

CATHOLIC DIOCESE *of* RALEIGH

Office of Education
Catholic Schools

MARKETING TOOLKIT FOR SCHOOLS



Dear Pastors, Principals, Directors and Enrollment Management Teams,

Catholic schools in the Diocese of Raleigh provide an opportunity to form saints and scholars through Catholic Education. As we consider the many challenges that our schools face, Marketing and Enrollment strategies can provide the operational vitality necessary to ensure high-quality educational experiences for our families.

The purpose of this Marketing Toolkit for Catholic Schools is to support our schools, and to provide a framework for schools and enrollment management teams to “share the good news” about Catholic education. Our Office of Education mission states,

“Under the authority of the Bishop, the Office of Education serves the ministry of Catholic schools in the Diocese of Raleigh. Our purpose is to ensure Catholic Identity remains the foundation of all we do. We advance the Diocesan shared mission and vision for Catholic schools; foster collaboration, solidarity, and subsidiarity; engage in advocacy for Catholic education; and ensure compliance with applicable laws, policies, and procedures. In partnership with pastors, principals, and directors, the Office of Education supports schools as they form disciples and scholars, strengthen families in faith, and grow equitable school communities that are affordable, accessible and inclusive. “

Bishop Luis recognizes the importance of evangelization through the ministry of our Catholic schools and has allocated financial support ensuring that the Office of Education is able to offer Marketing and Enrollment resources and support to all of our schools. With the support of Superintendent Lytia Reese, it is our goal to empower schools to share our Catholic identity through our marketing and messaging efforts. In our work, we endeavor to inform the greater community about the advantages of Catholic Schools, including:

- Catholic schools offer a good balance between academic and religious instruction, including Catholic schools’ focus on academic excellence, including STEM.
- Catholic schools offer an environment where everyone is welcome (a diverse environment that reflects different schools of thought, cultures, beliefs, and learning needs).
- Catholic schools place an emphasis on community service and volunteerism; Catholic schools create good local community and global citizens (**From: The Catholic School Choice: Understanding the Perspectives of Parents and Opportunities for More Engagement, NCEA, 2018**)

Each school in our Diocese has a unique charism and deep history. May God bless you as you tell the stories of your schools to engage families and students!

In Christ,



Mrs. Anna L. Bragg

Director of Marketing and Enrollment Management

Catholic Diocese of Raleigh

STEP ONE: SCHOOL BENCHMARKING TOOL

The School Benchmarking tool provides assistance to Catholic schools as they implement the marketing toolkit by self-assessing school performance using reflective prompts. The benchmark tool offers deeper insights, useful clarifications, essential questions, and next steps that school teams can use. This checklist helps enrollment management teams reflect on their schools current strengths in marketing,

What are our school's current powerful practices for marketing and enrollment?

Branding

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

In-Person

- Campus strengths: _____
- Personnel strengths: _____
- Masses: _____
- Open Houses: _____
- Tours: _____

Print (Please include date of last update, and whether alternate language versions have been created)

- 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: _____

Which of these tools are incorporated in your admissions experience for families?

Here is an overview of the typical guest experience:

- The entire school team is notified by email of each scheduled tour with the visitor's name.
- Our visitors are greeted by a personalized sign upon arrival at the school.
- A name tag is prepared with the guest's name.
- A visitor registration form is completed by the visitor.
- A tour is given lasting at least one hour.
- The visitor is given a comprehensive information folder.
- We send the visitor home with a gift home bearing the school logo.
- A follow-up letter is sent one week later.
- If an application is submitted, the application is followed by a handwritten note.
- If the child is enrolled at our school we follow up with a letter signed by the Principal, Assistant Principal, and Enrollment representative
- Each family has regular communication until they accept or decline the invitation to join our school family.
This information helps us meet our goals and understand our conversion rate.
- Complete Prospective Student Profile as part of school tour or Open House
- Mail/email welcome/acknowledgement letter from Principal + 10 days from initial inquiry
- Email web post card – inviting family for a tour or school event (if one has not already been scheduled)
- Two weeks before tour or school event: Telephone call to discuss school and determine level of interest
- +10 days after tour or school event: Personalized letter - Letter could address Tuition Assistance Program should financing be a concern
- + 60 days from inquiry: Personalized Letter from principal encouraging the family to apply for admission
- **ADD ADDITIONAL ADMISSIONS STEPS HERE

Which of these strategies are a part of your enrollment process for families?

- Application (online and/or paper)
- Application fee (\$_____)
- Transcripts
- Teacher referrals
- Parent referrals
- Evaluation of IEP or other educational needs
- Conversation with enrollment staff about mission and vision of school
- Provide Parent Handbook
- Acceptance letter
 - Acceptance “goodies”
 - Social media posts
- Finalize enrollment
- Finalize financial arrangements
- Provide uniform guidelines
- Provide supply lists

STEP TWO: ENVISIONING GROWTH

What is our school's vision for marketing and enrollment?

Branding

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

In-Person

- Campus
- Personnel
- Masses
- Open Houses
- Tours

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

Enrollment Experience for Familiesp

- Walkins, Phone calls, and Questions
- Print Materials
- Online Materials
- Tours
- Follow-up

Including survey questions about which marketing tools reached their family

Strategic Planning

STEP THREE: STRATEGIC PLANNING FOR MARKETING AND ENROLLMENT MANAGEMENT

How can our school leverage our resources to achieve our vision?

Yearly Marketing and Enrollment Calendar Template

Enrollment Management Team

Planning and Vitality Toolkit

- Indicators of Vitality Self-Assessment

- Situation Analysis (SWOT)

- Market Research

- Marketing Goals

- Marketing Strategy

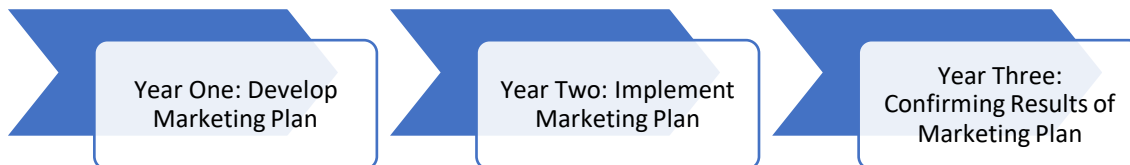
- Evaluation

Communications Toolkit

Parish and Community Toolkit

Deliverables and Deadlines

Goals/Deadlines



VISION AND STRATEGIC PLANNING RESOURCES

Yearly Marketing and Enrollment Guide

Enrollment Management Team Guidelines

SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis

Market Research

Market Strategies

Evaluation

YEARLY MARKETING AND ENROLLMENT GUIDE

(Adapted from <https://dioceseofbrooklyn.org/wp-content/uploads/2016/03/Month-to-Month-Marketing-Guide-2016-2017.pdf>)

The following template serves as an informational guide for your school Marketing Team needs. Please feel free to adapt this guide to include additional items and needs. You may find that you need to re-arrange certain areas or change the timing of things as well. Its goal is simply to assist you in staying on task in marketing initiatives year-round.

YEAR-ROUND ESSENTIALS (Locally and within Your School)

- Be a friendly face
- Welcome visitors
- Offer kind service to callers
- Maintain your website and social media accounts
- Take and share lots of photos (smiling faces and colorful classrooms)
- Publicize events and success stories. Gather testimonials from parents and past students.

AUGUST

Planning

- Make sure your building is cleaned up and ready to go
- Assess marketing strengths and weaknesses to adapt your plans for the new year
- Make any needed changes to your marketing plan Advertising
- Execute any planned back to school ads (Tablet newspaper and website, Radio, local paper, bulletin)
- Advertise in English and secondary language of local community

SEPTEMBER

Planning

- Hold Marketing Subcommittee kickoff meeting to set goals, schedules and budget for Catholic Schools Week and/or Spring marketing events
- Collaborate to complete and finalize your marketing plan
- Assign leads for website and social media updates. (Website should act as the initial hub for posting news, which is then reposted to social media.)

Events

- Hold Opening Liturgy for school community (Bulletin announcement 2-3 weeks in advance)
- Set up an information table with Bilingual representation following mass
- Host a Back to School Night for families o Involve your students as guides. etc.
- Provide brochures, registration paperwork. Communication
- Hang any of your ads from the summer in the building
- Send a list of events home to parents and to the Marketing Coordinator
- Determine how to best create an email database for parents and begin to create it to enhance communication. RenWeb is an excellent tool for regular emails to parents.
- KEEP CALENDAR UPDATED
- Publicize your list of school events on your website. This should include things like student talent shows and plays.
- Create and update an alumni area on the website. Plan one reunion meeting per year and one mailing.

OCTOBER

Planning

- Marketing Subcommittee to begin booking space and speakers for any large events throughout the year

- Determine how you will celebrate CSW and how it will kick-start your Spring marketing

Communication

- Email a parent survey to learn how you are doing and how you can do better (free survey tools like SurveyMonkey are very easy to use and provide immediate statistics).

NOVEMBER

Planning

- Begin planning any Direct Mail marketing for the Spring Events
- Publicize Thanksgiving events (website, social media, bulletins)
- Arrange for Advent celebrations for students and staff
- Execute plans for social media if not already done so

DECEMBER

Planning

- Marketing Subcommittee to continue planning events, draft news release, enlist students and parents to create signage and local promotions for Catholic Schools Week Events
- Arrange for Christmas celebrations (bulletins, social media, website)

JANUARY

Communication

- Begin to positively promote registration periods alongside scholarship deadlines

Advertising

- Prepare and implement Catholic Schools Week celebrations with appropriate publicity (including teacher recognition day)
- Publicize (Tablet newspaper and website, Radio, local paper, bulletin)
- Marketing Subcommittee to send news release to local media, run bulletin announcements and finish event planning for CSW marketing event
- Send in any final ads for CSW

FEBRUARY

Planning/Events

- Complete planning for dates and logistics of any open houses or tours
- Open houses should have heavy student involvement.
- Investigate community events that you can become involved in for the coming months.
- Keep up with website calendar and social media.

Advertising

- Draft press releases to notify the public of what you have done.
- Create flyers for your school and post them within the community.
- Determine the focus of your Spring advertisements and promotions.
- Finalize any direct mail pieces and send them to the printer.

MARCH

Planning/Events

- Track and record the success of any direct mail
- Host Open Houses Communication
- Publicize your calendar of events surrounding Lent and Easter (website calendar, social media...)

Advertising

- Begin implementation of Spring advertisements and promotions
- Advertise student achievement and school accomplishments alongside registration periods

- Be sure to promote camps and summer-school information

APRIL

Events

- Have a bring-a-buddy day during the public school Spring Break
- Passion Play
- Easter Celebration
- Continue Spring promotions, events, and advertisements

MAY

Events

- Participate in a local event
- Post flyers and distribute information to local businesses

Communication

- Promote your academic accomplishments throughout the year to your current families

Advertising

- Promote your academic accomplishments throughout the year to the public
- Advertise summer-school within the community

JUNE

Events

- 8th grade graduations
- Stepping-Up ceremonies Communication/Advertising
- Place a congratulatory note for your students (website & social media) or in a local paper.
- Publicize 8th grade high school acceptances and scholarship awards.
- Write to the paper
- Post on website and social media
- Create a scholarship wall in the hallway
- Send notes home to all parents to make them aware of the success of older students in the school. This is inspiring.
- End the year by highlighting your successes in a newsletter that goes home to parents
- Send scholarship and high school acceptance information to the Office of the Superintendent.
- Book any Back to School advertising before principal/staff leave for the summer and are harder to reach for content and approvals.

JULY

Planning

- Look into renovating parts of the building. Spruce it up for next year.
- Review your website. Consult with the Director of Marketing and Enrollment in the Office of the Education for guidance or the possibility of a designing a new site.
- Plan any final advertisements for July and August, a final push for enrollment Communication
- Send a welcome letter to new families and students that have enrolled

ENROLLMENT MANAGEMENT TEAM

The Enrollment Management Team should be comprised of at least one person in each of the following roles:

Principal: Although the enrollment management process is a high-priority, it is also a potentially time-consuming process. The school's principal should weigh his or her involvement very carefully. The principal should approve the final composition of the Enrollment Management Team, but can delegate the selection and organization of a trusted leader within the school community to oversee the process.

Leader: The principal must select a leader who has strong credibility within the school community and is known as committed, dedicated and enthusiastic promoter of the school. In addition, the leader must have the people skills necessary not only to organize and direct the team, but also to motivate them and elicit their strong commitment and accountability. Together with the principal, the leader must be able to identify and recruit the entire Enrollment Management Team, finding the right mix of skills, talents, personalities and experiences.

Technical Advisor: A person with the expertise and willingness to provide advice on maintaining and updating databases of prospective students/families and spreadsheets that track enrollment data. This person should be detail-oriented and proficient in EXCEL.

Treasurer: An accountant or bookkeeper who can convert the Marketing Plan into a budget which he/she monitors.

Evangelizer: One who naturally makes the connection in the conversation between the "good news" about Catholic education and spreading the Kingdom of God. This person shares his or her passion and enthusiasm for the faith at every opportunity – a natural word-of-mouth promoter.

Public Relations/Marketing Expert: An individual with marketing, advertising or public relations experience who can effectively promote the school's special events and qualities to the internal school community and to external audiences.

Finance Expert: One who understands the relationship between tuition increases and attrition rates who can help with the school's total financial budget projections.

A Stellar Teacher: The educator every parent wishes his or her child had this year and every year.

Organizer: A highly reliable person willing to track the team's schedule, budget, and other important information, ensuring it is all done correctly.

*Source: Enrollment Management Workbook – A Step-by-Step Guide for Recruiting and Retaining Students. Office of Catholic Schools – Diocese of Arlington.

PLANNING AND VITALITY TOOLKIT

Situation Analysis (SWOT)

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 SWOT analysis (Strengths/Weaknesses/Opportunities/Threats) with your stakeholders?
- What marketing opportunities can be identified from your SWOT Analysis?
- What are the plans / aspirations of your parish?

Strengths

Weaknesses

Opportunities

Threats

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, physical education, faculty, staff, extracurricular activities, sense of community and cost.

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?
- What are public school officials saying about our school? Who is our competition?

What is our school's image/position in the community?
<p>Image Statement</p> <p>Is it a Strength or Weakness? Identified opportunity to market or improve.</p>
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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).

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?

Critical Issues
Key Messages
Resources
GOAL/S

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.

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?

<p>Goal #1:</p> <p>Strategy A:</p> <p>Strategy B:</p> <p>Strategy C:</p>
<p>Goal #2:</p> <p>Strategy A:</p> <p>Strategy B:</p> <p>Strategy C:</p>
<p>Goal #3:</p> <p>Strategy A:</p> <p>Strategy B:</p> <p>Strategy C:</p>

You execute your strategies by accomplishing your tactics.

There are no limits on the number of tactics necessary for accomplishing the strategy. Make sure that each tactic supports a specific strategy. Be clear about who is doing what, make sure your deadlines are realistic, and track progress carefully including budgets. As progress is tracked, do not allow a negative trend to persist, take action as soon as it is recognized.

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?

Goal #1:

Strategy A:

Tactic

Person Responsible Cost/Funding

Source Timeline/Deadline

Effectiveness

Goal #1:

Strategy B: Tactic

Person Responsible Cost/Funding

Source Timeline/Deadline

Effectiveness

EVALUATION

Your basic goals are unlikely to change dramatically from year to year, but your strategies and tactics should be evaluated quarterly.

Your marketing plan should be flexible enough so that weaknesses can be identified and strengthened, or if new opportunities present themselves your plan can be adapted to meet new market needs.

Questions for Guidance

- Did we achieve our goal/s?
- Which strategies should we continue?
- Did we accomplish our tactics?
- What have we learned?
- What are the new targets created from this evaluation?

Goal

Strategy

Tactic

Results

Next Steps

Goal

Strategy

Tactic

Results

Next Steps

BRANDING RESOURCES

Mission: “An excellent Catholic school is guided and driven by a clearly communicated mission that embraces a Catholic identity rooted in Gospel values, centered on the Eucharist and committed to faith formation, academic excellence and service.”

(https://ncea.org/NSBECS/The_Standards/Mission_and_Catholic_Identity/NSBECS/Standards/Mission_and_Catholic_Identity.aspx?hkey=a2e11a75-29bd-4635-a6a1-f72e58a51bfa)

Logo: Most Catholic schools have an existing logo. However, if the logo is outdated or of poor quality, the School Advisory Committee should be engaged in a redesign/rebranding process. A possible partner is Metro Productions (<https://metroproductions.com/graphic-design/>)

Colors: Your graphic designer should be able to help you select specific colors for your brand. “Color Codes” There are three color codes you need to be aware of to ensure your brand colors can be accurately replicated, no matter where they appear. You don’t need to understand these codes completely but you do need to know what your brand colors are in each format, appearing as a series of numbers for each color.

CMYK and PMS: CMYK stands for Cyan, Magenta, Yellow, and Key (black) while PMS stands for Pantone Matching System. These are used for printing, either off-set digitally.

RGB and HEX: RGB stands for Red, Green, Blue while HEX stands for Hexadecimal Numeral System. These are predominantly found on screens for things like websites and emails.

Brand Palette: Most brands have more than one color. While the logo might be blue, the website might include yellow or green as well. This is called a brand palette, and important to have those colors work together in harmony. (<https://www.canva.com/learn/choose-right-colors-brand/>)

Fonts: Your designer probably specified a font set for use in all of your publications. Using a consistent font set helps establish your brand. For a good explanation, please visit <https://www.canva.com/learn/canva-for-work-brand-fonts/>

Letterhead: Most organizations have a very specific setup for letterhead/stationery, including your logo, fonts, and colors. You may read more at <https://www.stockphotosecrets.com/buyers-guide/stationery-design.html>

Elevator Speech: “An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does. You can also use it to create interest in a project, idea or product – or in yourself. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name. It should be interesting, memorable and succinct. It also needs to explain what makes you – or your organization, product or idea – unique.” (<https://www.mindtools.com/pages/article/elevator-pitch.htm>) Developing an elevator speech is an important part of your marketing plan, and should be a collaboration between pastor, principal, teachers, and the School Advisory Council.

IN-PERSON BEST PRACTICES AND RESOURCES

Campus: Although some administrators may view campus upkeep as a “facilities” and safety issue, it can have a powerful effect on visitors and tours. Signage should be clear. Consider adding window decals to your front entry doors (<https://www.vistaprint.com/signs-posters/window-decals/>)!

Personnel: “The support staff often interacts with parents before the Principal or teachers. The “phone call” asking for information, the “drop by the office” to pick up some literature – the tone set by the front office staff when a prospective parent visits is critical. Again, keep in mind that, parents are customers and “investors”. Most importantly, parents are collaborators with our schools in the education of their children. Would you go back to a store if the employees were unknowledgeable, unfriendly, or rude? Professional support staff offering information and courteous reception enhances the customer service experience for current and prospective parents” (Archdiocese of Washington, Marketing Toolkit). Front office professionals must continuously evaluate themselves for any unnoticed bias in their interactions with all people calling, entering or emailing.

Similarly, teachers may sometimes be surprised by an unexpected tour or visitor to their classroom. A welcoming, friendly attitude is a required expectation to ensure that visitors see our Catholic schools as a positive, safe place to learn and grow.

Masses: “The pastor plays an important role in Catholic education by keeping all parishioners informed about what’s happening in your local Catholic school. Children are the future of the church and of your parish in particular. Everyone, not just parents or grandparents, has an interest in supporting good Catholic education. The following are some suggestions to help build the relationship between all of your parishioners and the school:

- Reference the school in the parish bulletin
- Mention your visits to the school, include examples from school visits in your homily
- Bring to light the good things that are happening in the school
- Include the school in your petitions
- Ask your parishioners to pray for the school, its teachers and students
- Offer the school an opportunity to make announcements after Mass (e.g., BBQs, concerts, etc.)
- Promote kindergarten registration
- Help the school observe Catholic Schools Week
- Support families and youth with parish-based programs
- Have a school representative position on your parish council
- Get to know those parishioners who are teachers
- Remind parishioners of their responsibility to vote wisely for school trustees
- Help connect parishioners who would like to volunteer in schools“

(Archdiocese of Toronto, The Role of the Pastor in the Catholic School: A Resource)

Open Houses: From <https://www.partnersinmission.com/7-trends-for-the-best-catholic-school-open-house-clone/~board/migrated-news/post/naples-leadership-conference-a-success>

BLOG: 7 trends for the Best Catholic School Open House Oct 12 2018

It is Open House season, an essential recruitment event for many Catholic Schools across the country. With widespread enrollment shortfalls, nailing this singularly signature Admissions event has Catholic school administrators keenly focused on Open House outcomes. So we were curious to learn what constitutes the “best” Open House, and what changes schools are making to improve the prospective student family Open House experience. We asked four Partners in Mission team members to reflect on their work with schools in planning successful Open Houses.

1. What day of the week is best for an Open House? Sunday was the hands-down most common response - for high schools especially. A Sunday afternoon in October is clearly a perennial favorite.

2. Are there any trends changing in Catholic Schools across the country in terms of dates and times? Schools are shifting away from a single event and creating more visit opportunities that span the entire school year.

- Maria Ippolito of PIM shares "Open Houses are best served when the school is alive! So hosting something in the morning on a weekday such as Touring Tuesday or Welcome Wednesdays are prime opportunities to showcase a true school experience."
- Kathy Link of PIM encourages schools to revisit how they name the event and to target their intended audience. "I prefer the term 'Information Session' over 'Open House.' The more specific the better the result. Consider calling the event a "Transfer Information Session" or "Early Education Information Session" for PreK and K.
- Elementary schools can host a Transfer Information Session before the end of October with the primary purpose of bringing in current year transfers. Similarly an Early Childhood Event in December is a best practice. Kathy adds "this gives schools the opportunity to build enrollment in the current year and to identify targets for enrollment growth with subsequent events in the spring." Parents are busy. It is ok for these to be shorter events.
- Shana Rossi notes that her school hasn't had success in creating a repeat performance in the spring. Instead she emphasizes personal family tours and the opportunity to build a relationship with prospective students individually.
- Kelli Wilson adds her school has added smaller, more intimate events in the spring in the form of breakfasts with classroom events.

3. What type of a program works best for Open Houses? All four partners responded differently.

- Shana Rossi uses a drop-in format where the head of school does three presentations on repeat.
- Kelli Wilson cites a signature opening program that's known in the community as a "not-to-be-missed" event. She adds that student speakers are typically more effective and impactful than parents and administrators.
- Kathy Link encourages schools to have a program so families have clear expectations for the event and can ensure their questions are answered.
- Maria Ippolito suggests that the "best program" varies by school and by community. What is important she emphasizes is the prep work ahead of families visiting. "This is all about customer service." Do your families know where to park? Where to go upon arrival? How can you make their entrance as easy and customer friendly as possible?

As you can see, there is not a "one size fits all" approach to your Open Hour Program. It is critical to take into consideration your audience, their schedule and needs and what they want to hear and then determine the best place and platform to accomplish this.

4. What changes are being made? Here all four partners quickly cited one common change in programming: personalization. More visits, smaller tour groups, more opportunities to cultivate a relationship 1:1 are the changes that are happening. The days of appealing to the masses seem to be ending and so are the expectations that one message – or one single event – can meet the needs of everyone.

5. Do families register? All of the partners insist that registering families is essential to strategic enrollment management. Two cite the opportunity to pre-register as important. Prospective student information is captured ahead of the event enabling them to personalize the event even further and even expediting their arrival and sign-in- customer service for the win! Two partners noted that attendees receive a free gift for attending.

6. Do you survey your families? Absolutely is the common answer. What did you most enjoy? What surprised you? What did you hope to learn more about – and didn't? In all, gathering feedback about the event is essential to best practices.

7. Any unique best practices?

- Maria Ippolito "At the elementary level, I love the idea of sending a note to the student after the event and having the future classmates sign the note."
- Kelli Wilson "At Bishop Guerin in OH, our Robotics Club greets guests as they walk in with robots roaming. The Physics Department has a hover craft made out of a yard blower that they will be riding that in the hall as guests enter this year. Golf cart tours of the outdoor campus are also a favorite."
- Shana Rossi "the use of the school's band to set the tone" and create a lively environment is unique.

The Open House continues to retain its value as a recruitment tool, particularly for school communities looking to grow enrollment. In this midst of this Open House season, schools are encouraged to review and assess their Open House plans, evaluate best practices and seek out opportunities to deliver their own unique school story.

Tours: Parents may be interested in both virtual and in-person tours. When a family is relocating, a virtual tour can provide an overview of your school to help parents "narrow down" their top choices. When offering tours, consider these tips: "The tour that is given to our visitors is not simply a walk around the facilities. Rather, it is an hour- long storytelling session that focuses on our mission, vision and our brand. We have invested the time and passion to develop an army of tour guides, including fellow team members, student ambassadors, parents and school alumni. By the end of the tour we have our visitor imagining themselves at part of the school family. We strive to fuse the emotional connection with them...to make it so that they cannot say, 'No. At the conclusion of the tour we sit down with the guest and review everything that we have seen and talked about. We also share several scrapbooks with our accomplishments, awards, newspaper articles and community events. For some, seeing is believing!"

PRINT RESOURCES

Postcards: Creating a postcard is an inexpensive “giveaway” in addition to being used for direct mailing campaigns. Postcards can be offered at fundraisers, Parish events, and at the front desk for visitors or school families to share

Brochures: Like postcards, brochures give your school a tangible opportunity to share your mission, assets, and unique “value adds” for family.

Magazine: A magazine is a sizable investment for many schools. It provides more in-depth strategic information for families, and may be produced as a yearly portrait of your school. It would usually be included in an in-person tour package.

Banners: Banners may be used to advertise open houses, or a general “Now Enrolling” notice. Contact information such as the phone number should be included. Be sure to check local restrictions on banners/signs. It is also important to discuss the banner with parish and campus staff.

Billboards: Many schools have worked with Lamar Advertising to lease billboard advertising for their schools. The salesperson can recommend optimal location, and will offer design services.

Spirit wear: Although most of our Catholic schools are familiar with providing uniform items, we can also share our story through spirit wear items for adults and students. From quarter-zips to t-shirts, offering spirit wear means that stakeholders can market our school with their attire! Most schools have found a local provider to partner with in their spirit wear, whether through a permanent online store or through time-specific sales.

Promotional Items: Consider all of the ways your families can advertise your school!

- Car decals
- Pens
- Bags and backpacks
- Sew-on patches
- Stickers

Yard Signs: Schools have used yard signs to increase visibility and to provide a personal outreach to families. Consider yard signs for the following moments of recognition:

- New Families
- Graduations
- Teacher or student of the month
- “Now enrolling”
- “Proud Supporter”

ONLINE RESOURCES

Website

The Catholic school website is integral to school marketing, student recruitment and student retention. As such, the web site must be planned and constructed on a foundation of effective marketing principles and customer service standards.

The following should be considered as part of web site design and maintenance:

- A web site should be more than just a presence on the web. The content and design of the web site must be attractive and reflective of your school. It should be user friendly and interactive.
- Information for current former, students and prospective students should be featured on the site.
- Admissions information, admissions process, calendar, frequently asked question, tuition information, and tuition assistance information should be included in the prospective student area.
- Options that allow visitors to interact with your school should be included. (i.e.: surveys, online registrations, requests for information, links to the Archdiocese or other educational sites)
- Information for former students should include a mechanism for the former student to share their information with the school.
- The web site should be easy to host and navigate
- The web site must be updated regularly.

Social Media

Social media can be a valuable and productive tool, supporting Catholic schools as they market their image, attract students, and acquire resources. By its definition, social media is a vehicle for two-way communication that reaches target audiences and involves them in conversation. The three most active social media sites include the following: Facebook (the largest social network with 1.59 billion users); Instagram (an online mobile photo-sharing and video-sharing service with 400 million users); and Twitter (an online social networking and microblogging site with 320 million users). Marketing consultants (such as Catholic School Management) tell us that before launching a social media plan for a school, it is important to understand the strategies and framework that need to be established. Here are some recommended steps:

1. Determine what the goals are and develop action plans to monitor the initiatives necessary to reach those objectives.
2. Use the analytics built into social media to understand the audience.
3. Review key social media tools on the three sites. For instance, on Facebook, it is possible to link the page to Twitter, “tag” photos, schedule posts, and create events. “Tagging” people in text and on photos is also possible on Instagram, and hashtags can be used to organize conversations on both Instagram and Twitter.
4. Identify how to reach and engage the target audience. Survey the school’s constituents and find out how they communicate on social media and how they would like to receive information.
5. Learn how to word posts, making them engaging and drawing the reader in.
6. Utilize “social media ambassadors” to develop and grow the school’s brand while attracting more followers.

From: <http://www.ucarecdn.com/49a76e8e-6ddd-4530-b90d-35a87814c4>

Paid Online Advertising: Hearst can offer native, paid advertising through both editorials and video segments. This is a sizable investment, but offers highly specialized advertising and reporting options

SPONSORED NATIVE EDITORIAL OVERVIEW

- **Story Creation:** We schedule a call with you and our editorial team and take your goals, objectives and budget into consideration to come up with the best way to tell your story. Some clients have a clear idea of what they are looking for & others ask us to take the lead and create a story that shines

the best light on their brand. We can create all the content or use a mix of your content and our content

- Placement & Distribution: Content lives on KOAT-TV's website and is promoted through native ads across national Hearst O&O digital sites and extended network to the counties you serve
- Targeting: We create custom audiences that are most likely to respond to your editorial (e.g. gender, age, affinity, HHI, major life events & lifestyle changers, behavioral, etc.)
- Reporting & Metrics: Each story comes with guaranteed min. engagements/impressions and 24/7 dashboard access

SPONSORED NATIVE VIDEO OVERVIEW

- Placement & Distribution: Video is promoted through native video ads through KOAT-TV's Facebook and/or YouTube
- Targeting: We create custom audiences that are most likely to respond to your video (e.g. gender, age, affinity, HHI, major life events & lifestyle changers, behavioral, etc.)
- Reporting & Metrics: Each story comes with guaranteed min. views and 24/7 dashboard access

Search Engine Optimization: Search Engine Optimization (SEO) ensures that your school will be the first result when a user accesses an internet browser and searches for your school. This marketing tactic requires some experience with website editing and metrics, but is a vital piece of your marketing toolkit.

Enrollment Database and Tracking: How does your school track applicants and interested families? Does your student information system offer tracking, and if so, are you using it to its full capacity?

ENROLLMENT EXPERIENCE FOR FAMILIES

“The enrollment management process entails three phases: recruitment, admissions, and retention.

Recruitment is the first stage of contact with a prospective student and his or her family.

During this phase the prospective student is introduced to the school and how it will respond to his or her faith formation, academic and extracurricular interests. Interest, or lack thereof, is established in the recruitment phase. All aspects of the recruitment phase must be executed with an emphasis on Catholic identity, the highest level of professionalism and customer service. The recruitment phase may include: presentation of printed material, web site visits, attendance at an event(s), and school tours. Personal follow-up is crucial during this phase. Once the student and family establish contact with the school, the goal is to engage them with the school community. Shadow visits, phone calls from current parents, personal notes, and invitations to school events will strengthen the personal connection.

Admissions is the process of information exchange and relationship development.

During the admissions process the school and prospective student take the necessary steps to determine if there is a good fit between each party. This step is very important to the school’s ability to retain the student. The process may include: courting and touring, testing, application and admission paperwork, interviews, acceptance, and formal enrollment.

Retention of students is an ongoing campaign.

Retention is the result of satisfaction with the mission and programs of the school. Reiteration of the school’s mission and goals and how they are being achieved, as well as the individual student’s accomplishments, are essential aspects of student retention.” (*Source: Enrollment Management Workbook – A Step-by-Step Guide for Recruiting and Retaining Students. Office of Catholic Schools – Diocese of Arlington.)

How does your school support the following elements of the enrollment experience?

Walkins, Phone calls, and Questions

Print Materials

Online Materials

Tours

Follow-up

Including survey questions about which marketing tools reached their family



+88 12 345 6789 100
your_email@gmail.com
www.yourwebsite.com

Praesent Viera street no. 17
West Nulla city, Leaflove

BRAND GUIDELINES

DATE CREATED :

June 12, 2021

CREATED FOR :

Lotlight Corporation

SEC 01

BRAND PERSONALITY

BRAND CHARACTERISTIC :

Corporate, Secure, Original, & Friendly

BRAND STORY :

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OUR AUDIENCE :

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SEC 02

LOGO VARIANT



PRIMARY LOGO

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LOGO ALTERNATIVE 1

This logo is used for lorem ipsum dolor si amet consectetur adipiscing elite mode exerum sitio.



LOGO ALTERNATIVE 2

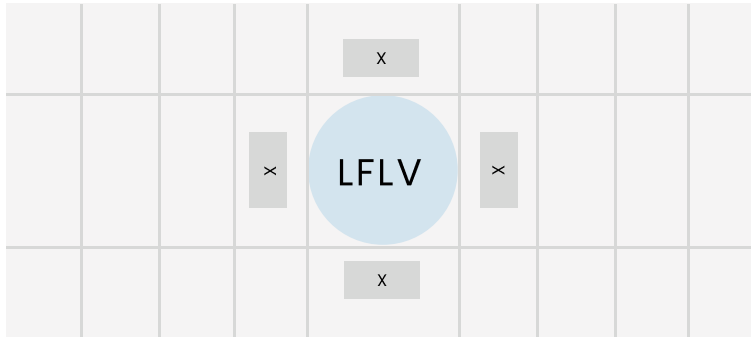
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SEC 03

LOGO CLEAR SPACE

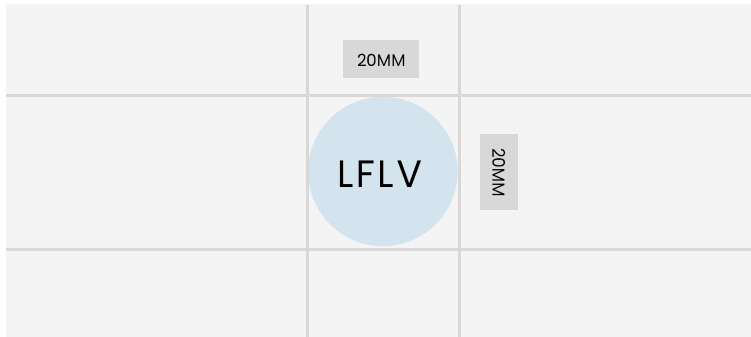
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CLEAR SPACE & MINIMUM SIZE



LOGO MINIMUM SIZE

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SEC 04

TYPOGRAPHY USAGE

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[Download The Font :](#)

www.primaryfont.com

www.secondaryfont.com

TYPOGRAPHY

PRIMARY FONT

Poppins

Capital :

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Regular :

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Figures :

1 2 3 4 5 6 7 8 9 0

Special Characters :

! @ # \$ % ^ & * () - +

SECONDARY FONT

Roboto

Capital :

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O P Q R S T U V W X Y Z

Regular :

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q r s t u v w x y z

Figures :

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Special Characters :

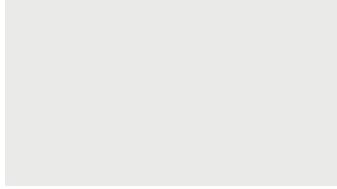
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SEC 05

PRIMARY COLORS

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BRAND COLORS

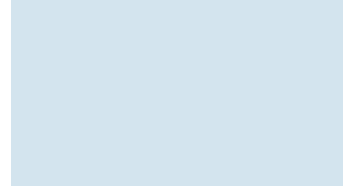


SOFT GREY

CMYK COLOR CODE : 10 , 15 , 10 , 15

RGB COLOR CODE : 5 , 10 , 200

WEB COLOR CODE : #000000



SKY BLUE

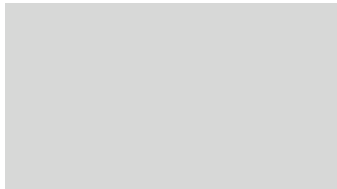
CMYK COLOR CODE : 10 , 15 , 10 , 15

RGB COLOR CODE : 5 , 10 , 200

WEB COLOR CODE : #000000

SECONDARY COLORS

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NATURAL GREY

CMYK COLOR CODE : 10 , 15 , 10 , 15

RGB COLOR CODE : 5 , 10 , 200

WEB COLOR CODE : #000000



BLUE OCEAN

CMYK COLOR CODE : 10 , 15 , 10 , 15

RGB COLOR CODE : 5 , 10 , 200

WEB COLOR CODE : #000000

SEC 06

STATIONERY USAGE

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Business Card is used for lorem
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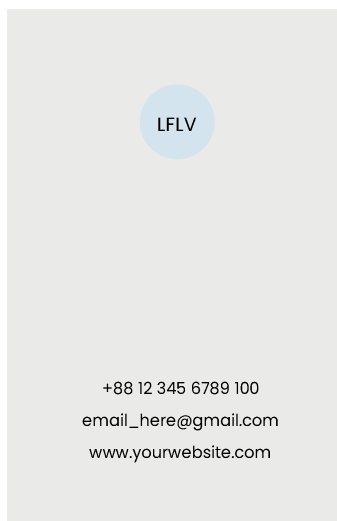
[Download The Letterhead :](#)

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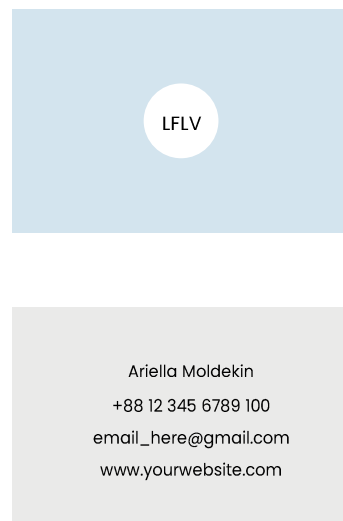
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LETTERHEAD



BUSINESS CARD



SEC 07

DIGITAL APPLICATION

DIGITAL USAGE

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SEC 08

BRAND / MOOD BOARD

