



# Recruiting New Families to your School – Best Practices

Presented by  
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[www.EnrollmentCatalyst.com](http://www.EnrollmentCatalyst.com)

# Our Goal

- ▶ During this session, we will discuss best practices in recruitment strategies to enroll new families at your school.

# Introduction

- » Starbucks
- » The Family Portrait
- » Rollercoasters
- » Coaching
- » Blog









Enrollment Catalyst partners with schools to provide coaching for school leaders in their school's enrollment management and marketing systems, strategies, and solutions needed to reach their goals.

# Enrollment Catalyst Program

## ▶ First Month

- Assessment of enrollment, marketing and development processes and strategies
- Parent satisfaction and marketing survey
- Two-day on-site visit
- Priority recommendations and goal-setting

## ▶ Ongoing Coaching

- Weekly coaching calls
- Focus on accountability, results and priority implementation



# www.EnrollmentCatalyst.com/blog

The screenshot shows the Enrollment Catalyst website's blog page. At the top, there is a search bar with the word "SEARCH" and a magnifying glass icon. Below the search bar is the Enrollment Catalyst logo, which consists of a stylized 'E' icon followed by the text "ENROLLMENT catalyst". To the right of the logo are links for "REQUEST INFORMATION" and "facebook". A navigation menu includes "Home", "About", "Catalyst Program", "Resources", "Services", "Speaking", and "Contact". A green button labeled "RICK'S BLOG!" is positioned to the right of the navigation menu. On the left side, there is a "Recent Posts" section with five entries, each preceded by a right-pointing arrow. Below this is a "Subscribe to Rick's Blog" section with input fields for "Name" (split into "First" and "Last") and "Email \*". The main content area features a large banner for "RICK NEWBERRY'S Blog" with a photo of Rick Newberry. Below the banner is a breadcrumb trail: "BLOG > ENROLLMENT & MARKETING STRATEGIES FOR SCHOOLS". The main article title is "Enrollment & Marketing Strategies for Schools". Below the title are page numbers "1 2 3 4 5 Next >>". The article title is "Six Ways to Market Your School Through Your Parents" with a date of "4/12/11" and tags "Marketing, Word of Mouth Marketing". The article text begins with "Whenever I conduct focus groups or a survey at a school to help develop a marketing plan, I always ask the parents how they first heard about the school. Their answer is consistently through the referral of someone else—typically your current parents."

SEARCH

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catalyst

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**RICK'S BLOG!**

Recent Posts

- › Six Ways to Market Your School Through Your Parents
- › Going Mobile with School Marketing
- › New Corporate Partnership with Christian Schools International (CSI)
- › It's More Than a Pretty Website
- › Paying your Parents for Referrals

Subscribe to Rick's Blog

Name  
First Last  
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**RICK NEWBERRY'S**  
**Blog**

BLOG > ENROLLMENT & MARKETING STRATEGIES FOR SCHOOLS

## Enrollment & Marketing Strategies for Schools

1 2 3 4 5 Next >>

### Six Ways to Market Your School Through Your Parents

4/12/11 | Marketing, Word of Mouth Marketing

Whenever I conduct focus groups or a survey at a school to help develop a marketing plan, I always ask the parents how they first heard about the school. Their answer is consistently through the referral of someone else—typically your current parents.

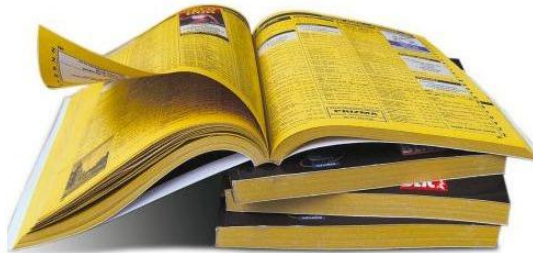
# Current State of School Marketing and Enrollment

- »» Some school observations from travels and consulting across the country

# Current State of School Marketing

- ▶ Economic uncertainty
- ▶ Enrollment instability
- ▶ Parent entitlement and disloyalty
- ▶ Increased competition
- ▶ Increased dependence on financial aid
- ▶ Increased focus on branding and marketing
- ▶ Continued focus on word-of-mouth
- ▶ Shift from traditional marketing to web-based marketing strategies

# Traditional Marketing



# Today's Marketing

LinkedIn®

You Tube  
Broadcast Yourself

yelp.   
Real People. Real Reviews.™



bing™

twitter

Google™

YAHOO!®

# What's different today?

- ▶ The places we advertise
- ▶ The world wide web
- ▶ The desire for authenticity
- ▶ The power of referral in an online world
- ▶ The world of social media
- ▶ The need to be in a conversation
- ▶ The importance of creating remarkable content

# What's the same?

## **The power of word-of-mouth!**

**What are the top two ways  
that parents find out about  
your school?**



# Top Two Ways

1. **Word-of-Mouth**

Consistently ranks as the number one reason how families hear about your school.

2. **Website**

The first place a parent looks when they hear about your school through a word-of-mouth referral is your school's website (as well as other info on the web).

# Our Recruitment Focus

- ▶ Our new family recruitment plan must be built around these strategies.
- ▶ Implementing these strategies assumes that you have a high quality school and a strong brand to communicate.

# The Plan

- » It is important to begin with the development of a strategic enrollment and marketing plan for your school.

# Know where you are going

- ▶ Develop a plan for your school's enrollment and marketing effort—and do everything you can to implement it.

# Developing Your Recruitment Plan

- ▶ The Admissions Funnel
  - ▶ Admissions Goals
  - ▶ Admissions Reports
  - ▶ The Admissions Team
  - ▶ Inquiry Generation
  - ▶ Inquiry Processing and Follow-up
  - ▶ Application Generation and Follow-up
  - ▶ Admissions Marketing Materials
- 

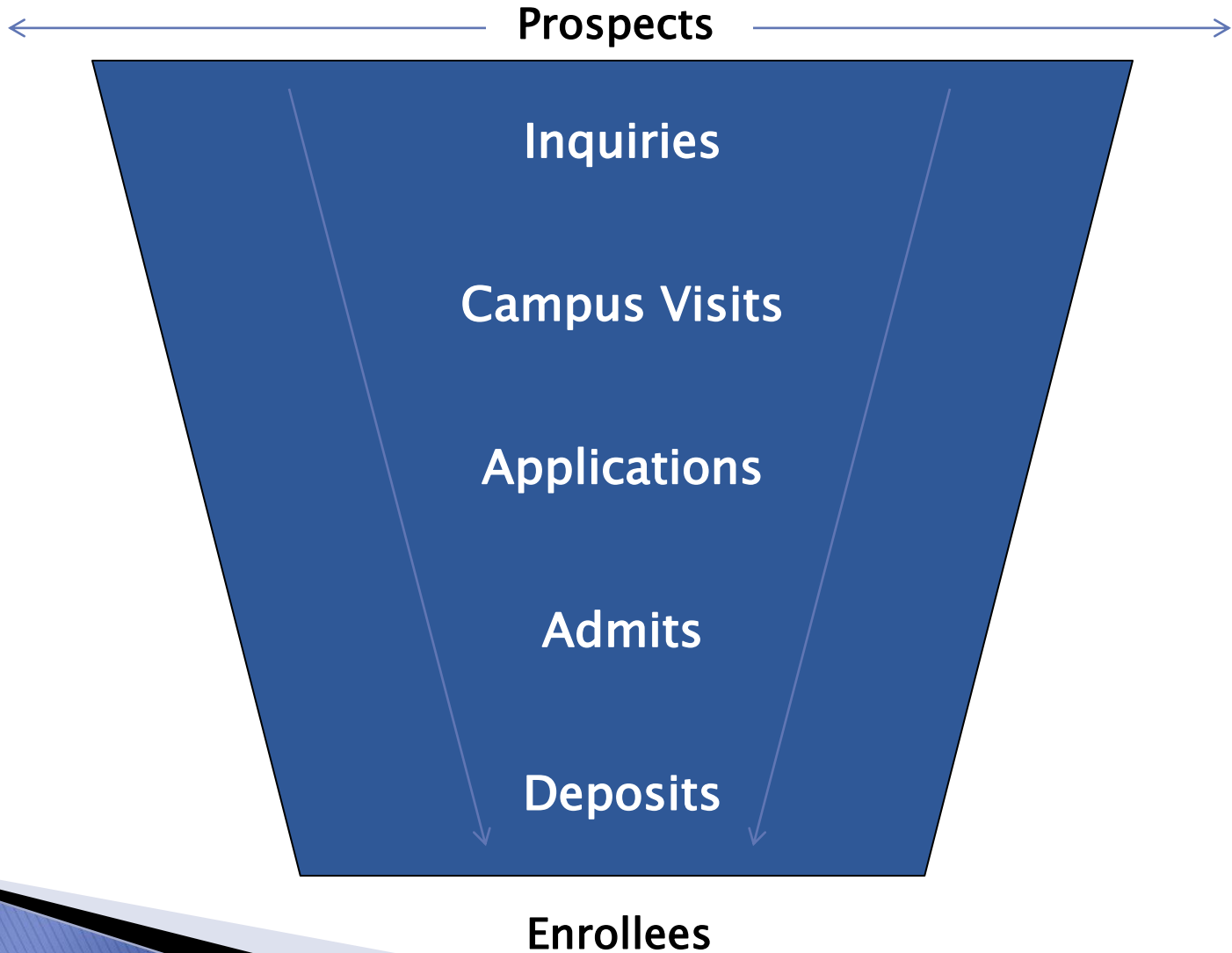
# Communicate your Plan

- ▶ Communicate your enrollment and marketing plan to your faculty, staff and parents. It is important for your community to know where you are going and how they can become involved in the plan.

# The Admissions Funnel

- »» From inquiry to enrollee, it is critical to understand the admissions funnel.

# The Admissions Funnel





# New Student Yield

- ▶ Inquiry Yield
  - Inquiries to Campus Visits
  - Inquiries to Applications
  - Inquiries to Enrollees
- ▶ Application Yield
  - Applications to Admits
  - Applications to Deposits
  - Applications to Enrollees

# Implications of Yield

- ▶ By knowing your yield levels, you will be able to:
  - Understand your current situation in light of historical trends
  - Adjust your recruitment strategies
  - Better project your enrollment

# Enrollment Goals

- » It is important to know what you are aiming for in order to evaluate how you did!

# Enrollment Goals

- ▶ Setting your enrollment goals is an “art and a science”
  - Understand historical data, trends and yields
- ▶ You will need to establish enrollment goals for your school that include the following:
  - Retention of current families
  - Admission of new students
  - Total enrollment

# Enrollment Goals

- ▶ Develop specific enrollment goals for the following areas:
  - Total Enrollment
  - Retention
  - Admissions
    - Inquiries
    - Campus Visits
    - Applications
    - Deposits
    - New students

# New Student Goals

- ▶ Set goals by grade level and school division in order to reach the desired new student enrollment.

# Enrollment Activities

- ▶ Establish goals for enrollment activities that will help generate your enrollment goals as well as bring accountability to the enrollment personnel
  - Phone Calls
  - Emails
  - Campus Visits
  - Networking Contacts
  - Parent Contacts
  - Feeder School and Church Contacts

# Enrollment Reports

- »» An effective enrollment management strategy is dependent upon a data-driven approach.



# Key Admissions Reports

- ▶ Enrollment Dashboard Report
- ▶ Enrollment Activity Report

# Enrollment Dashboard Report

- ▶ Provides a snapshot overview of the re-enrollment of current families and enrollment of new families.



# Weekly Activity Report

- ▶ The activity report should be completed by the Director of Admissions to record activities for the week:
  - Phone calls made
  - Phone calls received
  - Emails sent
  - Campus visits
  - Networking contacts (feeder schools, churches, etc.)
  - Current parent contacts

# Admissions Funnel Report

- ▶ The admissions funnel report should be created each year after the school year begins to show the conversion percentage/yield between each level:
  - Inquiries
  - Campus Visits
  - Applications
  - Admits
  - Deposits
  - Enrolled
  - Cancelled

# The FMS Report

- ▶ Assign a grade for every inquiry and applicant on their likelihood to apply/enroll
- ▶ The “FMS” Report is a way to give a grade to your inquiries and applicants:
  - F = Firm (very likely to apply/enroll)
  - M = Moderate (on the fence; could go either way)
  - S = Shaky (unlikely to apply/enroll)
  - Z = Cancel (decided not to apply/enroll)

# The Admissions Team

- »» Regardless of your size, it is critical to have a staff committed to this critical task of recruiting families to your school.

# Staffing

- ▶ Hire a full-time director of enrollment and marketing at your school to lead this effort.



# The Admissions Team

- ▶ Direct administrative responsibilities for admissions
  - Director of Admissions/Enrollment
  - Head of School/Principal
- ▶ Additional involvement in admissions
  - Secretary/Receptionist
  - Administration
  - Faculty and Staff
  - Parents
  - Students

# Essential Responsibilities

- ▶ Develop, implement and manage the recruitment plan
- ▶ Strive to reach and exceed all of the goals
- ▶ Provide an outstanding campus visit experience and follow-up for all inquiries and applicants
- ▶ Increase awareness of the school through feeder schools, churches and other groups
- ▶ Encourage and facilitate the involvement of parents in the recruitment strategy
- ▶ Report weekly on the progress toward recruitment goals

# Parent Ambassadors

# Parent Ambassador Program

- ▶ Recruit a team of parents to help you in your admissions effort by:
  - Presenting tours of campus.
  - Hosting new family “desserts” in their homes.
  - Mentoring a new family throughout their first school year.
  - Calling and/or writing personal notes to parents and welcoming them to your school.
  - Calling current families and asking them to provide names and addresses of those who may be interested in your school.

# Parent Ambassador Program

- ▶ Provide a card in your admissions package that includes the names, child grade levels, phone numbers and email addresses of your parent ambassadors.

**THE  
OUT-OF-DOOR  
ACADEMY** est.1924

We are delighted to offer "testimonials" from current Out-of-Door Academy families. Please feel free to call them for their comments or for answers to questions that you may have.

**Denise and Craig Aberle**  
(students in Classes of 2010 and 2019) • (941) 445-4930

**Katherine and Tony Clements**  
(student in Class of 2018) • (941) 480-3300

**Mickey and Ned Davis**  
(students in Classes of 2020 and 2021) • (941) 966-3552

**Nancy and James Fitch**  
(student in Class of 2009) • (941) 358-1486

**Shelly and Kevin Gallagher**  
(student in Class of 2019) • (941) 907-0066

**Jamie and Jay Grollman**  
(students in Classes of 2007 and 2011) • (941) 907-2093

**Ginny and Bill Hitchcock**  
(student in Class of 2010) • (941) 922-5303

**Michelle and Edward Kapreilian**  
(student in Class of 2018) • (941) 921-2183

**Marcia and David Pack**  
(students in Classes of 1999, 2008, 2010 and 2013) • (941) 349-0829

**Barbara and Rick Shaw**  
(student in Class of 2015) • (941) 907-2906

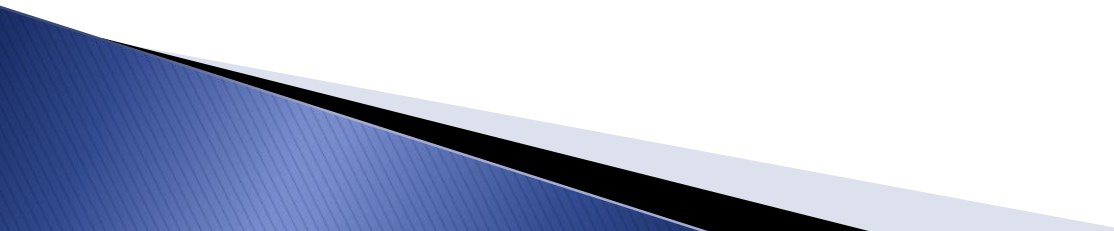
**Patty and Bob Turffs**  
(students in Classes of 2006 and 2010) • (941) 966-4239

**Patti and Oliver Young**  
(students in Classes of 2017 and 2020) • (941) 349-2028

# Generating Inquiries

- » Your new student enrollment strategy should begin with an aggressive strategy to generate interest in your school.

# Inquiry Generation Strategies

- ▶ Word-of-Mouth
  - ▶ Website and SEO
  - ▶ Google
  - ▶ Social Media
  - ▶ Online Presence
  - ▶ Feeder Churches and Schools
  - ▶ Open Houses and Campus Visits
  - ▶ Direct Mail
  - ▶ Traditional Print and Media Advertising
- 

# Inquiry Generation

- ▶ It is very important to ask your inquiries how they first found out about your school.
  - Track inquiries by source of contact.
- ▶ You will then be able to determine your Return on Investment (ROI) for your inquiry generation efforts.



# Word-of-Mouth Referrals

# Referrals

- ▶ “Word-of-Mouth” is the most powerful marketing tool you have for your school (as long as it is positive!).
  - Current Parents, Alumni, Faculty/Staff, Real Estate Agents, Feeder School Administrators, etc.

Andy Sernovitz's

# Word of Mouth Marketing

FOREWORD BY **SETH GODIN**

AFTERWARD BY **GUY KAWASAKI**

## BOOK

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[REVIEWS](#)

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## SPEAKING

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## ANDY

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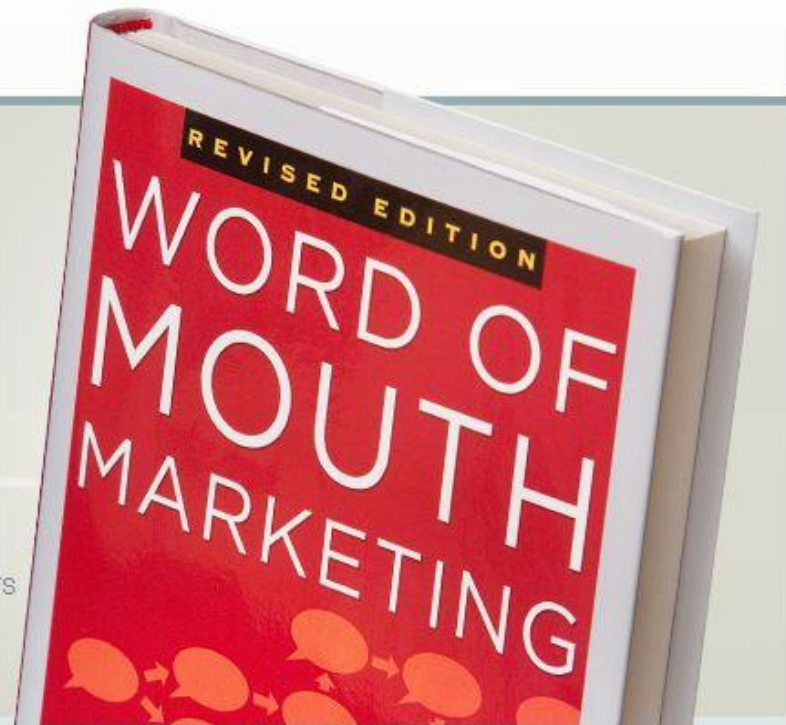
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[CONSULTING](#)

[PHOTOS & DOCUMENTS](#)

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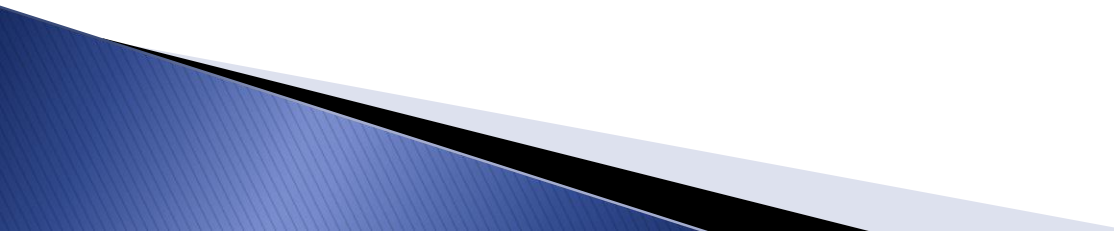
# 5 T's of Word of Mouth Marketing

1. Talkers—who will tell their friends about you?
2. Topics—what will they talk about?
3. Tools—how can you help the message travel?
4. Taking Part—how should you join the conversation?
5. Tracking—what are people saying about you?

“Word of mouth marketing isn’t about marketing at all. It’s about great customer service that makes people want to tell their friends about you. It about fantastic products that people can’t resist showing to everyone.”

- Sernovitz, Word of Mouth Marketing

# Ask for Referrals

- ▶ Prospects and Applicants
  - ▶ Current Parents
  - ▶ Alumni and Friends
  - ▶ Faculty and Staff
  - ▶ Realtors
- 

# Paying for Referrals

- ▶ Should you provide a tuition discount or an incentive to encourage referrals from your parents?

# Ask Your Parents to Help (TWILDR)

- ▶ **Tell** the story of your school by communicating experiences in their own words.
- ▶ **Write** an online review of their experiences online at GreatSchools.com, Google or Yelp.
- ▶ **Invite** a friend to experience your school by visiting and touring campus.
- ▶ **“Like”** your school’s Facebook page and participate in the conversation.
- ▶ **Direct** friends to your website to check out your school.
- ▶ **Refer** a friend to the admissions office.





## *A World-class Education*

**T**he leadership of Saint Stephen's Episcopal School has launched into an effort to intensify our marketing efforts. In order to reach out to our community, we want to tell others that Saint Stephen's Episcopal School offers a world class education.

### Five Messages to Share:

**World-Class Connections** – A global, multi-disciplinary classroom that connects students to the larger world.

**World-Class Citizens** – A core curriculum that engages the hearts and minds of students of all faiths.

**World-Class Spirit** – Learning in a nurturing, caring community from experienced and passionate faculty.

**World-Class Facilities** – State-of-the-art facilities on a single campus enhanced by a location on the bayou.

**World-Class Futures** – Outstanding preparation for admission to the best colleges and universities in the nation.

941.746.2121 | [www.SaintStephens.org](http://www.SaintStephens.org)



The most effective way to market Saint Stephen's Episcopal School is through you. In order to increase word-of-mouth about Saint Stephen's in the community, we need your help.

### Five Ways to Help:

1. **Tell the Saint Stephen's story** by communicating the five core messages in your own words and through your experiences.
2. **Invite a friend** to experience Saint Stephen's by visiting and touring campus.
3. **Write an online review** of your experiences online at GreatSchools.com, Google or Yelp. Online reviews feed into online searches and may interest prospective families to consider Saint Stephen's.
4. **"Like" the Saint Stephen's Facebook page** and participate in the conversation. As the number one social media site in the world, our prospective families are here.
5. **Direct friends to our new website** that will launch soon.

# Tell Stories

- ▶ Focus on sharing stories that relate back to your unique selling propositions:
  - Website
  - Blogs
  - Social Media
  - Video vignettes
  - One-on-one meetings
  - Small groups
  - Events
  - Online reviews

# Website


# Website

- ▶ Your school's website should be the hub of news, activity, information and stories about your school.
- ▶ It is the most important marketing and communication's tool for today's school.

# Key Elements of Website Design

- ▶ **Brand**—It is important to convey a strong brand for your school—including your logo, colors, and tagline.
- ▶ **Photos**—Large, professional photos on the home page will draw the visitor to your school.
- ▶ **Content**—Dynamic content and a compelling message is important to keep users returning to your school's website.

# Home Page Recommendations

- ▶ Use of school logo, name and brand
  - ▶ Use of large, compelling, rotating photos
  - ▶ Drop down navigation
    - About Us, Academics, Admissions, Arts, Athletics, Support Us
  - ▶ Quicklinks
  - ▶ Descriptive, keyword-rich school content
  - ▶ Features and news
  - ▶ Calendar
  - ▶ Search tool
- 

# Admissions Section

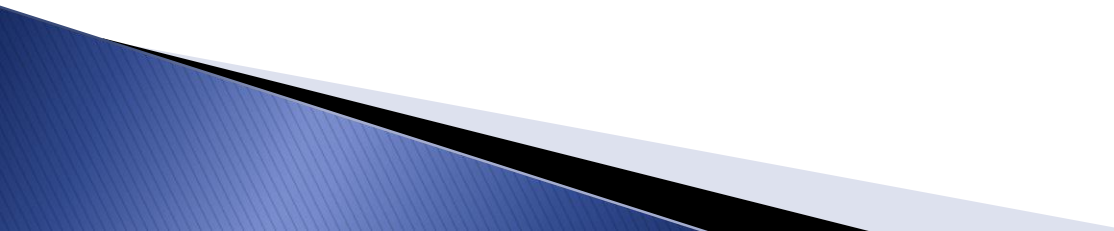
- ▶ Welcome from Director
- ▶ Your school experience
- ▶ Online inquiry form
- ▶ Online application
- ▶ Admissions process and timeline
- ▶ Campus visit information
- ▶ Tuition and fees
- ▶ FAQ's

# Content Management Systems

- ▶ Foundational to a dynamic website
- ▶ RenWeb users can use SchoolSite
- ▶ Advantages of using School Site:
  - Establishes consistency and uniformity in site design
  - Easy for the end user to upload and edit content
  - You don't have to be a web programmer to make changes to your site
  - Flexibility for making navigational changes to the system
  - Seamless data integration from RenWeb



# Mobile Version of Your Website

- ▶ 50% of all Americans will be smartphone users by this Christmas.
  - ▶ Most major brands have mobile versions of their websites (see CNN, ESPN, The Weather Channel, etc.)
  - ▶ Universities have mobile versions (compare the University of Tampa website with their mobile version—[www.ut.edu](http://www.ut.edu)).
  - ▶ Schools must consider moving to this important marketing platform.
- 

# SEO Strategies

# Search Engine Optimization

- ▶ SEO is the process of adjusting websites and pages to gain higher placement in search engine results.
  - Where does your school come up on a web search?
- ▶ Organic versus Paid
  - Organic – page titles and keywords in your website
  - Google's AdWords – pay-per-click advertising for keywords.

# Keyword Research

- ▶ A successful SEO strategy begins with research to discover the keywords that your prospective parents use to search for your school.
  - Use Google's Keyword Analysis Tool

- ▶ Competitor Keyword Research
  - Go to their website
  - Right click; view source

```
<!DOCTYPE html>

<html>
<head>
  <title>The Out-of-Door Academy</title>
  <meta name="description" content="The Out-of-Door Academy">
  <meta name="keywords" content="Out-of-Door Academy, private, school, sarasota, florida, best, Out of Door Academy, Private Schools, Sarasota, ODA, Out-of-Door, The Out-of-Door Academy, private schools in Sarasota, Manatee, Bradenton, independent schools in the same areas, elementary, middle, high schools, lower schools, upper schools, upper school, Sarasota Schools, Sarasota Private Schoolo, Sarasota Private Schools, Sarasota Florida Schools, Kindergarten, Sarasota, High School, Manatee Schools, Bradenton Schools, The Out-of-Door Academy is an accredited independent, college preparatory, pre-kindergarten, located in Sarasota County Florida, best school, st. stephen's, pineview, elementary school">
  <meta name="poweredby" content="finalsite.com">
  <meta http-equiv="X-UA-Compatible" content="IE=Edge">
```

# Page Titles and Descriptions

- ▶ Every page of your website should have a unique title that is reflective of the content and keywords used on the respective page.

Page title	Private school, Bradenton, FL   College prep school   Saint Stephen's Episcopal School
Description	Looking for a private college preparatory school in or near Bradenton, Florida? We invite you to explore Saint Stephen's Episcopal School!
Keywords	private school, college prep, independent school, Bradenton, Florida, Manatee, Lakewood Ranch, Sarasota, FL, Pre-k-12 school, religious school, Episcopal, international school, best, great, school, Out of Door Academy, Bradenton Christian School, Manatee High School



Experience Saint Stephen's



World-Class College Prep



Application and Admissions

### News & Events

Discover. Explore. Experience Summer. - Register Today!  
Cultural Enrichment Week - Sign Up Today!  
Purchase Textbooks for the Fall online, today!  
Saint Stephen's Librarian Awarded Prestigious Fellowship  
Saint Stephen's Launches New



saint stephen's episcopal school



About 116,000 results (0.20 seconds)

Advanced search

- Everything
- Images
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- More

▶ **Saint Stephen's Episcopal School** 🔍

[www.saintstephens.org/](http://www.saintstephens.org/) - Cached

Looking for a private college preparatory school in or near Bradenton, Florida? We invite you to explore **Saint Stephen's Episcopal School!**



315 41st Street West    Open Weekdays 8am-5pm  
Bradenton, FL 34209-2943

(941) 746-2121

[Directions](#) - [Is this accurate?](#)

[10 reviews](#) - [Place page](#) - [Write a review](#)  
[greatschools.org](#) (10)

**St. Stephen's Episcopal School** 🔍

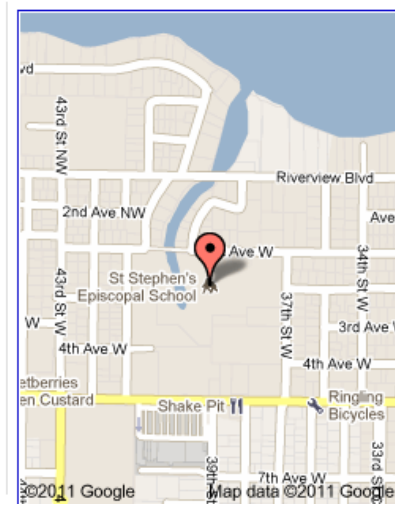
[www.sstx.org/](http://www.sstx.org/) - Cached

**St. Stephen's Episcopal School** is an independent, Episcopal, co-educational college preparatory day and boarding school for grades 6 - 12, located in Austin ...

You've visited this page 2 times. Last visit: 8/4/10

**Seminole, FL**  
Change location

All results





# School Site SEO

## Update Internal Web Page

\*Navigation Category: About Us

\*Navigation Link Name:

\*Physical File Name: index.cfm  
(only small case letters a-z, upper case letters A-Z, 0-9, and dashes are allowed)

Page Title:

Left Justified  Centered

[Click here for Advanced Settings](#)



Advanced Settings gives you access to the SEO fields

**Title Bar Override:** Blue bar at top of browser window. Page Title and your company name will be used if you leave this box empty.

**Meta Tag Keywords:** separate each keyword with a comma

**Note:** If you leave the Meta Tag Keywords box above empty, the default keywords that School Site set up for you will be used instead:

*Indian Rocks Christian School, Largo, Florida, FL, Pinellas County, Private Schools, Public Schools, School Site, RenWeb, private education*

**Meta Tag Description:** 1-2 sentence short description of this web site or this page.

Meta Tag Robots:

**Head Tag Extras:**

# Focus on Content

- ▶ School administrators most often focus on website design when launching a new site.
- ▶ While design is important, it is critical to focus on developing content that is:
  - Relevant
  - Keyword-rich
  - Dynamic
  - Compelling

# Blogging

- ▶ Why is blogging important for your website?
  - Provides content that is always changing.
  - Increases the SEO value of your website.
  - Drives more visitors to your website.
  - Creates opportunity to tell your school's story to parents and friends.
  - Feeds into your parents email by RSS.

# Purpose of a Blog

- ▶ How can you use a blog in your strategy?
  - Share student, faculty and alumni stories.
  - Share how your school is achieving its mission,
  - Provide educational expertise on important and timely issues.

[About Us](#)

[Philosophy & Goals](#)

[What We Believe](#)

[History & Governance](#)

[Accreditation](#)

[Superintendent's Blog](#)

## Dr. Mayes' Blog

[RSS](#)

[New Post](#)

### [Surgery to Success](#)

**July 08, 2011**

*By Don Mayes*

Close to this time last year, one of our faculty members was about to get the news that he would need major heart surgery. Mr. Hayward planned to start the school year the same way that he had the last seven years that he has taught at Indian Rocks, however those plans had to be put on hold right before school started. Amazingly, he only missed two weeks of school. Teachers who



Search by Keyword(s):

(separate multiples with a comma)

### [All Posts](#)

[Surgery to Success](#)

*7/8/11 - By Don Mayes*

[New 1/2 day Kindergarten](#)

*6/10/11 - By Don Mayes*

[Summer 2011](#)

*6/9/11 - By Don Mayes*

# Website Grader



GRADER.COM

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## Website Grader by HubSpot - Get Your Score For Free

### Website URL

*Ex: www.yourcompany.com*

### Competing Websites

*(Optional) Enter websites of competitors to include in analysis*

### Your E-Mail

*Enter your e-mail address to receive the final report*

*Send me monthly updates on my website grade and occasional tips from HubSpot. We won't sell, rent or share your email address. [Privacy policy](#)*

**GENERATE REPORT**

### Is Your Website Working?

How well is your website doing? Is it getting traffic? Does it have SEO problems? How popular is it in social media?

Find out the answers for free. Just enter your website URL and click Generate Report. We'll do the rest.

[View Sample Report](#)

# Google Place Page, Analytics and AdWords



# Google Place Page

+Rick Web Images Videos **Maps** News Gmail more ▾



saint stephen's episcopal school



[Edit this place](#) - ✓ [Owner-verified listing](#)

## St Stephen's Episcopal School ☆

315 41st Street West, Bradenton, FL 34209-2943

(941) 746-2121

[saintstephens.org](http://saintstephens.org)

[Directions](#) [Search nearby](#) [Save to map](#) [more ▾](#)

**Categories:** [Preschool](#), [Private School](#)

▶ **Hours:** Today Closed

10 reviews **Your rating:** ★★★★★

[greatschools.org](http://greatschools.org) (10)

"The curriculum challenges the students in a nurturing, safe environment" - [greatschools.org](http://greatschools.org) ... "Not only do our children love the school, but I do too" - [greatschools.org](http://greatschools.org) ... "Very good school" - [greatschools.org](http://greatschools.org) ... "The school has a community spirit to it" - [greatschools.org](http://greatschools.org) ... "Nurturing and challenging all in one" - [greatschools.org](http://greatschools.org) ... "Thank you SSES!" - [greatschools.org](http://greatschools.org)

Since 1970, Saint Stephen's Episcopal School has been welcoming families of all faiths to our college preparatory, independent school. - From the owner



From the owner



Ads

### [Preschool in Miami](#)

The best education for your child.  
An early start, is a great start  
[www.klaschools.com](http://www.klaschools.com)

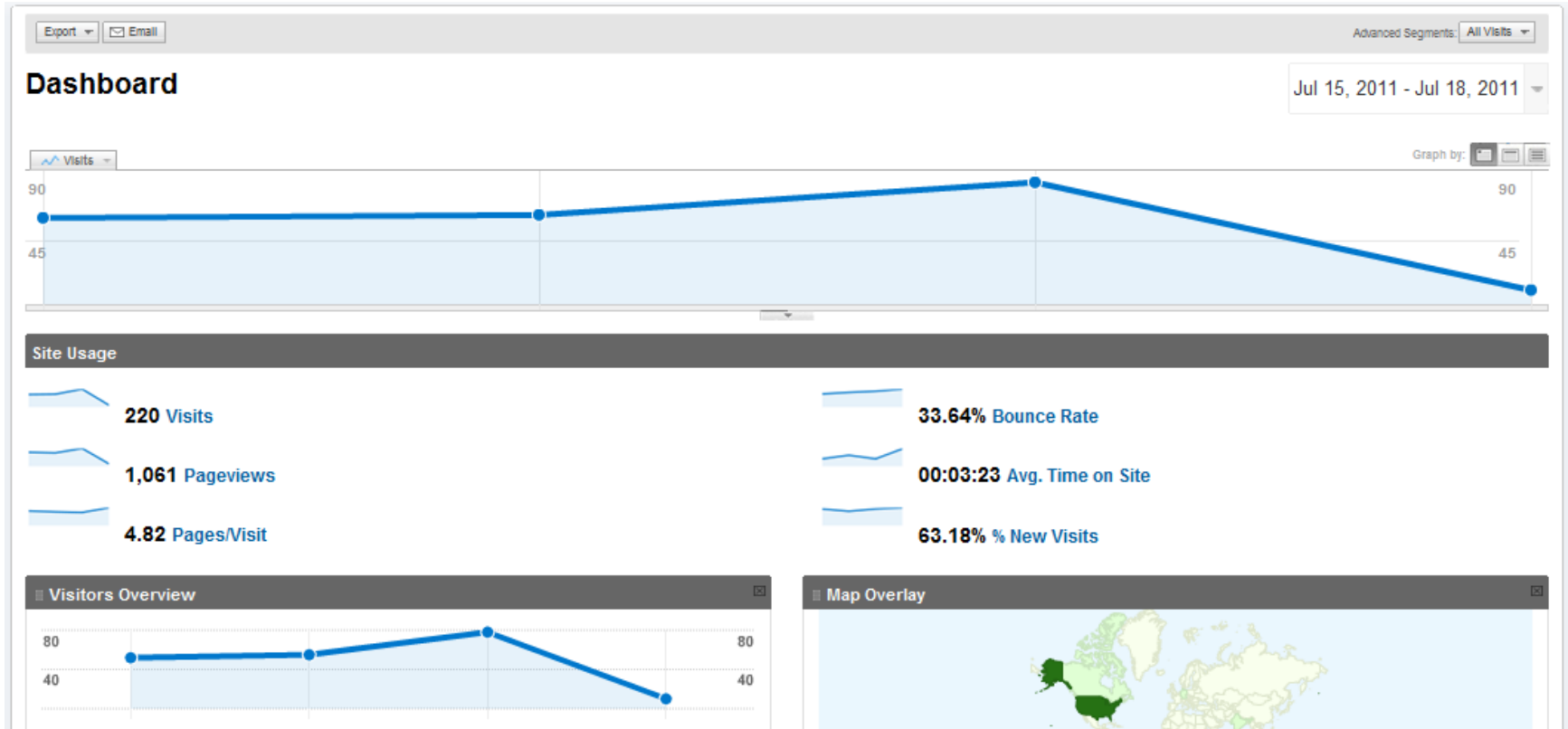
### [Back To School Supplies](#)

Stock Up on Duracell® Batteries for  
All of Your Back to School Needs.  
[www.Duracell.com/back-to-school](http://www.Duracell.com/back-to-school)

[Photos & Videos](#)

[Upload a photo](#)

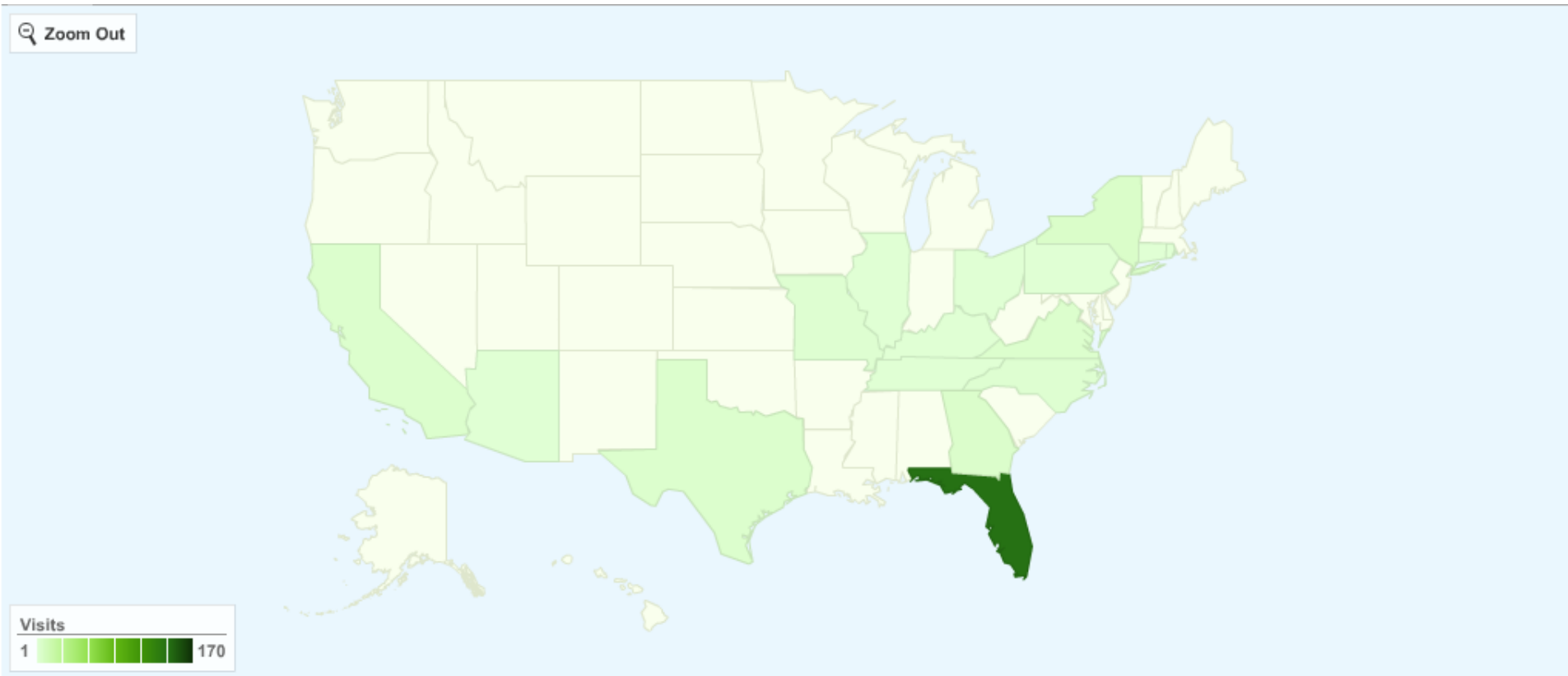
# Google Analytics



<b>Visits</b> <b>220</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>4.82</b> Site Avg: 4.82 (0.00%)	<b>Avg. Time on Site</b> <b>00:03:23</b> Site Avg: 00:03:23 (0.00%)	<b>% New Visits</b> <b>63.64%</b> Site Avg: 63.18% (0.72%)	<b>Bounce Rate</b> <b>33.64%</b> Site Avg: 33.64% (0.00%)
---	---	---	--	---

	Source/Medium <span>None ▾</span>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	google / organic	88	5.94	00:03:56	63.64%	20.45%
2.	(direct) / (none)	81	3.58	00:02:11	53.09%	50.62%
3.	indianrocks.org / referral	20	5.90	00:04:19	90.00%	20.00%
4.	facebook.com / referral	5	1.20	00:00:10	100.00%	80.00%
5.	yahoo / organic	5	6.80	00:02:35	80.00%	0.00%
6.	bing / organic	4	4.00	00:05:16	50.00%	25.00%
7.	google.com / referral	4	2.25	00:05:13	50.00%	75.00%
8.	aol / organic	3	6.33	00:01:55	66.67%	33.33%
9.	search / organic	3	11.00	00:23:49	66.67%	0.00%
10.	apps.facebook.com / referral	1	1.00	00:00:00	100.00%	100.00%

Filter Source/Medium: containing ▾  Go [Advanced Filter](#)
Go to:  Show rows: 10 ▾ 1 - 10 of 16 ◀ ▶



**This country/territory sent 206 visits via 17 regions**

# Google AdWords

[Saint Stephen's School](#)

Discover a world-class education at Saint Stephen's Episcopal School.  
[www.saintstephens.org](http://www.saintstephens.org)

● Enabled

**Ad group default bids (Auto)**?

Default bid **\$0.36** Display Network bid **auto**?

1 of 1

Settings Ads **Keywords** Networks Dimensions

All but deleted keywords Segment Filter Columns [Chart Icon] [Download Icon] [Search]

⚠ These keywords refine search. Add managed placements and your keywords will determine which are good matches for your ads.



+ Add keywords Edit Change status... See search terms... Alerts Automate More actions...

<input type="checkbox"/>	● Keyword	Status ?	Max. CPC	Clicks ?	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.
	Total - all keywords			6,867	1,093,331	0.63%	\$0.29	\$1,974.56	2.9

# Social Media

# Facebook

- ▶ Facebook can be used to connect to alumni, parents and friends of your school.
  - Main page for your school
    - Provide regular updates on your fan page
    - Tell stories of your alumni and faculty
    - Encourage interaction among your fans
    - Enter into conversations with your fans
  - Alumni page for your school
    - Connect with alumni to keep in touch with them

# Updates

- ▶ Your goal is to post one update every day.
- ▶ Types of updates
  - Stories
  - News
  - Video vignettes
  - Events
  - Blog posts



North St x Highrise x The Reti x Burlingt x GoToMe x Killian H x Killian H x

www.facebook.com/pages/Killian-Hill-Christian-School/167960289884252?v=app\_4

NSMC Utilities SEO tools News Popular Journey Google Other Bookmarks

facebook Search Home Profile Account

- Wall
- Info
- Welcome Page
- Photos
- Events
- Video

147 people like this

Create a Page  
Report Page  
Share

**Killian Hill Christian School** Like  
Organization · Lilburn, GA

- Website
- Profile
- Admissions
- Athletics
- Contact

**Educating the Whole Child**

Killian Hill Christian School, as a ministry of Killian Hill Baptist Church, exists to assist parents in their God-given responsibility of educating their young people by providing a highly qualified spiritual and academic program, enhanced by balanced fine arts and athletics, while encouraging them to live disciplined Christ-centered lives.

We teach grades K5-12, and are accredited by the Georgia Private School Accrediting Council. 52% of our teachers hold advanced degrees. The

Find More Friends

Andy, Add Friends From Your Address Book

The friend finder for Address Book lets you turn Mac contacts into Facebook friends.

Find Friends

Sponsored Create an Ad

Live the Bundled life

Family time made easy. Bundle Home Phone, Internet, Wireless or TV starting under \$78/month from AT&T.

Boat & Fishing Expo

The Boating Event Of The Year & Lures, Rods, Apparel, Knives, More at the Greensboro Coliseum - February 25 - 27

Mimi's Pizza

Get 1 Large Pizza with 3 toppings & breadsticks for \$12.99 or 2 large 1 toppings pizzas for \$16.99. Tax and delivery are extra.

Like · 158 people like this.

Dockers

Don't love what you do? Then do what you love. Win \$100k to follow your passion.

WIN \$100K Chat (5)

✎ Change Picture



- Wall
- Info
- Friend Activity
- Photos
- Events
- Welcome**
- SSES Video
- Discussions
- Sign Up
- Edit

About

✎ Edit

Stay in touch with Saint Stephen's via Facebook, Twitter, our Web site and...

More


# Saint Stephen's Episcopal School ▶ Welcome

School · Private School · Bradenton, Florida · ✎ Edit Info





Discover the Difference.  
Go Further.

# NorthSocial.com

















**NORTH SOCIAL** 

[Connect With Facebook](#)


[Apps](#) [Pricing](#) [Examples](#) [Support](#) [About](#) [Sign Up](#)


 [Overview](#) 

Most Popular

-  [Deal Share](#) 
-  [Exclusive](#) 
-  [Fan Offer](#) 
-  [Sweepstakes](#) 
-  [Video Channel](#) 
-  [Photo Showcase](#) 
-  [First Impression](#) 
-  [Sign Up](#) 

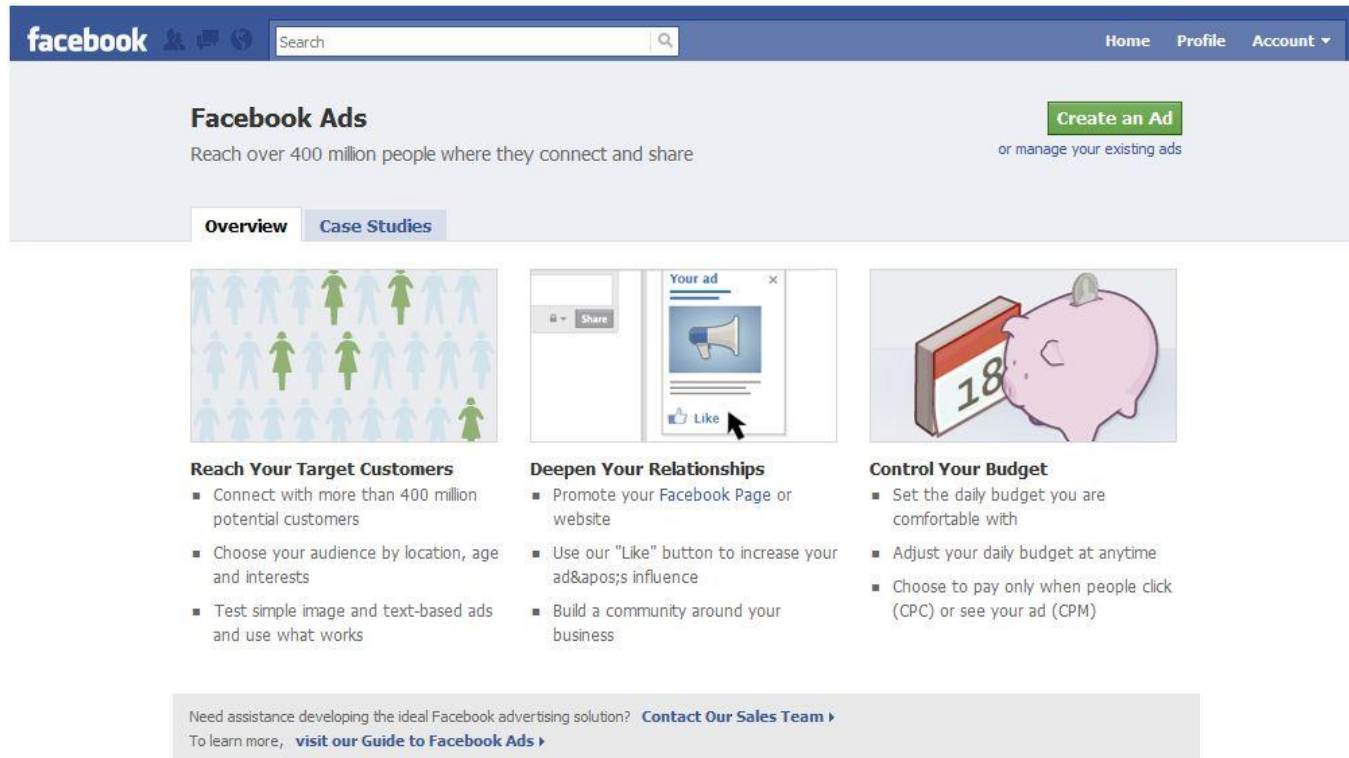
**Buy one app, get them all.  
Yep, all of 'em.**





[Have a Question? +](#)

# Facebook Advertising



The screenshot shows the Facebook Ads overview page. At the top, there is a navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. Below the navigation bar, the main heading is "Facebook Ads" with a subtext "Reach over 400 million people where they connect and share". To the right of this heading is a green button labeled "Create an Ad" with the text "or manage your existing ads" below it. Below the heading, there are two tabs: "Overview" (selected) and "Case Studies". The main content area is divided into three columns, each with an icon and a list of bullet points:

- Reach Your Target Customers**: Accompanied by an icon of a group of people. The list includes: Connect with more than 400 million potential customers; Choose your audience by location, age and interests; Test simple image and text-based ads and use what works.
- Deepen Your Relationships**: Accompanied by an icon of a megaphone and a "Like" button. The list includes: Promote your Facebook Page or website; Use our "Like" button to increase your ad's influence; Build a community around your business.
- Control Your Budget**: Accompanied by an icon of a piggy bank and a calendar showing the number 18. The list includes: Set the daily budget you are comfortable with; Adjust your daily budget at anytime; Choose to pay only when people click (CPC) or see your ad (CPM).

At the bottom of the main content area, there is a grey box with the text: "Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#) ▶ To learn more, [visit our Guide to Facebook Ads](#) ▶".



View Photos of Me (6)

Edit My Profile

Write something about yourself.

Information

Relationship Status: Married to Janine Chartier Newberry
Birthday: June 26, 1966
Current City: Florida, United States

Friends

625 friends See All



SuperPoke!

Your Friends | Mass Poke! See all



Rick Newberry is speaking at the RenWeb Power Users Conference on Thursday and Friday on the topics of brand marketing and effective marketing strategies for schools on Tuesday clear

Wall Info Photos Boxes Notes +

What's on your mind? Attach: Share

Rick Newberry is speaking at the RenWeb Power Users Conference on Thursday and Friday on the topics of brand marketing and effective marketing strategies for schools

Yesterday at 11:52am · Comment · Like

View all 4 comments

Ernie Ty Williams We're just in the process of converting to RenWeb. Would love 2 be involved with any forums or discussions on it. Thx!

Micah Fox Sounds like a great opportunity Rick! Knock it out of the park!

Write a comment...

Rick Newberry Thanks for all the birthday wishes! I had a great birthday...Janine, Caleb and Benjamin took me to the Rays game on Saturday...on the way our seats our tickets were upgraded from the upper deck to the first row right behind the visitor's bullpen! I had an awesome birthday family outing!



June 29 at 8:39am · Comment · Like · Share

Cyndi Prinsen, Beth Bowald Zelenka and John Tarpley like this.

Alison Lescarbeau Happy belated Birthday Rick!

Deborah Dowling Happy Belated Birthday from Debbie & Jack!

Write a comment...

Create an Ad

Power up with Pac-Man



Play the original Pac-Man for Free, plus get the mywebsearch toolbar. Start chompin! Click here to PLAY now!

Like

Win a luxury GA getaway!



Enter the Ultimate Georgia Vacation contest and win a 7-day trip to 3 luxury resorts, with activities for the whole family!

Like

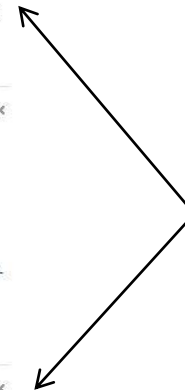
University of Southern...



Learn more about the groundbreaking Master of Arts in Teaching degree delivered online from the University of Southern California.

Jenni McNeely Travasos likes University of Southern California, MAT@USC.

Like



Paid Ads

# Purpose of a Facebook Ad

- ▶ Build your fan base
- ▶ Brand awareness
- ▶ Communicate key brand messages
- ▶ Advertise an open house or an event
- ▶ Now accepting applications or enroll now
- ▶ Link back to a key landing page or build the number of people who “like” your school’s Facebook page
- ▶ Launch multiple ads at the same time
- ▶ Use Pay-Per-Click (PPC) to target your ads



# Rick Newberry

Edit Profile

President at Enrollment Catalyst Studied at Michigan State University Lives in Seminole, Florida Married to Janine Chartier Newberry From Rochester, Michigan Born on June 26, 1966 Add languages you know Edit Profile



Share: Status Question Photo Link Video

What's on your mind?

## Wall

- Info
- Photos (11)
- Notes
- Friends

## Married to



Janine Chartier Newberry

## Friends (700)



Tom Smart



Deb Beckman



### Rick Newberry

Posts from Enrollment Catalyst for 04/19/2011



### Posts from Enrollment Catalyst for 04/19/2011

eepurl.com

Marketing begins at the top. Current parents and prospective parents want to hear from the head of school. Not only do they want to hear news, they want to hear stories about your school.



11 hours ago via MailChimp Like Comment



Rick Newberry added 5 new photos to the album Dinner and a Walk on the Beach.

## People You May Know

See All



### Bob Dutil

1 mutual friend Add as friend



### Noah Bobblehead

2 mutual friends Add as friend

## Sponsored

Create an Ad

### Searching for a School?

indianrocks.org



Experience a Pre-K to 12th grade school that is balanced in academics, Christian worldview, athletics and the arts. Click now.

# IRCS Facebook Ad

**Searching for a School?**

[indianrocks.org](http://indianrocks.org)



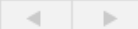
Experience a Pre-K to 12th grade school that is balanced in academics, Christian worldview, athletics and the arts. Click now.



# Saint Stephen's Facebook Ad

Last 7 Days ▾ All Except Deleted ▾ Select rows to edit Full Report

13 results



Campaign Reach<sup>?</sup> Frequency<sup>?</sup> Social Reach<sup>?</sup> Connections<sup>?</sup> Clicks<sup>?</sup> CTR<sup>?</sup> Spent<sup>?</sup>  
**29,044** **6.6** **7,209** **10** **50** **0.026%** **\$57.60**

<input type="checkbox"/>	Name	Status <sup>?</sup>	Reach <sup>?</sup>	Freq. <sup>?</sup>	Social Reach <sup>?</sup>	Connections <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>	Bid <sup>?</sup>	Price <sup>?</sup>
<input type="checkbox"/>	SSES General Logo Ad	▶ ▾	7,647	8.0	6,609	10	29	0.048%	\$1.50 CPC	\$0.83 CPC

**Ad Preview** [Edit](#)

**Targeting** [Edit](#)

**Performance**

**Saint Stephen's Episcopal School**



Discover a world-class education at Saint Stephen's Episcopal School. "Like" our page today!

Like · Rick Newberry likes this.

**This ad targets 15,960 users:**

- who live in the United States
- who live within 25 miles of Bradenton, FL
- age 25 and older
- whose friends are already connected to Saint Stephen's Episcopal School

Suggested Bid: \$0.67 - 0.97 USD



[View on Profile](#) · [Create a Similar Ad](#)

# Video

# Video Vignettes

- ▶ Produce short video vignettes to provide real-life testimonials about your school.
- ▶ Post videos to YouTube, Vimeo or another service.
- ▶ Feed them back into your website or send them out through an email.

# Other Ways to Use Video

- ▶ Use video to share messages from the head of school.
- ▶ State of the School message.
- ▶ Video newsletter.
- ▶ Student produced news.
- ▶ Student contest—produce a one-minute video to “sell” your school; winners are posted on website and reward given.

<http://www.experienceircs.org/SuperintendentMayesVideos.php>



Video  
from Superintendent Mayes



# Online Presence

# Key Online Sites

- ▶ [Google Place Page](#)
- ▶ [YahooLocal.com](#)
- ▶ [Yelp.com](#)
- ▶ [Citysearch.com](#)
- ▶ [Insiderpages.com](#)
- ▶ [Superpages.com](#)
- ▶ [Yellowpages.com](#)

# Online Reviews

- ▶ [GreatSchools.com](http://GreatSchools.com)
- ▶ [PrivateSchoolReview.com](http://PrivateSchoolReview.com)
- ▶ [SchoolDigger.com](http://SchoolDigger.com)



# Why is GreatSchools.com important?

- ▶ Whenever someone does a search on your school, Google will pull the most recent reviews on GreatSchools.com into the search. Therefore, what parents say on this site may be seen by more people than you think!



### Getting Ready for School

Complete our 5-step checklist and get a deal on stylish school supplies »



### Start here: Find a school

Enter school, city, or district

FL

GO

### Compare schools near an address:

Show me: elementary schools

Sponsored by

Near: ZIP code

GO



### Free guide to D.C. schools

Get our 2010-2011 D.C. School Chooser and much more.

GO



Need extra help? Call our Parent Hotline:

**202-431-5538**

SUPPORT FOR GREATSCHOOLS IS PROVIDED BY:

**BACK<sup>2</sup>SCHOOL**

Tip of the Day



#### Do the math:

Help your children learn the value of a dollar by taking them shopping and letting them choose between two brands of the same food. If they pick the one that's a better value, let them keep the money you saved.



[» SHARE](#)  
 [» SUBSCRIBE](#)  
[» SUBMIT A TIP](#)  
 [» TIPS FROM PARENTS](#)

## 11 reviews of this school

1 2 3 NEXT »

Sort by:

Show reviews by:  Parents  Students



Posted Friday, April 15, 2011

Report It

**Nurturing and challenging all in one.** This school provides your child with every opportunity that all children deserve. From Mandarin to Marine Science, there is not an academic arena untouched. The teachers guide your child to the next level of higher thinking while making the learning process fun for all. If you have the opportunity to visit the school for a tour...do so...you will not be disappointed!

—Submitted by a parent

[Write your own review](#)



Posted April 5, 2011

Report It

**Academic rigor, excellent sports, fine and performing arts all within** a culture that values family involvement. This will be the best investment you can give your child as 100% of its graduates go to great colleges! We have been so pleased having all three of our children attend Saint Stephen's. They have made friends for life while developing a love for learning that will be within them for life. You will not find a more caring faculty to help guide your child to fulfill his/her potential. On a scale of 1 to 10, this is definitely a 10!

—Submitted by a parent

[Write your own review](#)



Posted March 7, 2011

Report It

**As a parent of two graduates, I can't say enough** good things about Saint Stephen's. My daughters were not only well prepared for college academically, but emotionally and socially as well. The small class sizes, the dedicated faculty, and the strong focus on character education at Saint Stephen's helped them to become the students and young adults they are today. Thank you Saint Stephen's!

—Submitted by a parent

[Write your own review](#)



Posted February 9, 2011

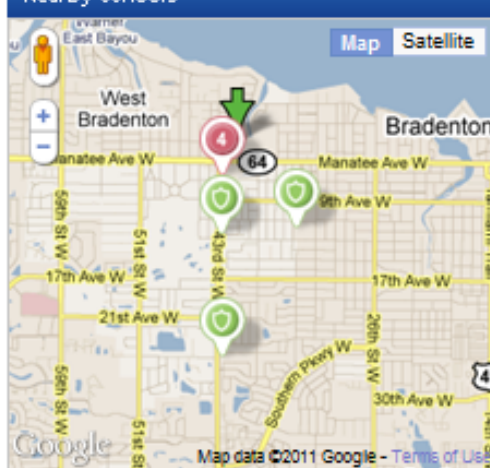
Report It

**The school has a community spirit to it.** Small enough that your child has a name and is not a number, but large enough to have great diversity. The academic program is outstanding and a wide range of athletic programs to choose from. Parents with graduates tell me their child was well prepared for college when they left Saint Stephens.

—Submitted by a parent

[Write your own review](#)

### Nearby Schools



Top-rated Bradenton schools | Cities near Bradenton

Homes for sale

COMPARE	SCHOOL	COMMUNITY RATING
<input type="checkbox"/>	<b>St. Stephen's Episcopal School</b>	★★★★★
<input type="checkbox"/>	<b>Jessie P. Miller Elementary School</b>	★★★★★
<input type="checkbox"/>	<b>The Moore School</b>	★★★★★
<input type="checkbox"/>	<b>Bowen Primary Academy</b>	Rate It! ☆☆☆☆☆
<input type="checkbox"/>	<b>Sunshine Academy</b>	★★★★☆

# Landing Pages and QR Codes

# Landing Pages

- ▶ Use specific web-based landing pages to drive your advertising traffic
  - Allows you to track the responses of specific ads
  - Provides an opportunity to be message-specific in your advertising campaign
  - Allows you to provide a specific call to action and online form

# QR Codes

- ▶ Quick Response (QR) Codes provide a smart-phone user an easy way to access a web-page that is specifically targeted to the ad or communication.
- ▶ QR Codes should be used in:
  - Ads
  - Direct Mail
  - Business Cards

[ go further ]



**It's more than where you want to go to school. It's where you want to go in life.**

A Saint Stephen's education is an investment in a better future for your child. From Pre-K through 12th grade, our sterling academic standards combine with a richly diverse curriculum to provide students with the credentials, strengths and unique areas of interest to propel them further in school and in life. In fact, 100% of our graduates gain admission to a college of their choosing – a pretty solid return on your most precious investment.



To Schedule a Personal Tour, Call 941.746.2121 | Bradenton, FL 34209 | [www.saintstephens.org](http://www.saintstephens.org)

  
**Saint  
Stephen's**  
Episcopal School

*A World-class Education*

Ad designed by Cherry+Company

# Helpful Resources

- ▶ [Hubspot.com](https://www.hubspot.com) – Helpful webinars and resources for SEO
- ▶ [SchneiderB.com](https://www.schneiderb.com) – blog on inbound and online marketing strategies for schools

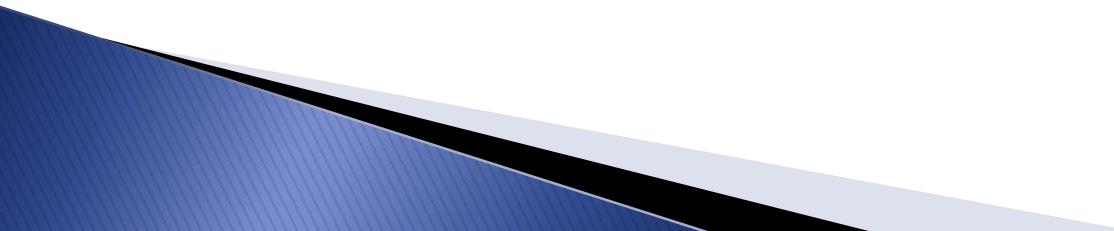


# Feeder Schools and Churches

# Feeder School

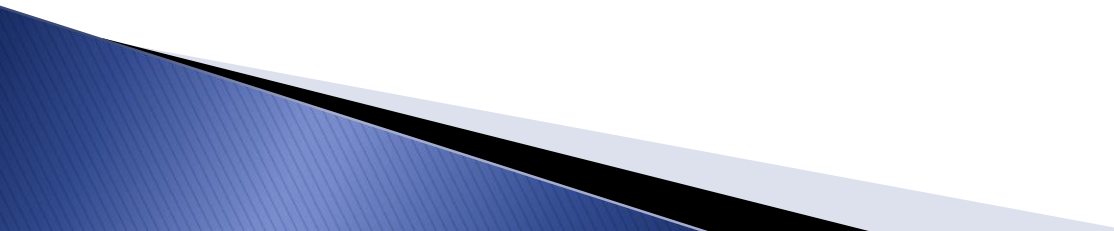
- ▶ Develop a target list of feeder schools.
- ▶ Visit current and potential feeder schools.
- ▶ Send information packets to parents of target feeder schools.
- ▶ Utilize current parents to reach out to feeder schools.
- ▶ Invite feeder school administration to tour campus and enjoy a special brunch/lunch on your campus.
- ▶ Have your students perform at feeder school assemblies.
- ▶ Hold an area private school fair.

# Feeder Churches

- ▶ Develop a list of the target churches in the area for potential referrals. Begin with the churches represented by families at your school and then add other churches in the community.
  - ▶ Apply some of the same ideas from the feeder school section.
  - ▶ Invite pastors/clergy annually to campus for an appreciation breakfast or lunch to show appreciation for their leadership.
- 

# Campus Visits and Open Houses

# Campus Visit Program

- ▶ It is better for parents to visit your school in a one-on-one environment than to attend an open house in the evening or on the weekend when the school is not in session.
  - ▶ Every day should be an open house for prospective families at your school.
- 

# The Campus Visit

- ▶ Once you get a family to your campus, make sure you have an outstanding visit program set up for them.
- ▶ An effective campus visit program should include:
  - Tour of campus
  - Meeting with admissions director and administrator
  - Review of the application process
  - Introductions to key staff
  - Connections with Parent Ambassadors

# Best Practices

- ▶ Reserved parking space with the family's name.
- ▶ Reception area with personalized welcome sign.
- ▶ Name tag with printed large first name.
- ▶ “Everyone is expecting you” attitude and approach.
- ▶ Personal greeting from head of school and/or principal.
- ▶ Tour by admissions director and current parent.
- ▶ Handwritten follow-up note.

# Friend Day

- ▶ Host a special “friend’s” day for current students to invite their friends to spend the day with them at your school.
- ▶ The goal is to encourage and motivate current students to focus on inviting their friends they want to encourage enrolling in your school, especially when students are key to the decision!



# Direct Mail

# Direct Mail Campaign

- ▶ Rent a mailing list of families based on desired demographics.
- ▶ Direct mail should be used as a way to “image” the school in the community rather than to expect a significant response.
- ▶ A three-step postcard sequence mailed in a two- to three-week interval will help to increase name recognition and brand awareness.
- ▶ Best time for direct mail campaign
  - October/November and February/March

# Merging Direct Mail with Landing Pages and PURLS

- ▶ Landing Pages
  - Establish a specific URL for the direct mail campaign to measure response
- ▶ PURLS
  - Personalized website (PURL) for each contact increases responses, enhances tracking
  - Call to action – visit your personal webpage

# **Traditional Print and Media Advertising**

# Advertising

- ▶ As you consider additional advertising mediums, keep in mind the following:
  - Shotgun advertising rarely works
  - Print, radio and billboard advertising is expensive and is likely to be ineffective unless part of a comprehensive plan
  - Understand where your competition is advertising and look for places that focus on school directories and listings
  - Use a compelling and consistent brand awareness marketing campaign

# Inquiry Tracking and Follow-up

- »» Once you receive an inquiry, tracking and follow-up will be key to enrolling new families.

# Inquiry Tracking and Follow-Up

- ▶ What you do you after you get an inquiry will make a difference in your admissions effort.
  - It is critical to have a follow-up plan in place to encourage your inquiries to apply and then to enroll.
  - Effective inquiry processing and follow-up is a critical element of any successful admissions operation.
  - Effective contact with inquiries results in a greater conversion rate to applications and, ultimately, to increased enrollment.

# Inquiry Form

- ▶ RenWeb schools should use the online inquiry form directly on the website.
- ▶ Collect the following information from your inquiries on the online form:
  - Name, Address, City, State, Zip
  - Home Phone and Cell Phone
  - Email Address
  - Child's name, grade level, school, interested year
  - Source of inquiry
  - Have they ever visited your school?
  - Do they know families at your school? Who?



# 30 Day Follow-Up Plan

# 30-Day Follow Up Plan

- ▶ **Step 1** – Make initial contact with inquiry
- ▶ **Step 2** – Send information packet on school with personal letter (within 24 hours of inquiry).
  - Make sure the letter is personalized and well-written to sell your school.

# 30-Day Follow Up Plan

- ▶ **Step 3** – Call one week later to discuss your school and encourage the parent to take the next step (seven days after inquiry date).
  - Phone call should focus on the following:
    - Make sure information was received in the mail.
    - Encourage the family to visit.
    - Use the time to better understand the parent's needs and sell the parent on your school.
    - Send hand-written note immediately after call is made.

# 30-Day Follow Up Plan

- ▶ **Step 4** – Send postcard to remind the parent of your school (15 days after inquiry date).
- ▶ **Step 5** – Personal contact from a current parent (25 days after inquiry).
  - Use a parent ambassador from a similar grade level to contact the inquiry.
- ▶ **Step 6** – Send personal letter with another application (30 days after inquiry).
  - This is the final letter in the regular inquiry sequence. This letter should create some urgency to enrolling at your school.

# Follow-Up After 30 Days

- ▶ What should you do with your inquiries after your 30 day follow-up?
  - Monthly contact with inquiries.
  - Send your school's email newsletter.

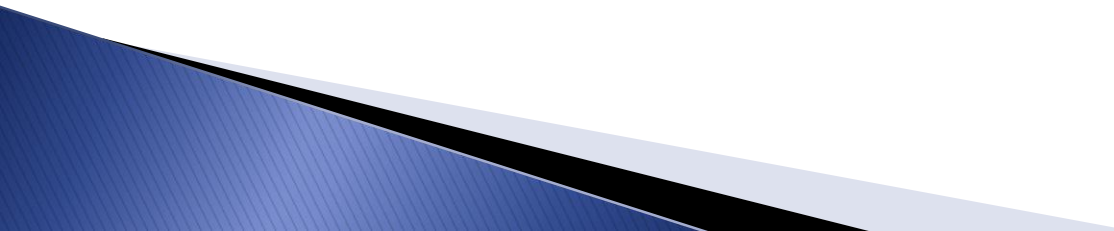
# Application Generation and Follow-Up

- »» Moving to online application generation will help you in your tracking and conversion.

# Application Generation

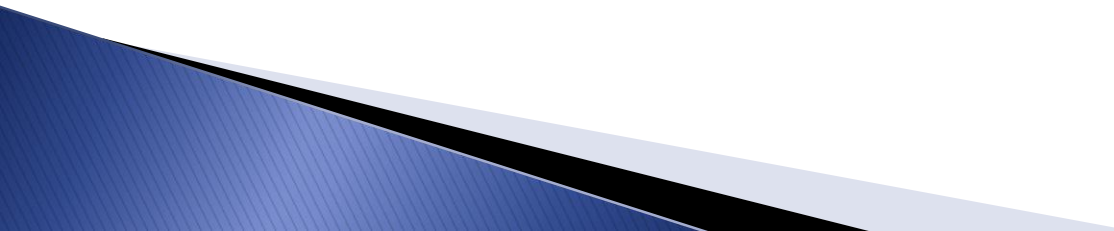
- ▶ As you continue to work through your inquiries, your goal is to encourage the parent to apply to your school.

# Online Application

- ▶ Simplifies application submissions, speeds communication and marketing to prospective parents, attracts more applicants, and lowers the cost per application processed.
  - ▶ Integrates configurable application Web forms with RenWeb's newly enhanced Admissions feature set.
  - ▶ Imports application information real-time.
- 



# Online Application

- ▶ Processes online application fee payments.
  - ▶ Provides valuable reporting and tracks status of applicants through the admissions process.
  - ▶ Online Application will improve your school's online image, simplify submission for prospective parents, and lower the cost of application processing.
- 

# Applicant Requirements

- ▶ Schools typically require the following to complete the application process:
  - Application with fee (ranges between \$50–\$100).
  - Final report card from last year.
  - Testing (standardized and school specific).
  - Current year report cards.
  - Recommendation forms.
  - Parent/School agreement.
  - Interview.

# IndianRocks

## CHRISTIAN SCHOOL

One Community. One Mission. One Rock to Build On.

IRCS Admissions Online

Create an Account

Online Application / Login

Request Information

### Online Application - Create an Account

\* = Required Field

#### - Account Details

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\* First Name

\* Last Name

\* Email

\* Contact Phone #

#### - Account Security

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\* Username

\* Password

\* Confirm Password

# Acceptance Package

- ▶ When an application has been accepted, the parent should receive a personal phone call from the admissions director.
- ▶ The acceptance package should include the following:
  - Personal letter of acceptance.
  - Enrollment contract and request for deposit.
  - Calendar for the new school year printed on something memorable (refrigerator magnet, etc.).

# Student Acceptance Package

- ▶ Acceptance packages should also be sent to the student and should include an acceptance certificate and a special school gift (t-shirt, etc.).

# Monthly Contacts

- ▶ Provide monthly contacts with applicant families:
  - Personal letters/hand-written notes from school leadership, faculty and current families.
  - E-mail newsletter.
  - Special gifts (e.g., car magnet, refrigerator magnet, calendar, t-shirt, pen, etc.).

# Campus Events

- ▶ Treat these new families like current families by inviting them to special school events (games, concerts, etc.).
  - Include them on the regular mailing list and send tickets to the school drama/musical, game or special event. You will help to create a deeper connection to the school.

# Social Events

- ▶ Ask current families to host social events in their homes for new families.
  - Parent Ambassadors can be involved by targeting a certain number of new families at your school to attend a cook-out or dessert at their home.
  - Provides a way for new families to get connected before the school year begins.
  - These events should be coordinated by grade or school level.



# First Year Mentoring Program

- ▶ Create a mentoring program for new families.
  - The Parent Ambassadors can continue in a mentoring relationship with their new families throughout their first year at your school.
  - Ensures that they will be able to connect in your school's community.
  - Helps them navigate through the “unknown” at your school.

Q&A

»» Questions and Answers

# Consultation

- ▶ If you are interested in discussing your current challenges or marketing needs, please contact Rick Newberry to set up a time for an initial consultation:
  - [Rick.Newberry@EnrollmentCatalyst.com](mailto:Rick.Newberry@EnrollmentCatalyst.com)
  - 727.647.0378
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