

Welcome Principals,
Directors and
Enrollment
Management Team
Members



Prayer



Prayer

Prayer for Catholic Schools (<https://smcatholicschools.org/>)

O Christ, our Teacher,

You invite Your faithful people to make disciples in Your name and to announce good news to the poor.

We thank You for the gift of Catholic schools, where

The message of Your life, death, and resurrection is proclaimed,

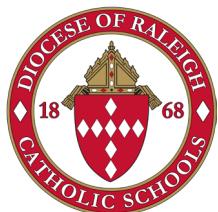
Christian community is experienced,

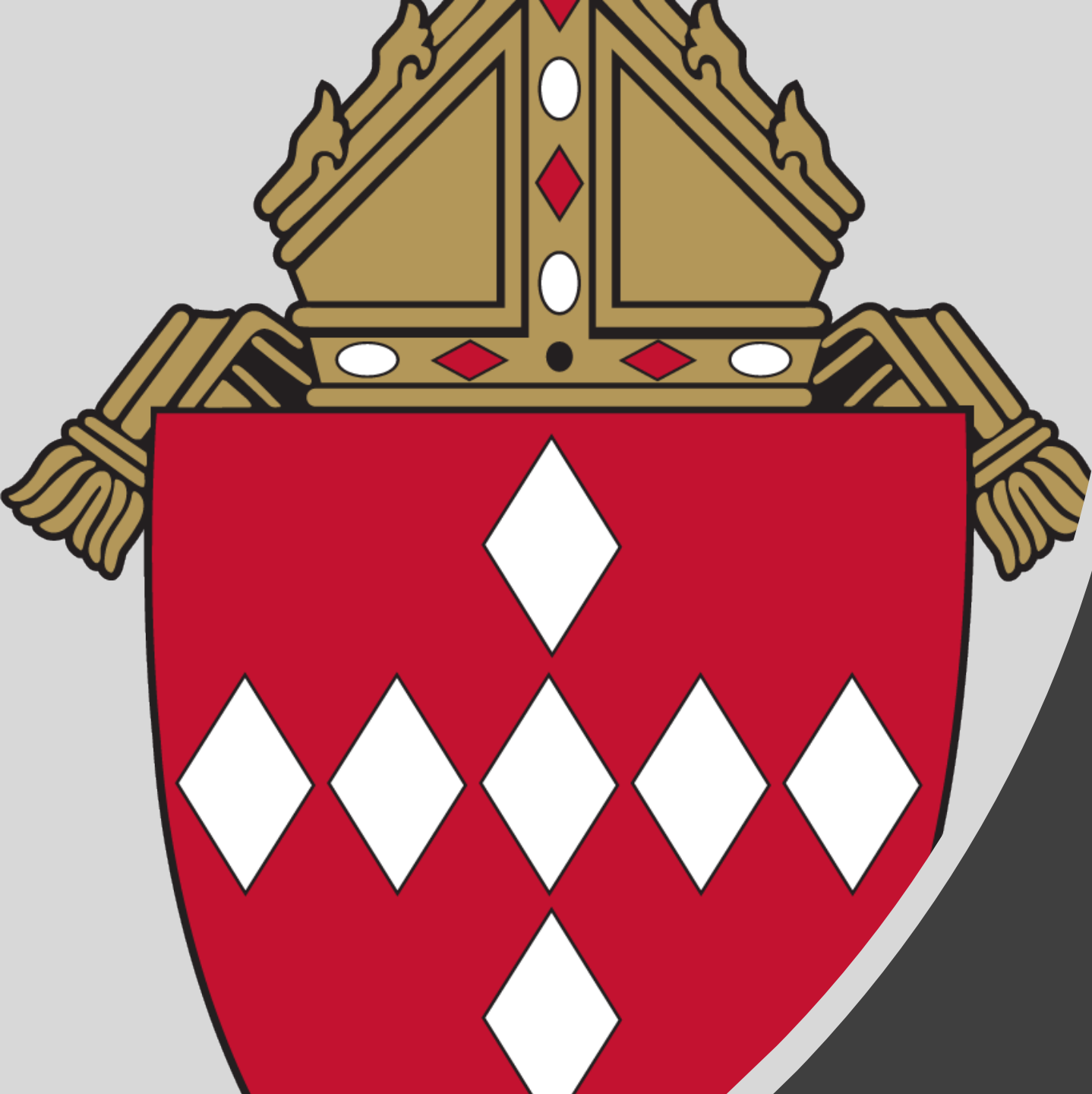
Service to our brothers and sisters is modeled,

And worship of You is cultivated.

Increase our zeal for ensuring that all children and families can benefit from a high quality Catholic education,
and that Catholic schools grow in their ability to nurture the soul of our nation.

In the name of the Father, the Son, and the Holy Spirit. Amen.





Enrollment
Management
Team
Training

Session 4

2022-23

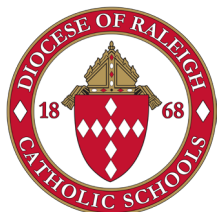
Our Learning Goal...

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

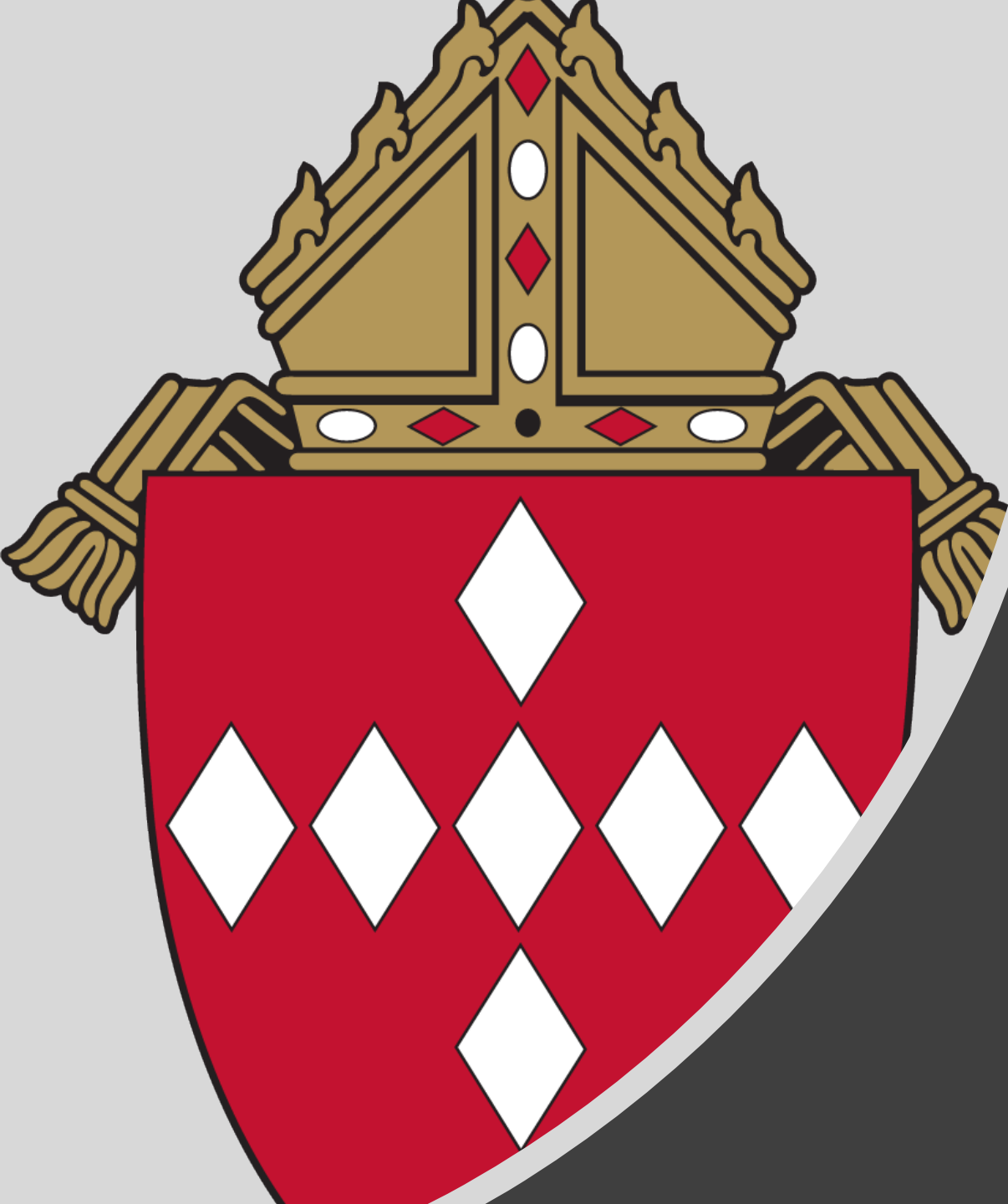
Enrollment Management Teams

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.

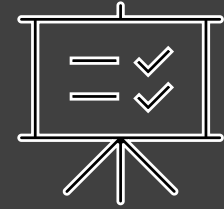
We will retain and attract students so that every seat in every classroom in every school will be filled.





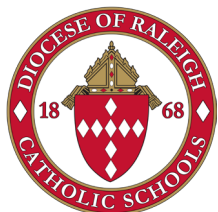
Topic 4: Retaining Current Families

Marketing Workshop Goals

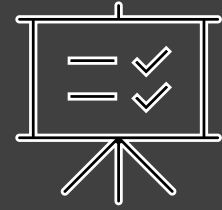


Retention strategies the Enrollment Management Team should consider include:

- Using Parent Ambassadors to enhance current family attention to re-registration
- Encouraging and incentivizing families to re-register before the end of school year
- Enlisting students and faculty in retention strategy, (e.g., classroom competitions to see who re-registers first or letters sent home to parents from teachers of the next grade)
- Sending a Letter of Intent home in advance of re-registration activities
- Maintaining consistent communication with current families
- Kickoff of re-registration activities during Catholic Schools Week or at a State of School Address. Appreciative examination of CSW activities will be included.

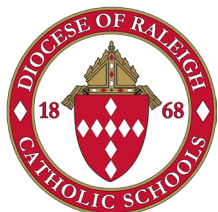


Marketing Workshop Goals



To adequately address retention at a school, the Enrollment Committee should develop a retention program that:

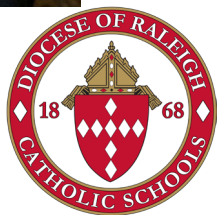
- Projects a gracious attitude to current families and is consistent with the vision and value propositions of the school.
- Provides ongoing communication with current families about the value propositions and vision for the school.
- Gives parents multiple opportunities and reminders to re-register for the next year.
- Protects the welcoming and accessible environment the school provides.
- Keeps track on a yearly basis of the percentage of families that stay at the school.
- Employs methods to track the satisfaction of current parents.
- Anticipates potential objections of current families to re-registration.



Retention Summary

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.



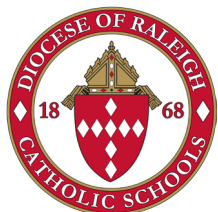
Retention Summary

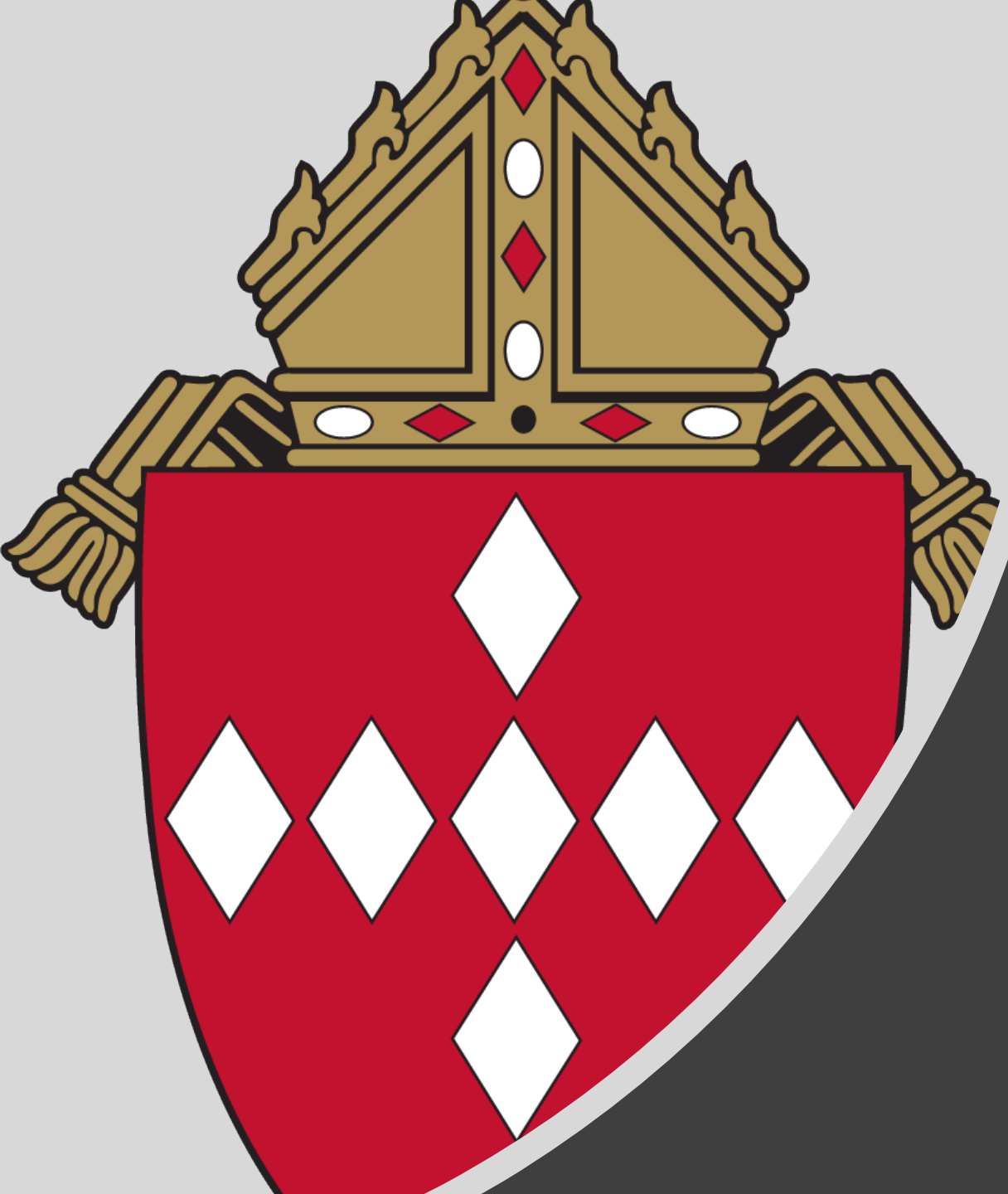
Retaining Existing Students

- Your efforts and interactions with families and students should focus on communicating how well your school is providing the elements of formation that parents and students are seeking.
 - Environment
 - Curriculum
 - Tuition assistance
 - Extra-curricular programs .



ADDITIONALLY, EFFORTS AND INTERACTIONS SHOULD EMPHASIZE THE SUCCESS OF CURRENT STUDENTS AND THOSE WHO HAVE GRADUATED FROM YOUR SCHOOL...THE “IT’S WORTH IT!” FACTOR





Retention Strategies for the Enrollment Management Team

Parent Ambassadors

Seeking Parent Ambassadors

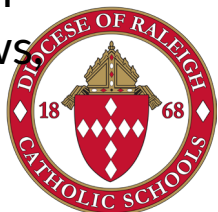
The Admissions Office is seeking enthusiastic Parent Ambassadors for the 2022-2023 school year. Your role will be to assist with our upcoming Open Houses, be available to speak with new families, and NEW this year, we will pair you with one of our Student Parish Liaison Ambassadors to plug Nolan Catholic into all of the exciting parish happenings and bulletin announcements! Please contact Jennifer Denney, jdenney@nchstx.org or Judy Spurgeon, jspurgeon@nchstx.org to volunteer!



- A parent ambassador is a parent or adult who has a child at your school who helps you spread the word about your school to their friends, neighbors, and community. However, these parents are more than just your biggest fans.
- An effective parent ambassador is trained, focused, and works in coordination with your school as a part of an intentional marketing strategy.
- Full “How-to” for program:
<https://mycatholicschool.org/wp-content/uploads/2018/07/FINAL-FINAL.docx>
- Excellent Training Video:
<https://www.youtube.com/watch?v=W8st9YfLEU>

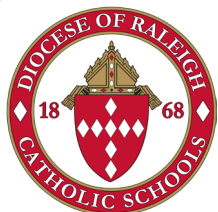
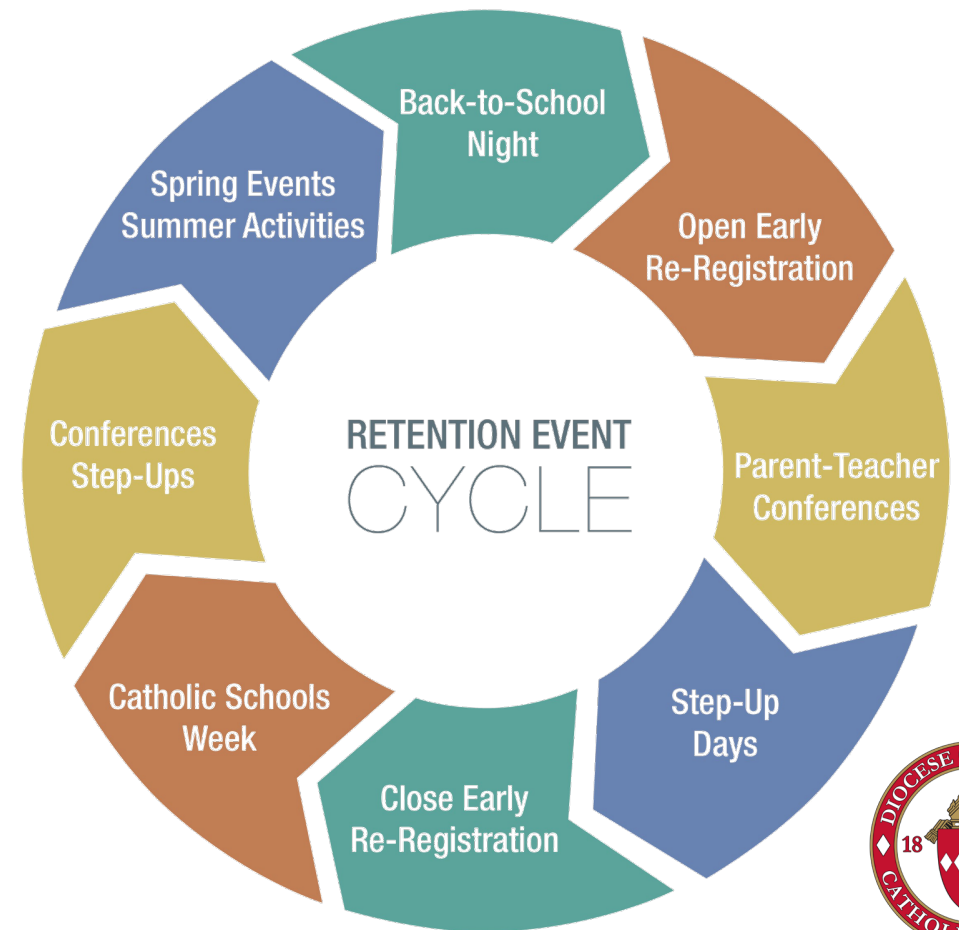
Parent Ambassador Roles

- Serve as a tour guide during open house events, prospective parent nights and personal on-campus visits.
- Personal one-on-one contact (face-to-face, phone call, email, handwritten letter) with families, initially and as a follow up.
- Serving as a representative of the school by attending community events or conducting outreach at feeder schools and other parishes.
- Assisting with your Catholic school’s social media campaign by writing positive reviews posts and tweets.



Touchpoints in the Re-enrollment Cycle

- Encouraging and incentivizing families to re-register before the end of school year
- Enlisting students and faculty in retention strategy, (e.g., classroom competitions to see who re-registers first or letters sent home to parents from teachers of the next grade)
- Sending a Letter of Intent home in advance of re-registration activities

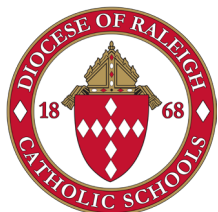


Maintaining Consistent Communication with Current Families

- Successful recruitment and retention of students is best achieved with an institution-wide understanding and commitment to the school's mission, the concept of marketing, and the value of service.
- Refer to Session 2 – Communications Calendar
- Retention relies on a consistent stream of positive information tied to the school's mission and value propositions. How does your school accomplish this?



CONSIDER THE IMPACT OF RE-REGISTRATION FEE ON FAMILIES WITH FINANCIAL NEED, OR MULTIPLE CHILDREN. ADVANCE NOTICE, PAYMENT PLANS, AND TIMING CAN ALL AFFECT A FAMILY'S FINANCIAL ABILITY TO RE-REGISTER.



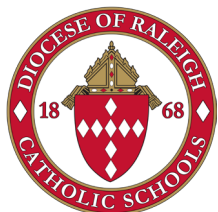
Catholic Schools Week and Retention

Bulletin Announcement and Pulpit Announcement promoting Catholic Schools Week Mass and Open Houses

- One per week w/ special invitation to families on Prospective Student List
- 1st week - pre-school
- 2nd week - lower elementary
- 3rd week - middle school
- 4th week - all school on a Sunday after Mass (see Catholic Schools Week Mass)

Catholic Schools Week Activities

- Sunday Mass involving students wearing school uniforms
- Pastor's State of the School – during Mass
- Colored postcard promoting Catholic Schools Week Mass and Open House to prospective students



Catholic Schools Week and Retention Follow-up

Personal telephone call to invite families to the Catholic Schools Week
Mass and Open House

- Place open enrollment display advertisement in local newspaper
- Promote re-enrollment
- Distribute re-registration materials – specify re-registration deadline
- Outreach events (Food drive, etc.)

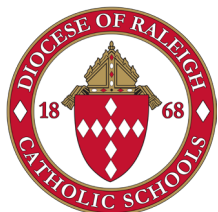
Distribute and post open enrollment promotional materials to
Strategic Partners.

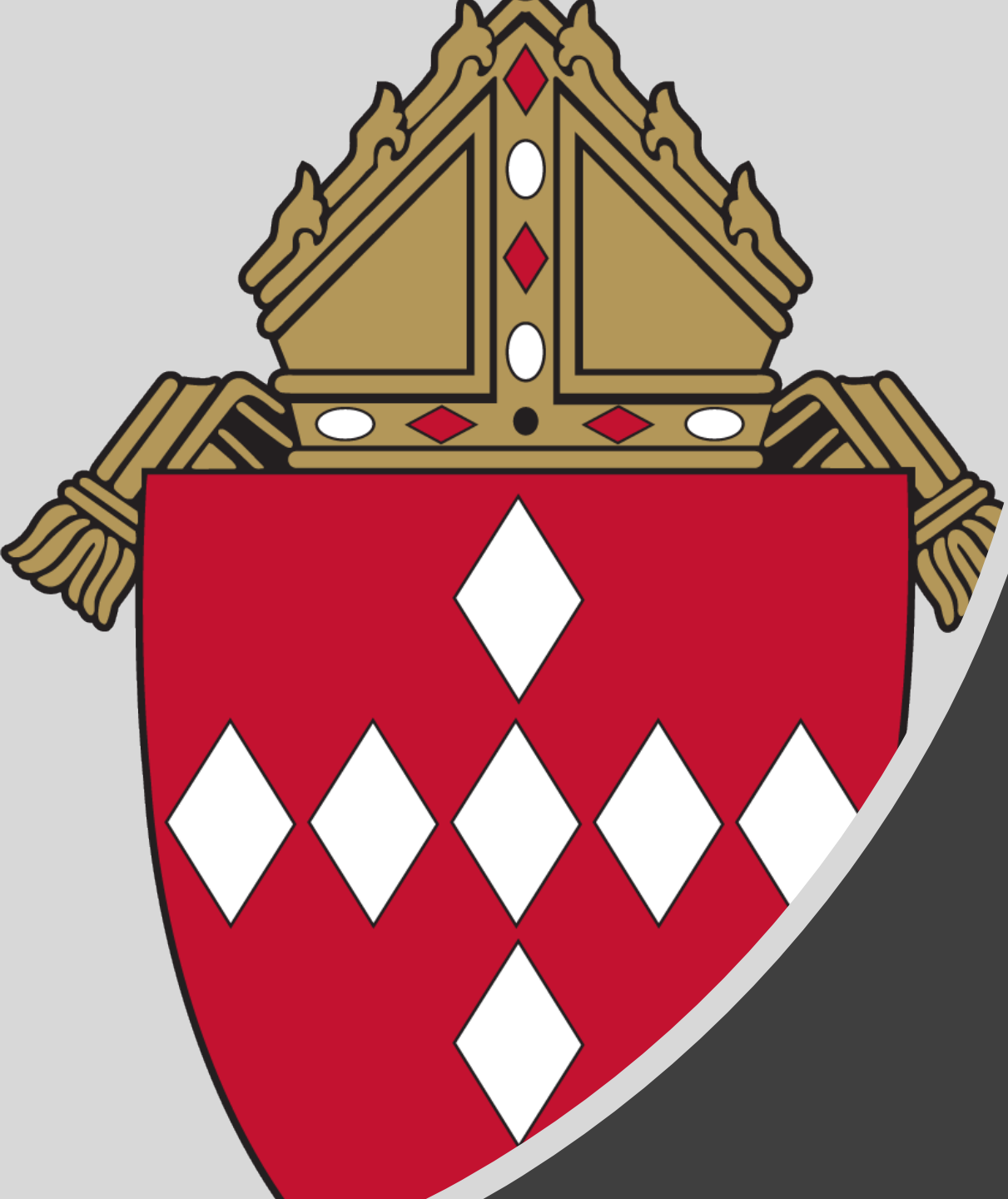
- Promote re-registration deadline via e-newsletter and Principal's Update



**Catholic Schools
Week 2023**
January 29–February 4

www.NCEA.org/csw
#CSW23



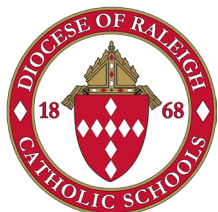


Current Family
Retention and
Operational Vitality

Projecting a Gracious Attitude to Current Families

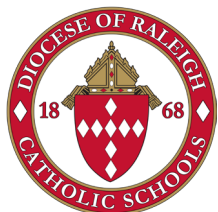
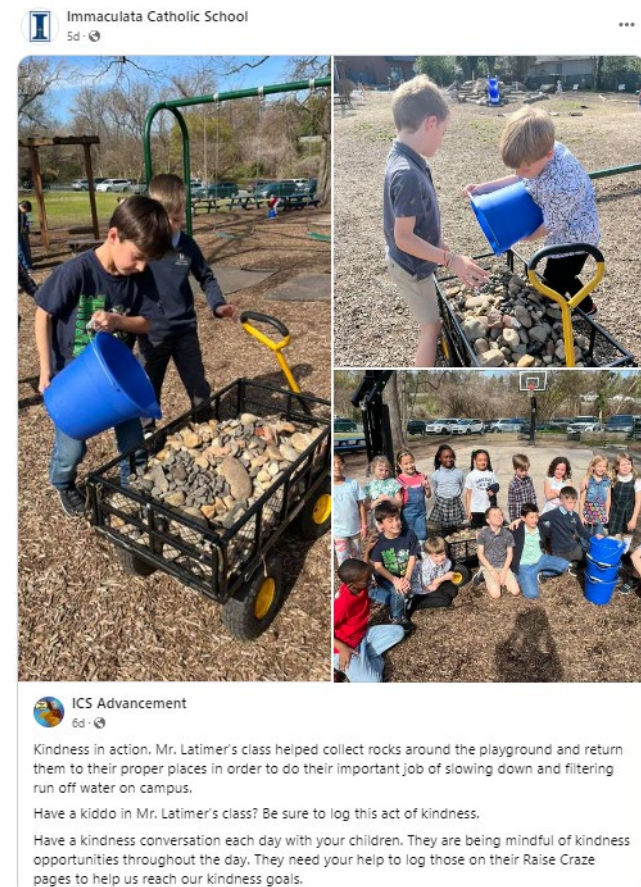
Communications should be consistent with the vision and value propositions of the school.

- If teachers and administration are:
 - teaching as Jesus taught and imitating Him,
 - creating exciting lesson plans,
 - challenging students to excel,
 - maintaining a positive classroom atmosphere,
 - welcoming and supporting individual students,
 - fostering age-appropriate faith development,
- Then parents will be assured their choice for Catholic education was the right one!



Providing Ongoing Communication with Current Families

- Communications should systematically and effectively reiterate the value propositions and vision for the school.
- “When you see or hear about a moment that inspires, encourages, excites, or entertains, consider taking a moment to record that experience. These little moments when you witness your school brand embodied in the good things happening at your school is actual evidence that supports your school brand. Don’t let these moments pass by unshared. Pass the good word along to your school community!” – Tara Hackman, Director of Marketing and Enrollment, Diocese of Charlotte
- School Newsletters – Positive and Mission-Driven



Giving Parents Multiple Opportunities and Reminders to Re-register.



SAINT PETER
CATHOLIC SCHOOL

Re-registration Information for the 2023-24 School Year
(<https://www.stpeterscatholicsschool.com/reregister.html>)

Fees and tuition rates for next year were emailed on Friday, January 20, along with the school calendar for 2023-24.

2023-2024 Tuition Rates
2023-2024 Calendar

On Wednesday, February 1, families with students in PK3-7th grade received emails to re-enroll. The formal re-enrollment period is Feb. 1 - March 15. A late fee of \$100 will be assessed for students who have not re-enrolled by March 15.

If you need a payment plan for the registration fees, please email jvonlehmden@spscnc.net as soon as possible. If you do not plan to re-enroll for the next school year, please request a Withdrawal Form by emailing dflock@spscnc.net.

Various scholarship opportunities opened their application windows on February 1. Please click here for details.

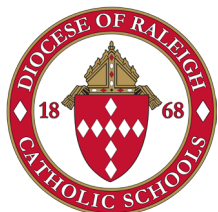


St. Peter Catholic School Greenville

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Check the FACTS Family Portal or your Wildcat Weekly for details.

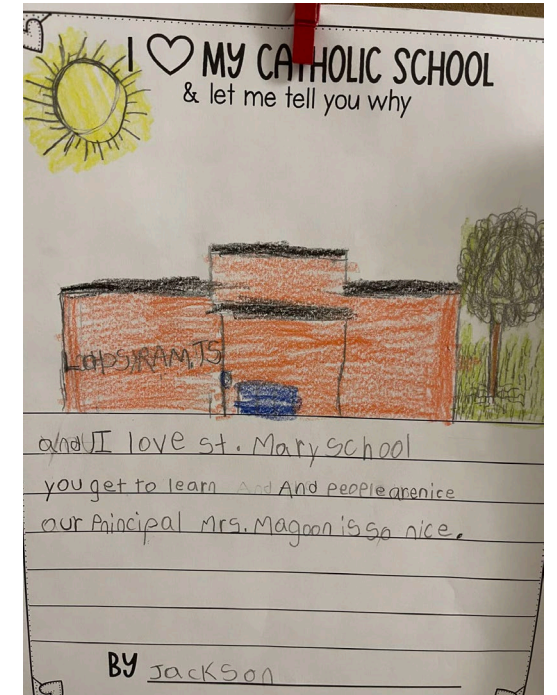


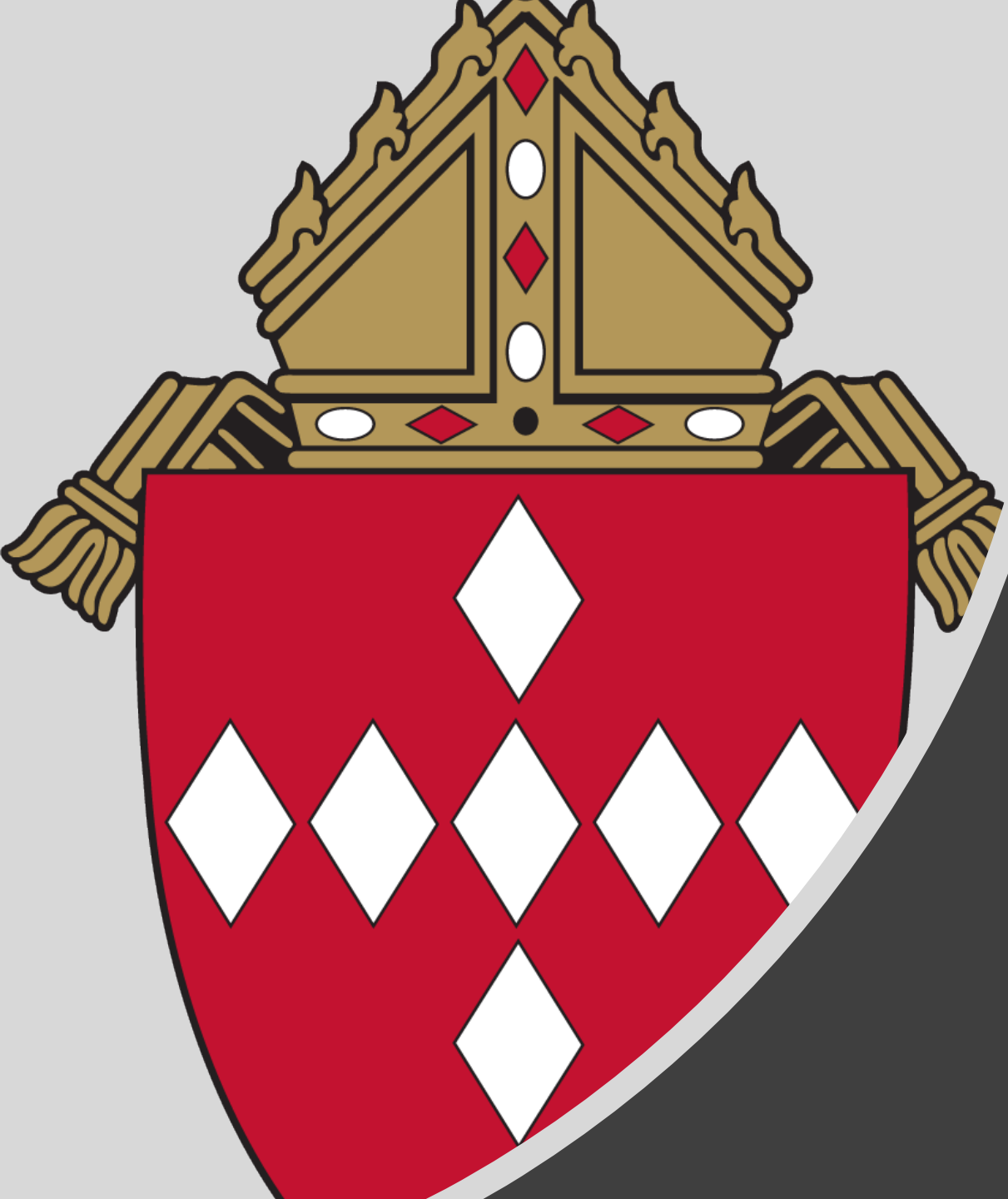
Protecting the welcoming and accessible environment the school provides.



Tracking Data for Strategic Planning

- Keeping track on a yearly basis of the percentage of families that stay at the school.
- Employing methods to track the satisfaction of current parents.
- Anticipating potential objections of current families to re-registration.





Appreciative
Examination:
Catholic Schools
Week 2023

Appreciative Inquiry – CSW 2023

- Appreciative inquiry is an approach to continuous improvement that identifies and builds on what already works well in an organization to foster positive change.
- <https://form.jotform.com/230655581862058>



DISCOVER:

- What gives life?
What is the best?

Appreciating and identifying processes that work well.

DREAM:

- What might be?
What is the world calling for?

Envisioning results, and how things might work well in the future

DESIGN:

- What should be the ideal?

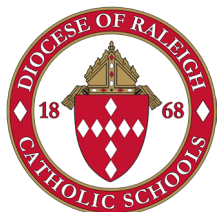
Co-constructing, planning and prioritizing processes that would work well

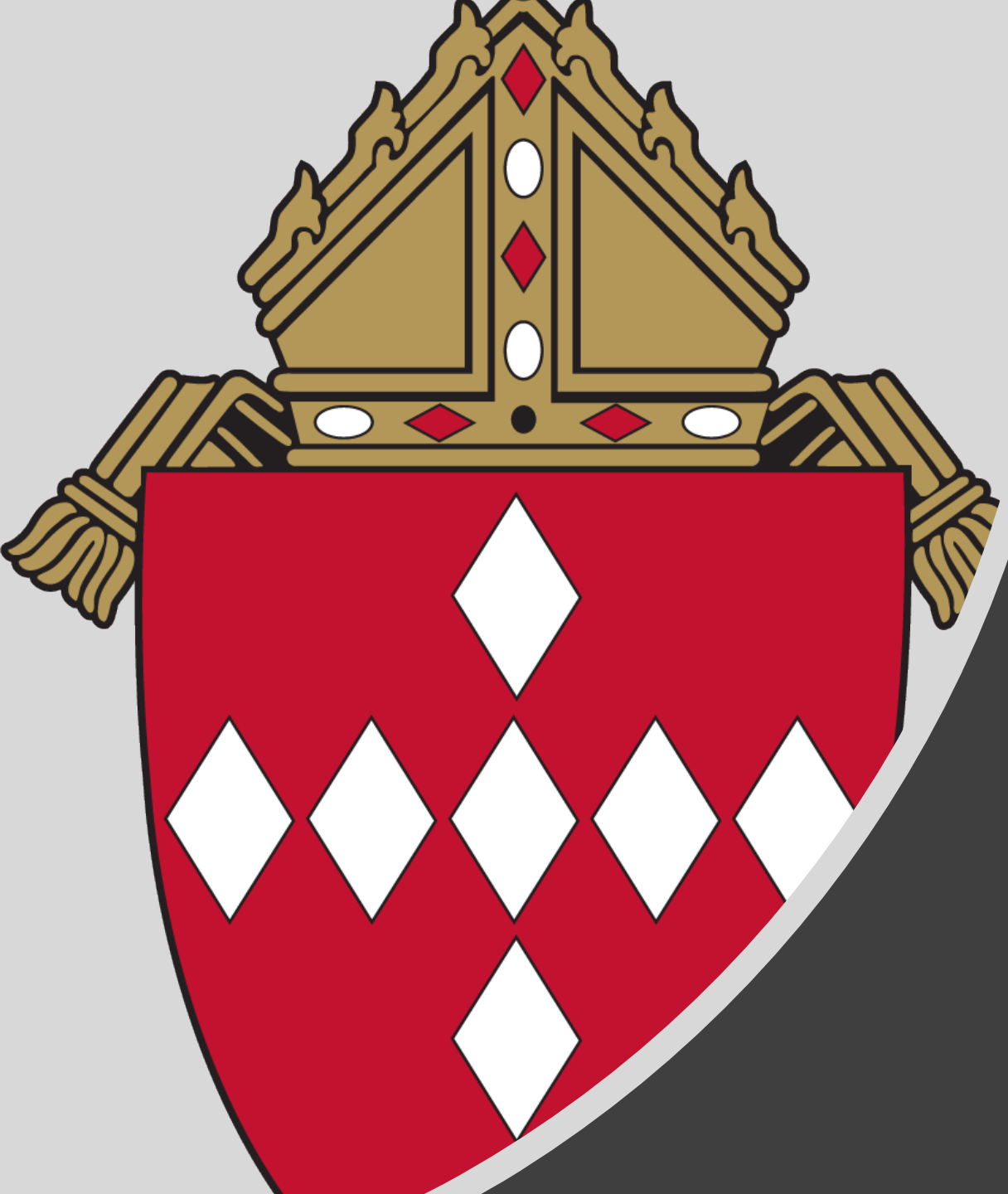
DESTINY (or DELIVER):

- How to empower, learn and adjust/improvise

Sustaining the change

The screenshot shows a survey form titled "Catholic Schools Week 2023 - Appreciative Inquiry". It includes a header with the Diocese of Raleigh Catholic Schools logo. The form contains several sections: "Name" (with fields for First Name and Last Name), "Email" (with a placeholder example@example.com), "Please list your Enrollment Management Teams role", "Please list the name of your school", "For C SW 2023, What Worked Well?", "What Could be Improved?", and "How can we leverage what we already do well to improve other areas?".





Closing
Thoughts...

OPERATIONAL VITALITY

Enrollment Management Resources

WEBINAR 

THE PROJECT

**PAY ATTENTION
TO RETENTION**
USING THE 5 LOVE LANGUAGES
TO IMPROVE STUDENT RETENTION

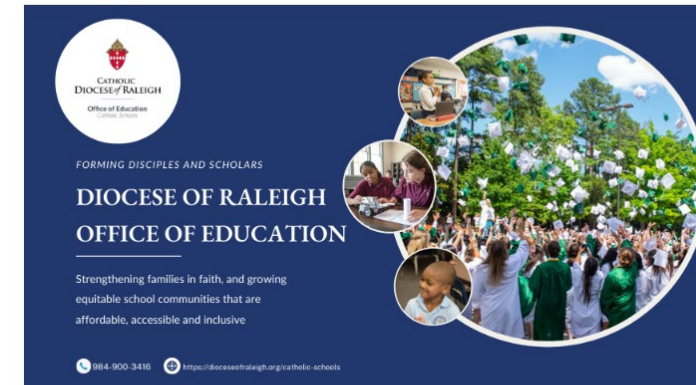


April 5th
1:00pm ET / 10am PT

Presented by:
Kurt Lewis

- All Archived Trainings:
<https://dioceseofraleigh.org/office-education/marketing-and-enrollment-resources>
- Shared Enrollment Management Resources:
https://raldioc.sharepoint.com/:f:/s/MARCOMMSHaringTeam/EnmK9UZEzDdDILhDCn-HVFgBZWctLYhS5txmh6r_ePvRGA?e=L5xkgM
- Additional Resource: Kurt Lewis/FACTS Education,
kurtthemarketer@gmail.com

Marketing and Enrollment Resources



"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."

Marketing Resources for Schools

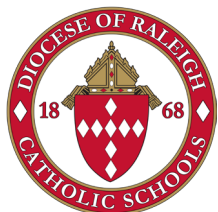
[Marketing Toolkit for Schools](#) (PDF)

[Catholic Schools Market Research Summary](#) - June 2022 (PDF)

Enrollment Management Teams

[Enrollment Management Teams Training Overview](#) (attachment)

[EMT Training Session 1 Slide Deck](#)



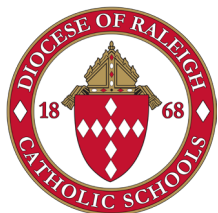
OPERATIONAL VITALITY

Enrollment Management Training - Questions

One day we will:

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Prayer

