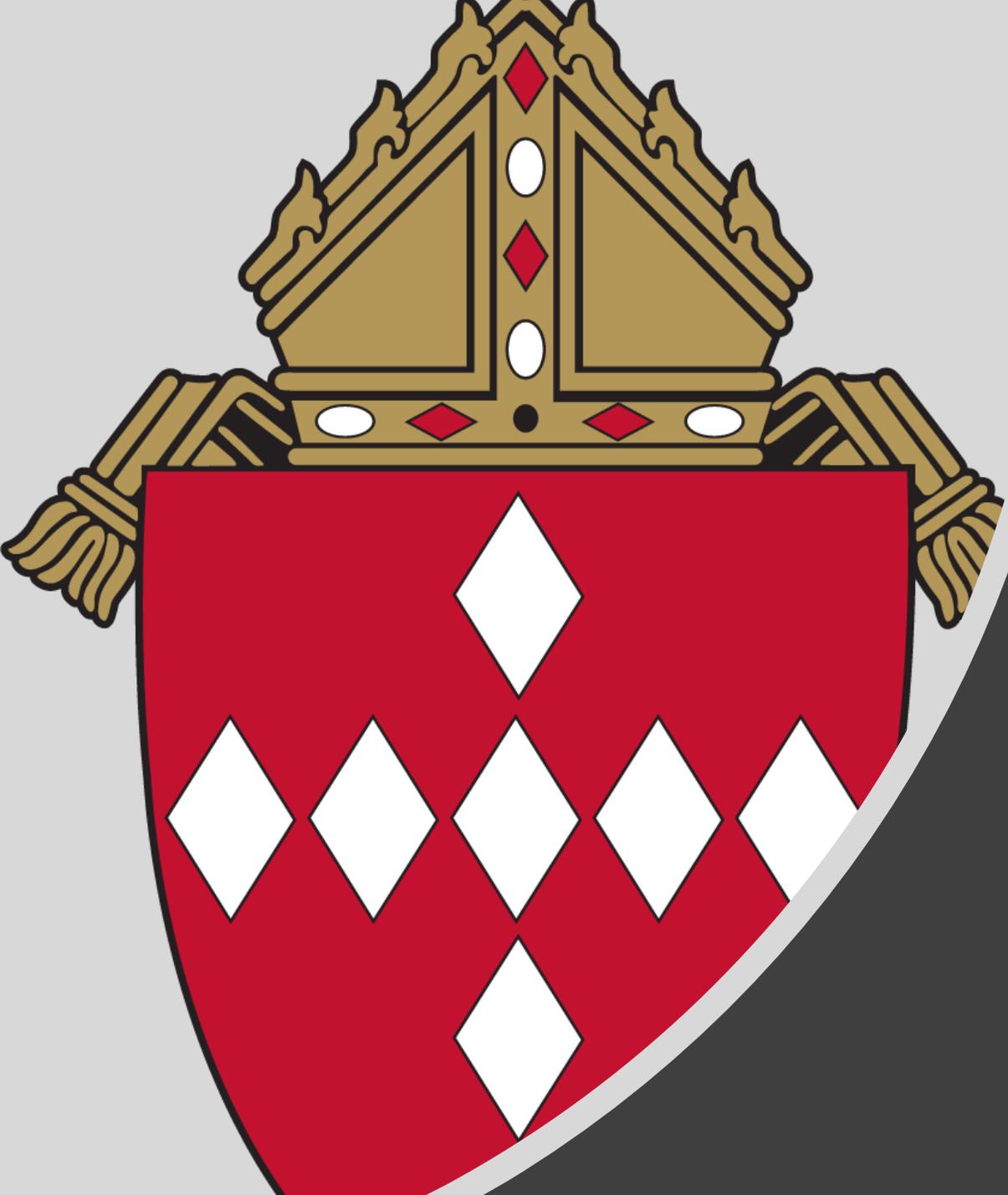
After completing this section, the Enrollment Committee will:

- Understand leadership's vision for the future of the school.
- Know a school's current situation (including SOAR) and create an enrollment management plan with a specific target for growth.
- Appreciate reasons current parents enroll and why prospective parents should as well.
- Develop a comprehensive communication strategy to current and prospective families.

Tools and resources available for the Enrollment Lead:

- School Snapshot Template
- Enrollment Target
- SOAR Analysis
- Audience Profiles
- Communication Map
- Value Proposition
- Military Family Outreach (See example at: <https://richmonddiocese.org/office/catholic-schools/>)





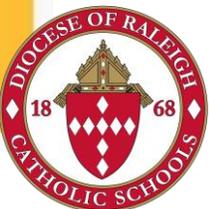
Understanding
Leadership's Vision
for the School

“

Chief Story Teller

“**True leaders are CSOs: chief storytelling officers.** They provide the **focus**, **inspiration** and **meaning** that the organization has been crying out for. Of course, heads are CEOs: the buck stops with them. But no one else can be the school’s CSO, the chief storyteller. In the end, leadership is about communication and your ability to inspire your community by sharing your vision and your values is perhaps your toughest test. “ *(Funky Business)*”

”



What is a story?

- A story is an emotional connection
- something that outperforms statistics and information
- a co-creation that allows you and the listener to be a part of together
- a tool that allows you to tell your story, not someone else
- something that builds trust and relationships

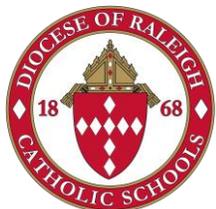


The Franciscan School

October 21 at 8:55 AM · 🌐

This month we have been reflecting on the Catholic Social Teaching principle of the Life and Dignity of the Human Person.

Yesterday students in grades K- 8 participated in our first catholic social teaching day. Students in grades 3-8 heard from a panel of speakers from Catholic Parish Outreach, Interfaith Food Shuttle, and Tri-Area Ministries, as well as participated in additional related service activities.



What isn't a story...

A story is not:

a tagline;

a slogan;

a mission statement;

a history lesson;

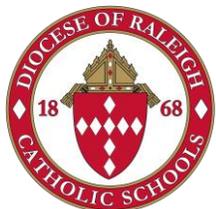
a date on a calendar (If the first line on your website is the year you were founded, you're missing the point);

statistics;

impressive results;

vague, high-level, principled talk; or

a theory.



Why

Storytelling is the foundation of your marketing strategy that leads to success and growth.



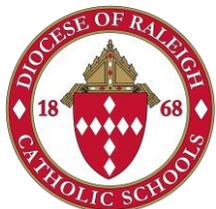
Cardinal Gibbons High School @cghsnc · Aug 15

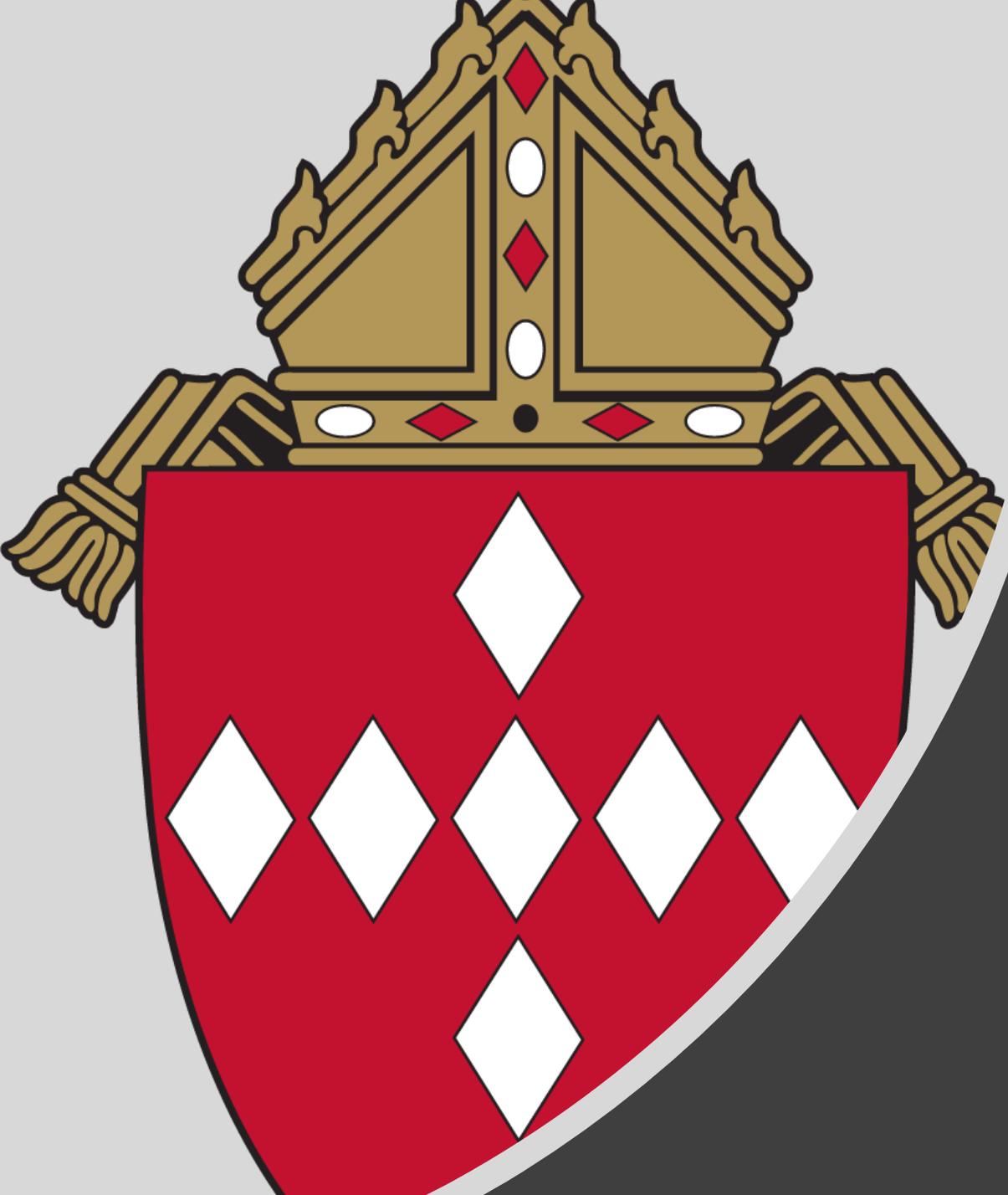
Wonderful morning welcoming our ninth graders to our community. Head over to Instagram Stories to view highlights from of Freshman Welcome Day.



↻ 5

♥ 114

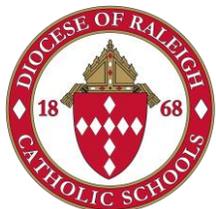




SOAR Analysis and Marketing Plans

SOAR Questions for Guidance

- . What are the past experiences relative to your school's financial, human and capital resources?
- . What are the economic and demographic trends in your neighborhood?
- . Have you conducted a SOAR analysis (Strengths/Opportunities/Aspirations/Results) with your stakeholders?
- . What marketing opportunities can be identified from your SOAR Analysis?
- . What are the plans / aspirations of your parish?



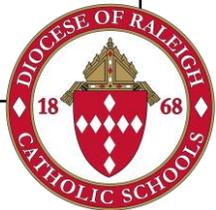
SOAR Graphic

Strengths

Opportunities

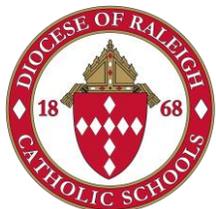
Aspirations

Results



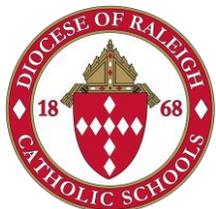
Market Research

- **Surveys and discussion groups with school and prospective parents, religious education parents and others are the best ways to understand your market for the purposes of developing a marketing plan.**
- Self-evaluations are also helpful in answering questions that can help your marketing committee understand your school's market.
- Categories for self-evaluation include:
 - Catholic identity
 - Academic excellence
 - School vitality
 - Values/character building
 - Religious education and training
 - Convenience
 - Physical plant
 - Safety
 - Faculty, staff
 - Extracurricular activities
 - Sense of community
 - Cost



Market Research Questions for Guidance

- . Why did current school parents choose our school?
- . Why do some parents choose other schools?
- . What does the community think of our school?
- . Who is our competition?
- . What are public school officials saying about our school?



Market Research Graphic

What is our school's image/position in the community?

Image Statement

Is it a Strength or Weakness?

Identified opportunity to market or improve.

Image Statement

Is it a Strength or Weakness?

Identified opportunity to market or improve.

Image Statement

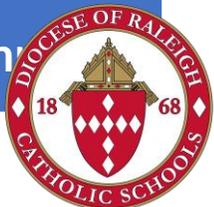
Is it a Strength or Weakness?

Identified opportunity to market or improve.

Image Statement

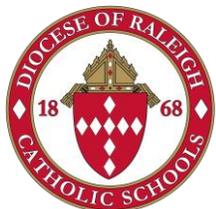
Is it a Strength or Weakness?

Identified opportunity to market or improve.



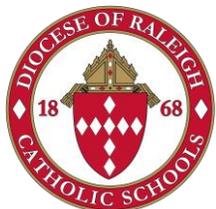
Marketing Goals

- **Determine your primary goals related to recruitment and retention of students.**
- Goals can also be expanded to include fundraisers and special events.
- Brainstorm for ways to develop the right messages.
- Talk about how you are going to communicate these messages to your intended audience (existing and prospective parents).



Marketing Goals Questions for Guidance

- . What is our school's most important or critical issue?
- . What do we need to do to address this issue?
- . How do we achieve our goal/s?
- . What resources do we already have to achieve the goal/s?
- . What additional resources do we need to succeed?
- . Do these goals directly support the school mission?



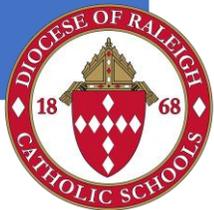
Marketing Goals Graphic

Critical Issues

Key Messages

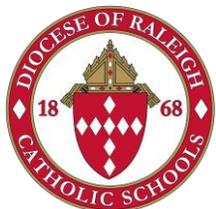
Resources

GOAL/S



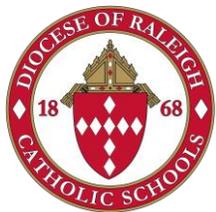
Creating the School Marketing Strategy

- **When writing your marketing plan, it is important to get the basics right.**
- Strategies provide the direction to accomplish your goal. First and foremost, the goal must be communicated and supported. All members of the school community, (parents, principal, pastor, faculty, staff, etc.), need to understand the message, including the timeframe, and their expected participation or support in accomplishing the goal. All members of the marketing committee need to understand their role in disseminating the message and why the marketing efforts are being conducted.



Marketing Strategy Questions for Guidance

- . How are we going to accomplish our goal/s?
- . What actions will we take?
- . What is the timetable?
- . What are the targets and how will we measure the results?



Marketing Strategy Graphic

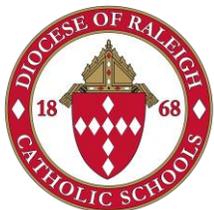
Goal #1:

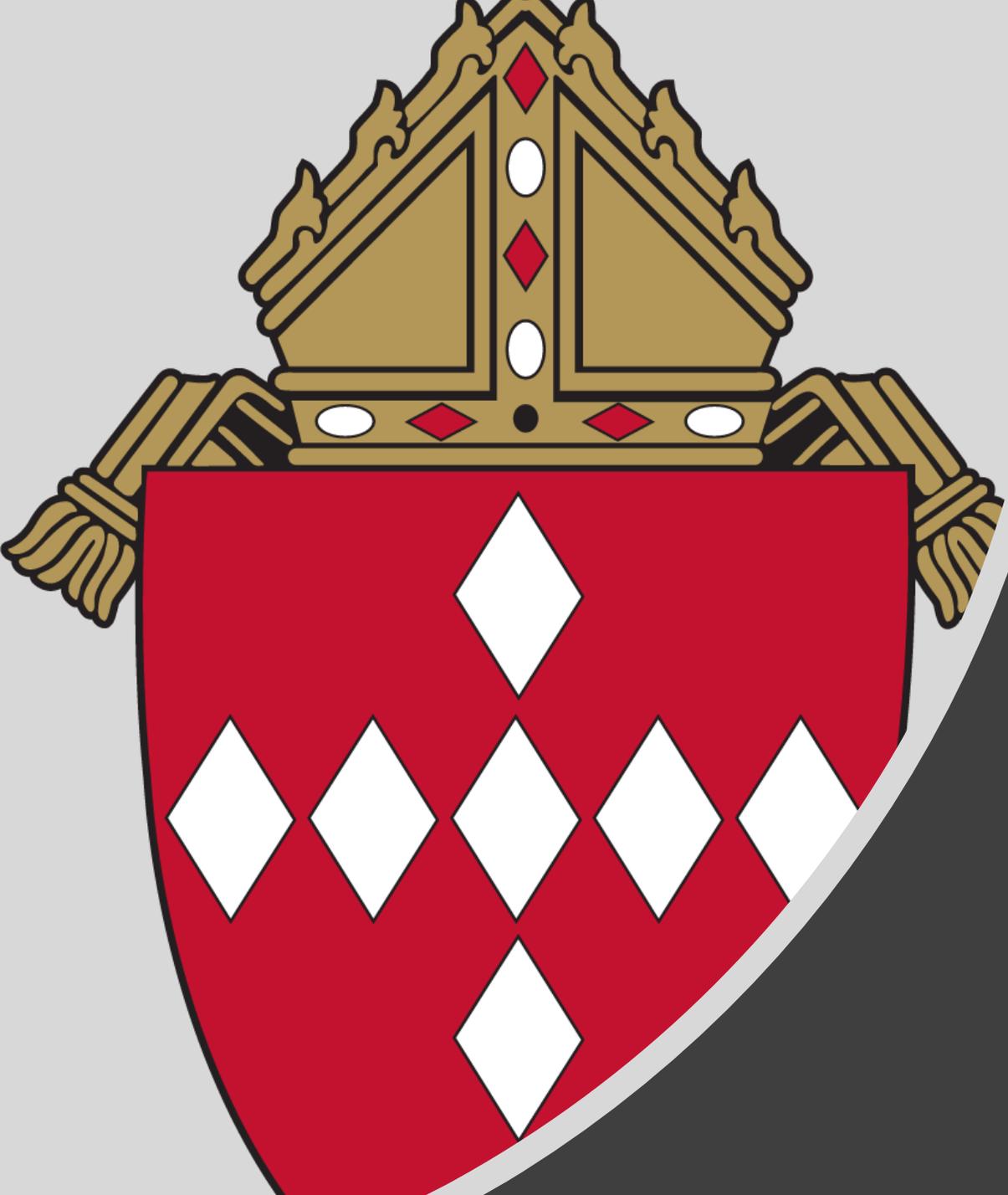
Strategy A:

Tactic

Person Responsible Cost/Funding Source Timeline/Deadline

Effectiveness





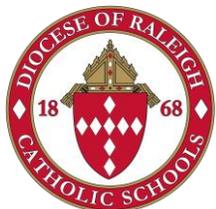
Family Outreach – Reasons for Enrolling

Decision-makers

Choosing Your School

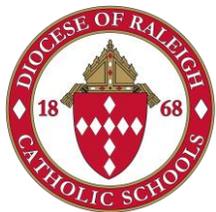
Choosing to Stay at Your School

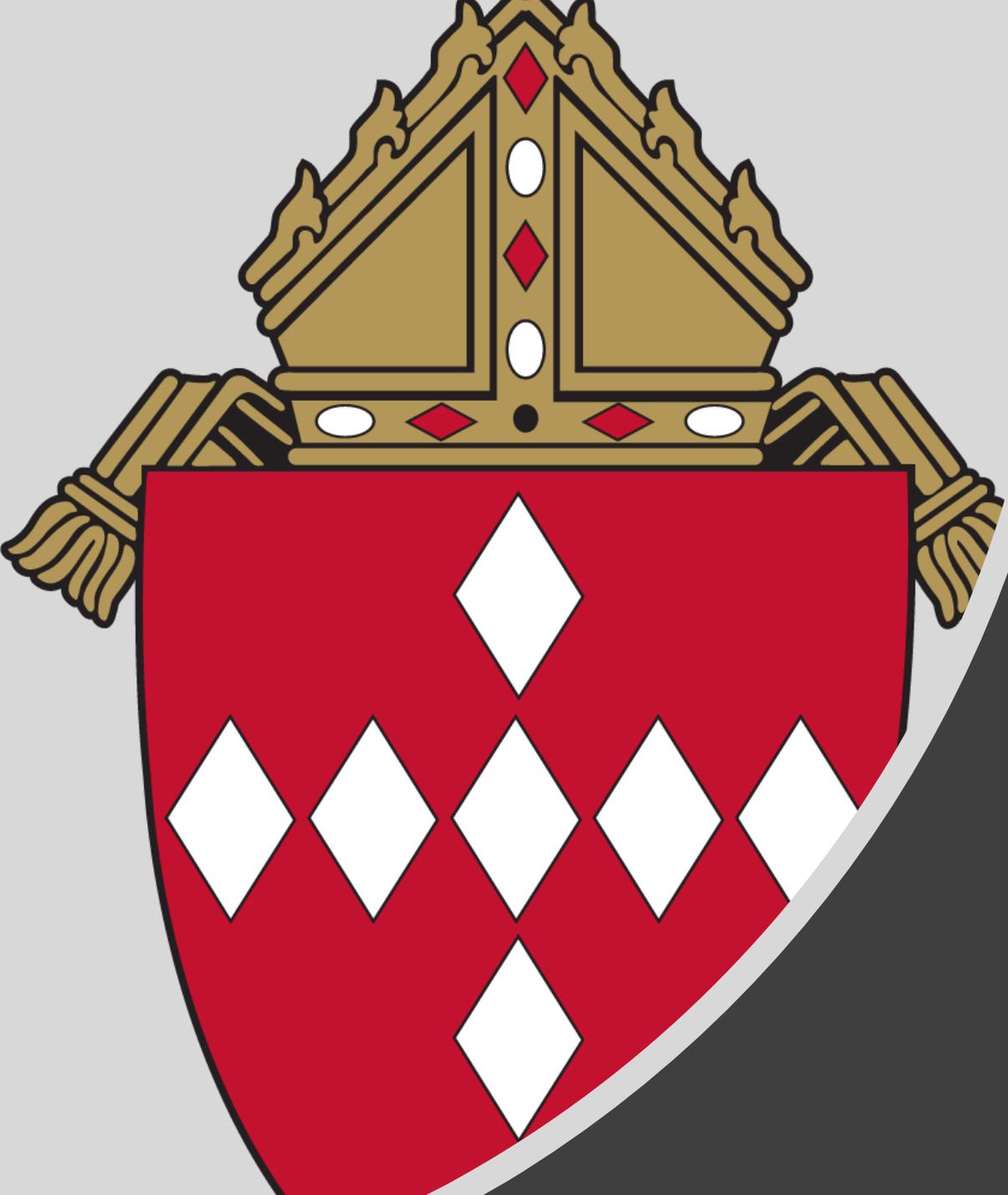
Search for information on the website → Scroll through
the social media channel → Ask a friend



Gathering and Analyzing Data

How does your school gather data about families' decisions?





Marketing and Communication Strategy

Marketing and Communication Strategies

Start With Your Themes

Faith

Academics

Student Life

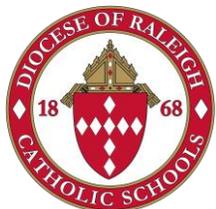
Fine Arts

Athletics

The People

Community

Tell stories that support your themes and do not focus entirely on one theme.



Ambassadors

Create Your Raving Fans

Use Parent Superpowers for Good

Grandparents, Parishioners,
Community Partners



St. Peter Catholic School Greenville

35m · 🌐



We love getting feedback like this from our school families. Our school has so much to be grateful for! If you are interested in learning more about what St. Peter Catholic School has to offer, we are just six days away from our Open House for Prospective Families. Join us Sunday, Nov. 6 at noon. RSVP here: <https://bit.ly/3U7hRVP>

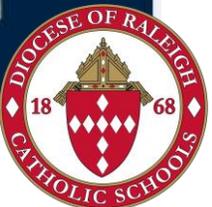


Martha Raleigh Gillen

1d · 🌐



One of my favorite things about this school is to see the reverence these young kids have at mass. I love seeing my girls with their prayer partners and the pride they have with being trusted to teach the younger kids.



OPEN HOUSE



Grades K-5
October 26th
Grades 6-8
October 27th

Schedule of Events
9-10am
School Mass
10-10:30am
Information Session
Media Center
10:30-11:30am
Campus Tours



Marketing Powerful Practices



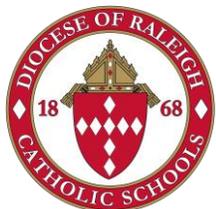
Branding

- Mission
- Logo
- Colors
- Fonts
- Letterhead
- Elevator Speech



In-Person

- Campus
- Personnel
- Masses
- Open Houses
- Tours



Marketing Powerful Practices

Commitment To Excellence



Excellence

We've grown into one of the largest private schools in North Carolina - and the United States - by building a reputation of academic excellence.



Commitment

We offer an academic experience that focuses on the whole child. With a commitment to holistic education, our students are prepared for high school and graduate with self-awareness, confidence and a passion for impacting the world through



Environment

We cultivate a nurturing, faith-filled environment that everyone can call home. Our students graduate with lifelong friendships - and a family of teachers who cheer them on for years to come.



Experience

Between our talented staff, small class sizes, excellent curriculum, technology-enhanced classrooms, faith-based rhythms and strong programs, we offer a one-of-a-kind academic experience.

Print Postcards

Brochures

Magazine

Banners

Billboards

Spirit wear

Promotional Items

Yard Signs

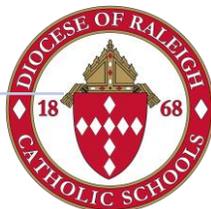
Online Website

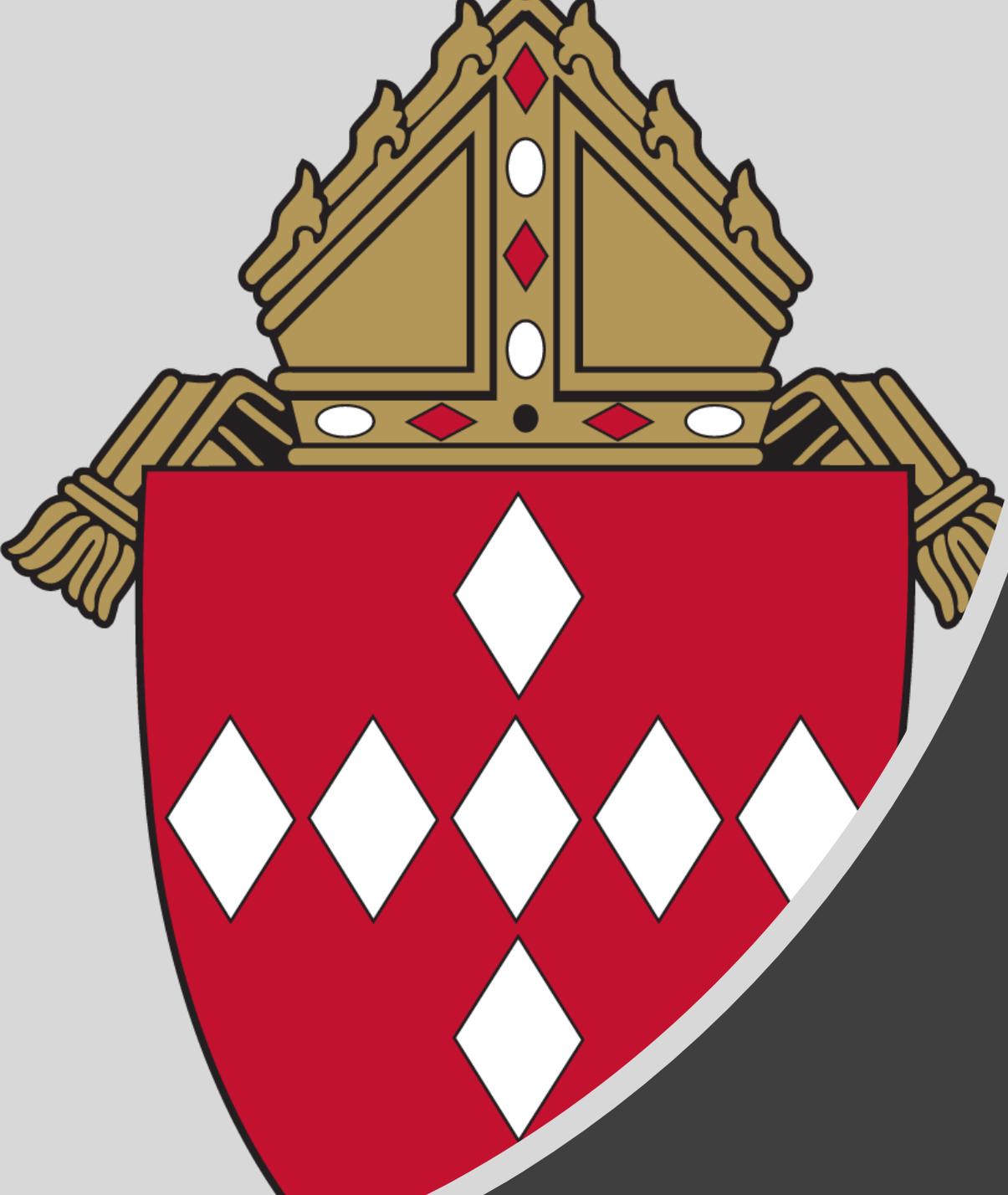
Social Media

Paid Online Advertising

Search Engine Optimization

Enrollment Database and Tracking



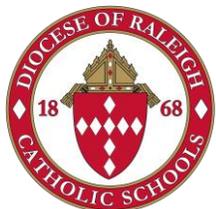


Closing
Thoughts...

OPERATIONAL VITALITY

Enrollment Management Meetings and Topics

- Wednesday, January 11, 10am – 12pm: Topic – Recruiting
- Wednesday, March 15, 10am – 12pm: Topic – Retention



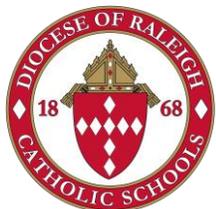
OPERATIONAL VITALITY

Enrollment Management Training - Questions

One day we will:

Be accessible to and inclusive of any student regardless of socio-economic status, race, cultural background, religious affiliation or learning exceptionality.

We will retain and attract students so that every seat in every classroom in every school will be filled.



I·N·R·E



Prayer

