



Developing Your School's Word of Mouth Marketing Plan

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www.EnrollmentCatalyst.com



Our Goal

- ▶ During this session we will discuss how you can develop your word of mouth marketing campaign for enrollment success at your school.

Introduction

- »» Family
- Blog
- Coaching

FOLLOW DARK BLUE
FOR ODD NUMBER
SECTIONS

FOLLOW DARK BLUE
FOR ODD NUMBER
SECTIONS



OLD AUTHENTIC COLLECTION
Property of
TAMPA BAY RAYS
TB BASEBALL

RAYS
BASEBALL
NIKE

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RAYS

RAYS

www.EnrollmentCatalyst.com/blog

The screenshot shows the top navigation bar with a search box, the Enrollment Catalyst logo, and a Facebook link. Below the navigation bar, there are links for Home, About, Catalyst Program, Resources, Services, Speaking, and Contact, along with a prominent 'RICK'S BLOG!' button. The main content area features a 'Recent Posts' sidebar with five entries, a featured blog post by Rick Newberry titled 'Enrollment & Marketing Strategies for Schools', and a subscription form for Rick's Blog.

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

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RICK NEWBERRY'S Blog

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Enrollment & Marketing Strategies for Schools

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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.

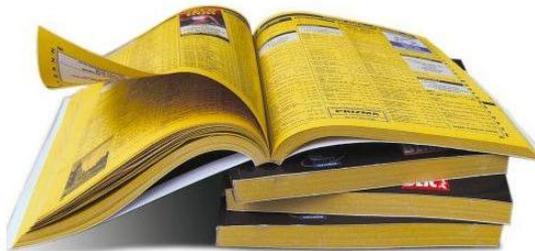


Enrollment Catalyst partners with schools to provide coaching for school leaders in their school's enrollment management and marketing systems and strategies needed to reach their goals.

The Marketing Landscape

- »» The marketing landscape has shifted from outbound to inbound strategies.

Outbound Marketing



“Traditional outbound marketing is where businesses **push** their messages at consumers.”

- HubSpot, The 2012 State of Inbound Marketing

Inbound Marketing

Pinterest

Google+

LinkedIn

YouTube
Broadcast Yourself

yelp.
Real People. Real Reviews.™



bing™

twitter

Google™

YAHOO!™

flickr

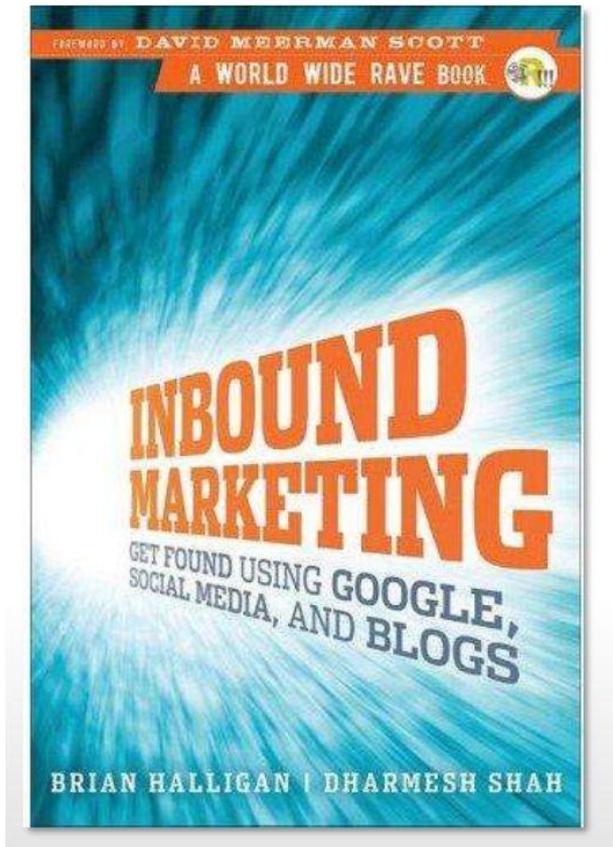
“Inbound Marketing is a set of marketing strategies and techniques focused on **pulling** relevant prospects and customers towards a business and its products.”

- HubSpot, [The 2012 State of Inbound Marketing](#)

“For the last 50 years, companies such as Procter & Gamble, IBM, and Coca-Cola used huge amounts of money to efficiently interrupt their way into businesses and consumer’s wallets using outbound marketing techniques. The outbound marketing era is over. The next 50 years will be the era of inbound marketing.”

- Halligan and Shah, Inbound Marketing: Get Found Using Google, Social Media and Blogs

Inbound Marketing



Excellent resource on how to get found by using Google, Social Media and Blogs

Also see:

www.hubspot.com for many online resources including webinars and presentations

Inbound

- ▶ New media
- ▶ Web-based
- ▶ Pull
- ▶ Listen
- ▶ Engage
- ▶ Hub
- ▶ Authentic
- ▶ Content
- ▶ Stories

Inbound Marketing

Outbound

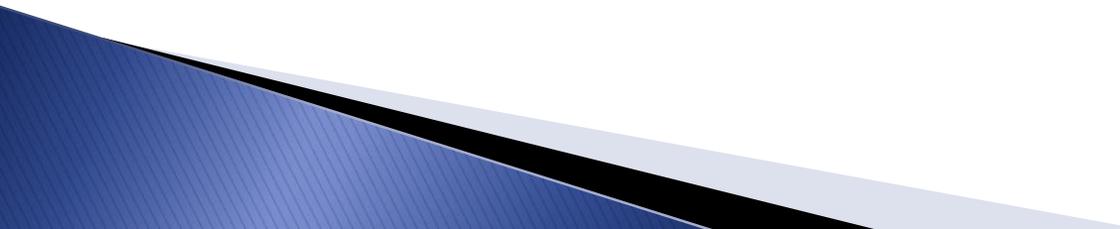
- ▶ Old media
- ▶ Traditional
- ▶ Push
- ▶ Interrupt
- ▶ Broadcast
- ▶ Megaphone
- ▶ Slick
- ▶ Ads
- ▶ Slogans

Outbound Marketing

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

Outbound Strategies

- ▶ Why do we hang on to the traditional outbound advertising strategies?
 - ▶ Why are our marketing budgets comprised of these strategies?
 - ▶ Why do we keep spending significant resources on strategies that don't produce ROI?
- 

**Think about the top two
ways that parents find out
about your school...**

Top Two Ways

1. **Word-of-Mouth**

Consistently ranks as the number one way that families hear about your school.

2. **Web**

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).

**Word-of-mouth is the number
one marketing strategy for
enrollment success.**

Trust is Key to WOM

“If your customers won’t talk about your stuff, you have to pay newspapers and TV shows to do it for you.

But when people trust you, they are willing to put their words on the line for you.

Please them, inspire them, and they’ll bring their friends to you.”

- Sernovitz, Word of Mouth Marketing

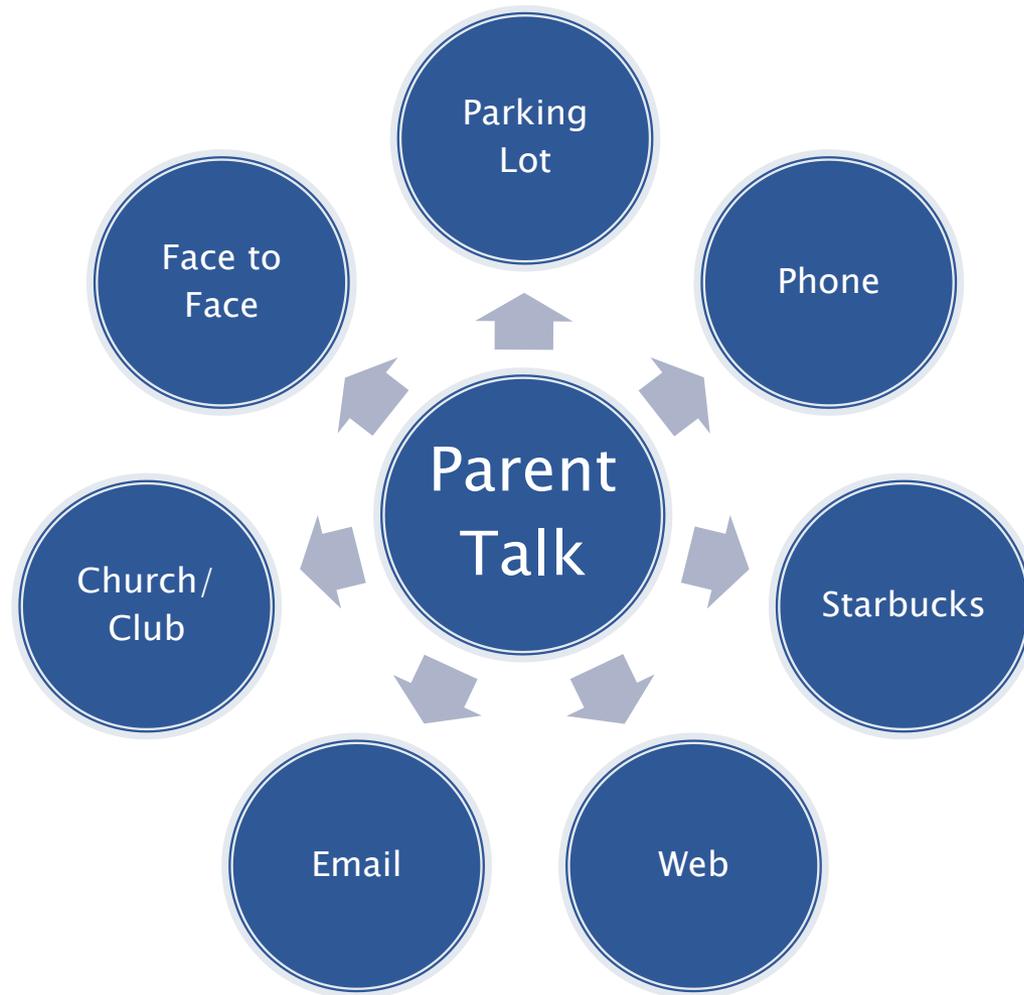
“It comes down to trust. And people don’t trust
your company; people trust people.
People they know.
People whose opinions and recommendations
they seek out and have faith in.”

- Phillips, Cordell, & Church: Brains on Fire

Developing your Word of Mouth Marketing Plan

- »» We will apply the 5 T's of WOM to your school's marketing strategy to ensure enrollment success.

Where do your parents talk about your school?



Where are parents talking about your school on the Web?



What is Word-of-Mouth Marketing?

“So what is word of mouth marketing? In this book, I define it as ‘Giving people a reason to talk about your stuff, and making it easier for that conversation to take place’.”

- Sernovitz, Word of Mouth Marketing

Andy Sernovitz's

Word of Mouth Marketing

FOREWORD BY **SETH GODIN**

AFTERWARD BY **GUY KAWASAKI**

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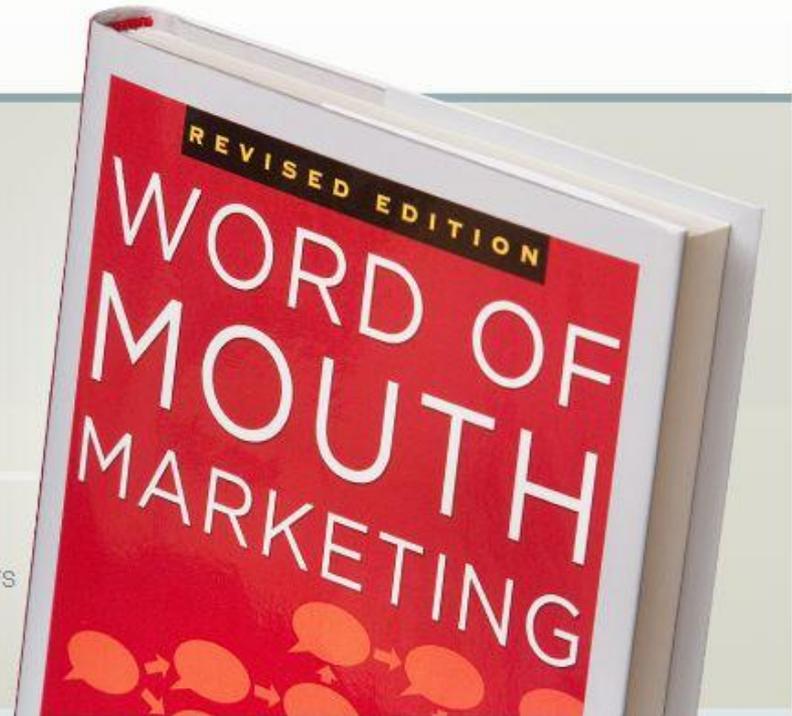
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Word of Mouth
Marketing

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Simple, Actionable
Word of Mouth Tips

Library

Videos, Articles,
Downloads, & More

Event

Learn WOM in 1
Thrilling Day

Newsletter

Free Weekly
WOM Lessons

Book

The *New York Times*
Bestselling Guide



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People will talk about you because
they love you and love what you do.

You can do this. We'll help you get started.

THE BLOG

You'll love our daily blog of
simple, practical advice.

- How to launch a fan community
- Word of Mouth Tip #117: Show off how awesome your customers are

GUIDES AND TUTORIALS

Browse our library of worksheets,
case studies, and articles.



Worksheet:
Word of Mouth Ethics Checklist

VIDEOS

Live presentations from amazing
word of mouth marketers.



How to Create Offline Word of Mouth,
presented by Martin Atkins

Why Word-of-Mouth Marketing?

- ▶ It builds credibility from satisfied customers.
- ▶ It produces better results than traditional advertising.
- ▶ It makes your brand stronger and more trusted.
- ▶ It can reach your target audience through your parents much better than you can.
- ▶ It's your number one marketing strategy for your school!

So what does this mean for your marketing strategy?

- ▶ Today's marketing is about remarkable content and joining in the conversation.
- ▶ Your marketing focus must be on telling the remarkable story of your school.
- ▶ Your marketing strategy should facilitate and build word-of-mouth in person and online.
- ▶ Your goal is to inspire a movement of passionate ambassadors for your school.

**Are you giving your parents a
reason to talk about your
school?**

“Word of mouth marketing only works if you have good products and services. It only works if people like you and trust you.”

- Sernovitz, Word of Mouth Marketing

**Are you giving your parents
any stuff that they can talk
about?**

“Word of mouth is natural conversation between real people. Word of mouth marketing is working within this conversation so people are talking about you.”

- Sernovitz, Word of Mouth Marketing

**How can you make it easier for
the conversation to take
place?**

“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

**Is word of mouth marketing
part of your strategy?**

“Unsurprisingly, I found that 63.4 percent felt that over half their business came by way of referrals. But of that same group, 79.9 percent readily admitted that they had no system of any kind to generate referrals. This is somewhat puzzling. How can a business owner know that word of mouth is so powerful and then do so little to take advantage of it?”

- John Jantsch, [The Referral Engine](#)

Word of Mouth Crash Course



Some Takeaways

- ▶ It's about relationships
- ▶ Do the unexpected
- ▶ Likeability and Trust – Rohit Bhargava, Likeonomics
- ▶ Tell your story – “One picture and 30 seconds can tell your story.” Dave Kerpen, Likeable Social Media
- ▶ Service stands out – Southwest
- ▶ Celebrate – Southwest
- ▶ Give something away – Starbucks gift card
- ▶ Use social media to engage

Andy's Lessons on Love

1. New love is powerful
2. Love and money don't mix
3. Nobody talks more than a lover's scorn

**We need a framework for our
word-of-mouth marketing plan**

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?

1-Talkers

- » Find people who will talk about your school

Who will tell their friends about your school?

- ▶ Employees
 - ▶ Parents (Current and Former)
 - ▶ Students (Current and Former)
 - ▶ Alumni
 - ▶ Grandparents
 - ▶ Vendors
 - ▶ School administrators
 - ▶ Pastors and clergy
 - ▶ Anyone
- 

Who will tell their friends about you?

- ▶ A satisfied or an unsatisfied parent, grandparent, alumni, donor or friend.
- ▶ A happy or an unhappy employee—your faculty, staff, and coaches.
- ▶ Someone else that heard something, whether positive or negative, about your school.

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Why Real
Relationships Rule
in a Digital
Marketplace

The **Face-
to-Face
Book**

"Everyone who's
on the social-media-is-the-future
bandwagon should get off for a minute
and read this book." —Chuck Porter,
Chairman, Crispin Porter
+ Bogusky

ED KELLER
COAUTHOR OF *THE INFLUENTIALS*
AND **BRAD FAY**

Copyrighted Material

Talkers Talk Face-to-Face

“More than 90 percent of the conversations about products, services, and brands that take place every day in America happen offline, according to research that will be revealed in the chapters of this book.”

- Keller and Fay, The Face-to-Face Book

Talkers Talk Face-to-Face

“One of the great misconceptions about word of mouth marketing is that it’s all happening online...only about 20 percent of word of mouth happens online. When it does play a role, it usually sparks the 80 percent of word of mouth conversations that actually happen face-to-face.”

- Sernovitz, Word of Mouth Marketing

Recognize the Right Talkers

- ▶ Passion for your school
 - ▶ Credibility among their peer
 - ▶ Connections at school and in the community
 - ▶ Opportunity to be involved
- 

Get the Talker's Talking

- ▶ Identify the parents that are positive about your school.
- ▶ Meet with them to give them things to talk about.
 - Individual or small group meetings.
 - Quarterly breakfast or lunch meetings.
 - Share stories of students, faculty, alumni and success!
- ▶ Encourage them to share stories about your school.
- ▶ Share your school's vision for the future.

A Great School Will Create WOM

“This is the foundation of buzz: in order to get people talking about your product or service, you must provide a great experience.”

- Rosen, The Anatomy of Buzz Revisited

2-Topics

»» Give people a reason to talk

What will they talk about?

- ▶ Anything and everything about your school—the good and the bad!
- ▶ Their own experiences.
- ▶ The experiences of others.
- ▶ What they've heard along the way.
- ▶ What you've told them.
- ▶ What you want them to talk about (that is, if you've told them what to talk about!)

What do you want them to talk about?

- ▶ Most school leaders haven't considered this question as a key part of their marketing strategy. We need to begin asking the question:

What do you want them to talk about?

Produce Great Content

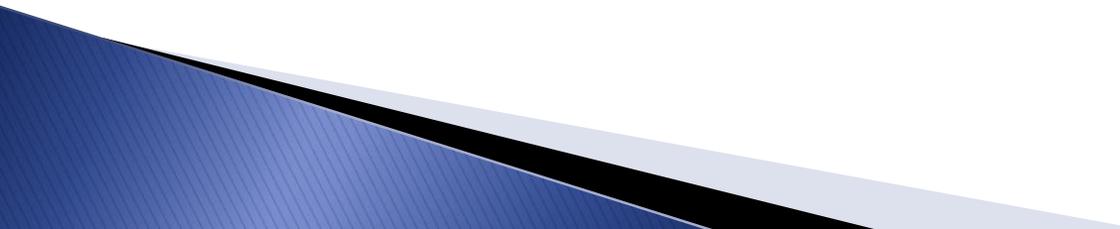
“When you offer great content—such as detailed how-to articles, expert interviews, case studies, and videos—that focuses on helping other people solve their problems, you’ll experience growth.”

- Stelzner, Launch: How to Quickly Propel Your Business Beyond the Competition

“Produce great stuff, and your customers will come to you. Produce really great stuff, and your customers will share and disseminate your message for you. More than ever before, content is king! Content rules!”

- Handley and Chapman, Content Rules

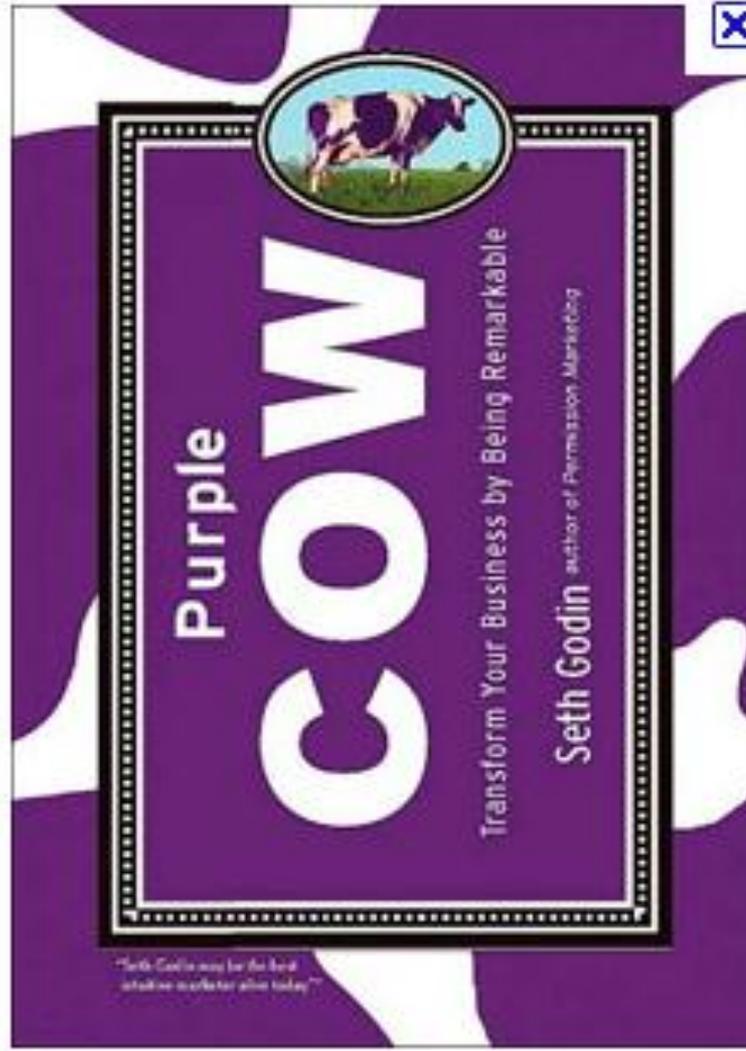
Topics to Talk About

- ▶ Key stats
 - ▶ Stories faculty, students, parents and alumni
 - ▶ Your vision for the future
 - ▶ How your school is remarkable
 - ▶ How your school makes a life-changing difference in students
 - ▶ Your USP's in story form
 - ▶ Educational topics
 - ▶ Parenting topics
- 



“Something remarkable is worth talking about.
Worth noticing. Exceptional. New. Interesting.
It’s a Purple Cow. Boring stuff is invisible.
It’s a brown cow.”

- Seth Godin, [The Purple Cow](#)



Tell Stories

We live in a story.

We relate to stories.

We listen to stories.

We can see ourselves in a story.

3-Tools

- »» Help the message spread faster and farther.

Tools

- ▶ Leadership
- ▶ Faculty and Staff
- ▶ Parents
- ▶ Alumni
- ▶ Ambassadors
- ▶ Referral generation
- ▶ Customer service
- ▶ Personal conversations
- ▶ Group meetings
- ▶ Giveaways
- ▶ Website
- ▶ SEO
- ▶ Blog
- ▶ Email newsletter
- ▶ Social media
- ▶ Photos
- ▶ Video
- ▶ Online reviews



People

Face-to-Face

- ▶ The most effective way to spread word of mouth is through face-to-face conversations.

Leadership

- ▶ Every meeting and conversation is an opportunity to tell a story about your school and to spread positive word-of-mouth.
 - Large group meetings
 - Small group meetings
 - Coffee chats
 - Personal meetings

Faculty and Staff

- ▶ Quality/excellence in their job
 - ▶ Tell your school's story
 - ▶ Turn negative moments into positive moments
 - ▶ Channel concerns to the administration
 - ▶ Communication with parents
 - ▶ Relationships with parents
 - ▶ Create memorable moments
 - ▶ Positive ambassadors for the school
- 

Parent Ambassador Program

- ▶ Recruit a team of parents to help you in your enrollment 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.

2011-2012 OCT NOV DEC JAN JAN FEB FEB MAR APR
 Dates: 5 16 7 11 25 8 22 7 18



Lakeland Christian School

Welcome Wednesdays

K4-12 Admissions Open Houses ~ Wednesdays, 8:30-10:30 AM

Come experience us in action!



~Tour the school

~Interact with administrators

~Receive admissions information

Please RSVP: 863.688.2771 OR jrice@lcsonline.org

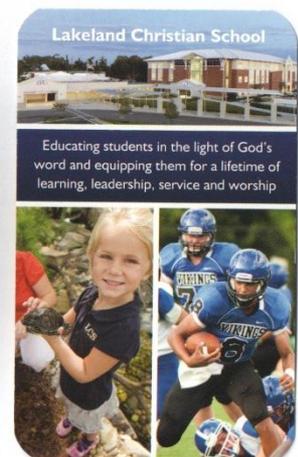
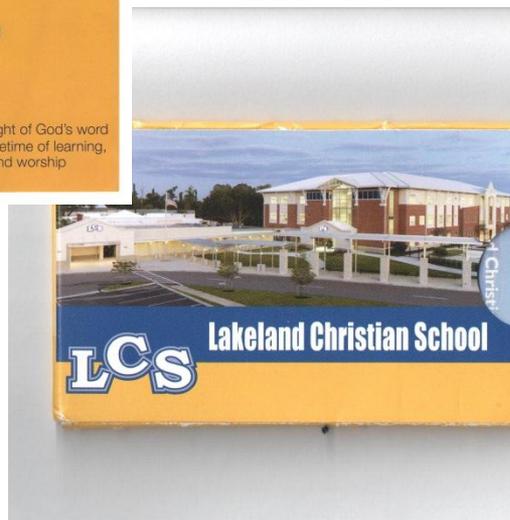
LCS school tours are also available any day by appointment.

LAKELAND CHRISTIAN SCHOOL
 1111 Forest Park Street, Lakeland, FL 33803
 863.688.2771 www.lcsonline.org



Educating students in the light of God's word and equipping them for a lifetime of learning, leadership, service and worship

Flier and pack of cards sent to current parents about Welcome Wednesday's at Lakeland Christian School





Don't keep it to yourself!



Where faith inspires learning.

Card sent to parents at Wheaton Christian Grammar School

Let's strike up a friendship!



follow us on
twitter
@WhInChristianGr

Join our group of
professional friends on



Write an online review by doing a
Google search for Wheaton Christian
Grammar School > then click on links
for reviews such as:

- GreatSchools.com
- DexKnows.com
- Education.com
- K12Academics
- Private School Review
- Yelp
- Yahoo
- CitySearch
- Wheaton Patch

- Give our brochures to friends and neighbors.
- Invite interested families to a Drop In and Learn More Tuesday or an Open House.
- Host an informal information evening at your home.

Wheaton Christian Grammar School | 1N350 Taylor Drive | Winfield, IL 60190 | 630.668.1385 | www.wheatonchristian.org

We're so glad you're here at
Wheaton Christian Grammar School.

Thank you for encouraging us in our efforts
to educate, train, and nurture students for
godliness and excellence.

Did you know that the majority of our families were
referred by someone they knew who had attended WCGS?
There are some easy ways you can help us spread the
word about our school. And did you know that we have a
referral incentive program that can earn you tuition credit?
Visit our Admissions Office for details.





Postcard and car magnet sent to parents at Saint Stephen's

A World-class Education

The 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



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.

Giveaways

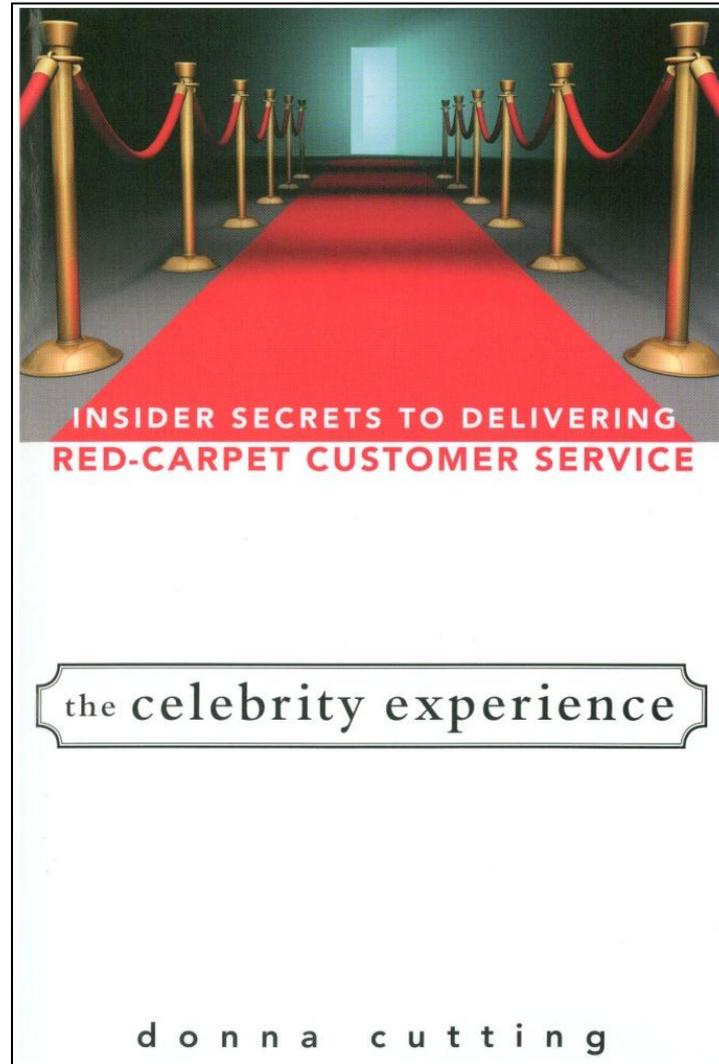
Giveaways

- ▶ Give away items that have your school's brand on them:
 - T-shirts for re-enrolling
 - Coffee mugs
 - Car magnets
 - Grocery bags
 - Gym towels
 - Hoodie

Customer Service and Memorable Moments



Must Read on Customer Service



High Point University

- ▶ Donna Cutting uses High Point University in *The Celebrity Experience* as a premier example of customer service. What do they do?
 - Director of WOW!
 - Wowing campus visitors
 - Delivering birthday cards
 - The President and his gumball machine
 - Valentine's Day
 - Free valet parking
 - Construction dust and car washes



High Point University provides “WOW” moments for prospective and campus students

Special Parking Signs for Prospective Students Visits to Campus



Kiosks are used throughout campus to express generosity by having water bottles in the spring and hot chocolate in the winter before morning classes. They also offer small snacks such as granola bars and yogurt.

Memorable Moments

- ▶ When you serve your parents or students in an exceptional way or do something that is memorable, this creates a moment that will be shared by word of mouth.

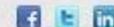
The Ideal Campus Visit

- ▶ Clear signage and great first impression
- ▶ Welcome sign with your name on it
- ▶ Friendly welcome from receptionist
- ▶ Entry area tells the story of your school
- ▶ Personalized tour with parent, student and faculty connections
- ▶ Review of application process
- ▶ Photo of student by welcome sign
- ▶ Personal note sent immediately (email and handwritten)

“Companies create buzz with great follow-up, T-shirts and other promotional merchandise, free events, outrageous acts of kindness— anything that contributes to an overall culture of buzz.”

- Jantsch, [The Referral Engine](#)

Tell a Friend



Welcome

Admissions Events

Application Process

Request Information

Apply Online

Tips for Admission

[Refer a Friend](#)

Martin-Nicholson Merit
Scholarship

Tuition & Financial Aid

Directions & Campus Map

Transportation

Meet the Staff

NEWS

CALENDAR

[Home](#) / [Admission](#) > [Refer a Friend](#)

Office of Admissions Referral Form



Please use this form to refer students, parents or families that may be interested in Kingswood Oxford School. A welcome packet will be mailed to the family with a letter opens with the following statement: "We write to you at the request of , who thought that you might be interested in learning more about Kingswood Oxford School." If you have any questions, please call [\(866\) 727-5000](tel:866-727-5000) to speak with an admission counselor.

About Yourself

Your Name

Referral:

Student Name*



Welcome to ..

MAUR HILL - MOUNT ACADEMY

est. 1863

A Catholic, Prep, Boarding School

- Home
- About MH-MA
- Admissions
- Academics
- Athletics
- Student Life
- Parents
- Giving
- Alumni/Friends

Admissions Menu

- Why MH-MA
- Inquire
- Visit MH-MA
- Refer A Student
- Admissions Video
- Admissions Viewbook
- Boarding Students
- Day Students
- International Students
- Apply

Refer A Student To MH-MA

Your Name:

Relationship to student:

Connection to MH-MA:

Phone Number:

Email Address:

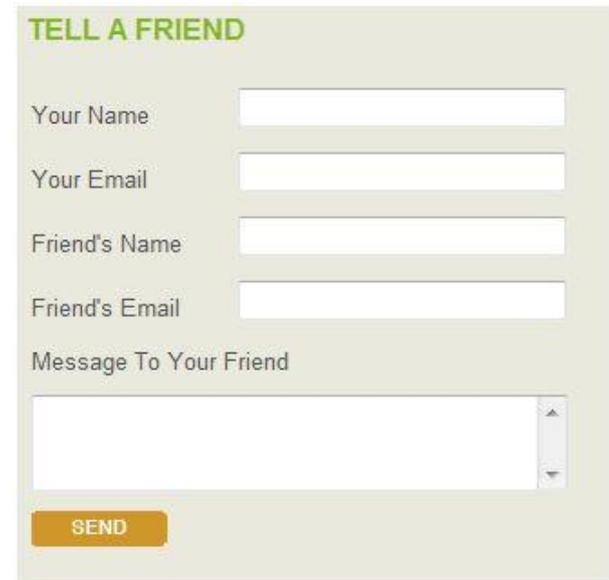
Parent to Contact:

Phone:

Refer a student form

Tell-a-Friend Link

- ▶ Place a “tell-a-friend” link on every page of your website.
- ▶ Link should provide you with fields to enter your friend’s name, email address, a short message and your information.
- ▶ Friend should receive an automated email referencing your referral and the website link.



TELL A FRIEND

Your Name

Your Email

Friend's Name

Friend's Email

Message To Your Friend

SEND

Newsletters

- ❑ About Our Mission
- ❑ Academy News
- ❑ Bookstore
- ❑ Campus Map and Facilities
- ❑ Contact Us
- ❑ Employment
- ❑ Events on Campus
- ❑ Food Services
- ❑ Parents' Association
- ❑ Site Map
- ❑ 2011 ISAS Arts Festival

Have You Seen the New Online Current?

The fall issue of Albuquerque Academy's community magazine is now online! Simply go to <http://publications.aa.edu/thecurrent>.

Another Albuquerque Academy sustainability initiative.



you may also be interested in...

- ▶ [Athletics](#)
- ▶ [Head of School's Blog](#)
- ▶ [Year At A Glance Calendar: School Year 2011-12](#)
- ▶ [Sustainability](#)

6400 Wyoming Blvd NE • Albuquerque, New Mexico 87109-31

505-828-3200

The Current Online

Events on Campus

Community Academ

- Homepage provides dropdown menus and special features
- The Current Online Magazine is in the format of a mini website.

the current

ONLINE MAGAZINE FOR THE ALBUQUERQUE ACADEMY COMMUNITY

ALBUQUERQUE ACADEMY WEB SITE

Search

features departments our alumni class notes contact



Fall 2011

Navigating Technology

A recent Google search for 2011 articles on technology in education yielded 1,660,000,000 results—clearly a topic at the forefront of discussion, debate, and decision-making in schools around the globe. Albuquerque Academy is no exception to this explosion in campus technology, with many initiatives and changes underway this school year.

[Read More](#)



features

The Class of 2011 College Choices



departments

From the Editor
Since its earliest days, Albuquerque



our alumni

2011 Notable Alumni
The Alumni Council presents the



class notes

What Have Your Classmates Been Up To?



appletree

The Online Magazine of The Elisabeth Morrow School

EM'S HOME



"Our emblem, like all symbols, has deeper meaning. The sun stands for illumination through knowledge. The moon reflects beauty and imagination, without which education would be narrow and bleak. The stars speak for our spirits, insights and aims, as schools, like ships, must have guiding stars. But it is the apple tree that has special meaning: it represents the school's vision and vitality, its overflowing gifts and the promise that our dreams can come true."

Constance Chilton

Head of School, 1930-1981

"With its profound respect for children and the developmental stages of human growth, The Elisabeth Morrow School challenges and nurtures each child's journey toward maturity. The atmosphere is calm and purposeful: busy hands and minds at work with no distractions."

Large Motor Development at the Art Table in the Three's Classroom



by Tricia Eickelberg
Early Childhood Teacher

The three-year-olds of C-1 recently painted marble pictures using daffodil colors. In order to move the marbles around they needed to tip the box from side to side and back and forth. On another day, they also helped paint our pond by using rollers to spread the paint over the paper. They then used texture tools to make the waves in the water.

Children generally enjoy active projects like these—they're fun, they're making art—but the overarching goal here is to strengthen muscles in their upper arms. Later, when they begin writing, these stronger muscles will help with both proper pencil grip and with the ability to move the pencil across the paper.

READ THE LATEST APPLETREE



SELECT ARTICLE TOPIC:

After School Alumni Athletics Camp
Character Education Early Childhood Elementary School Environment Extracurricular Head of School History Kindergarten Language Arts Little School Math Middle School Morrow House Physical Education Placement Pre-Kindergarten Problem Solving Program Science Secondary School Social Science Sports Summer Technology

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Online magazine format for the school



LA JOLLA COUNTRY DAY SCHOOL

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LOWER



MIDDLE



UPPER

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NEWS

Keep in touch with Events on Campus with the [ALL SCHOOL CALENDAR](#)

Country Day News





Quick Links

Welcome

TTimes Guidelines

How To...

For Parents Only

LJCDS Website

Comments by Chris

Lessons From A Visitor From Tibet

Regardless of your political view or your religious affiliation, there is something humbling about hearing the Dalai Lama speak.

Perhaps it is because he quickly shows himself to be an exquisite teacher - and that's our profession here.



News from La Jolla Country Day



Paul Hirschson, Deputy Spokesman from Israeli Ministry of Foreign Affairs, Addresses Country Day Community



Ben Schwartz

Welcome to Torrey Times

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April 24, 2012

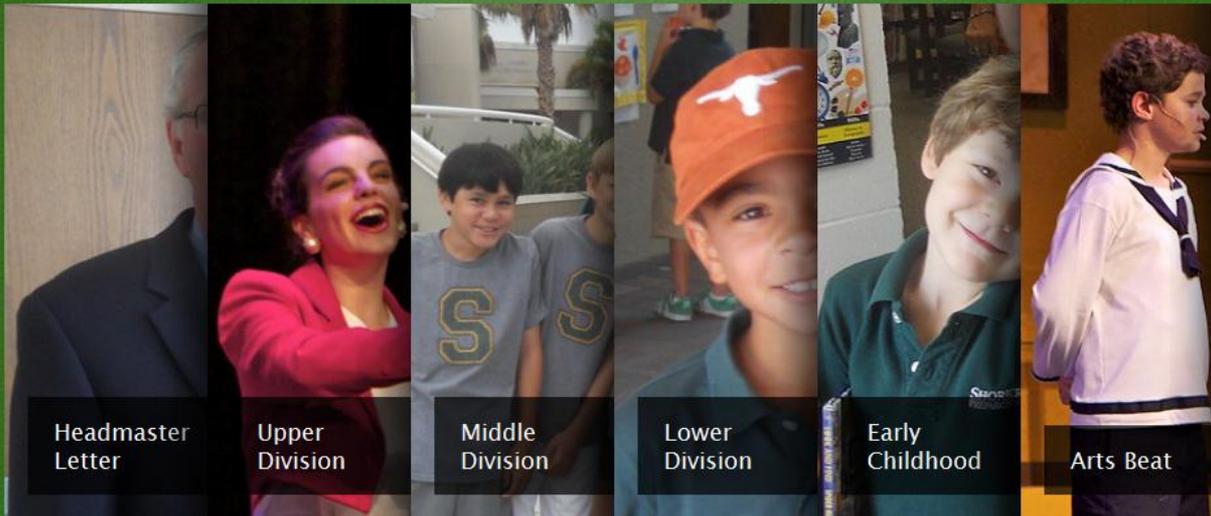


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E-Bytes

SHORECREST'S *WEEKLY NEWS*



Upper Division

04/20/12

Prom a Success!

With tables covered with Sherlock Holmes pipes and magnifying glasses, 145 Juniors and Seniors spent an evening of "mystery and intrigue" in the Grand Ballroom of the Don CeSar on Friday, April 13. Despite the superstitious date, guests danced the night away feasting on a buffet dinner while sharing memories of high school.

The night culminated with the crowning of the Prom King and Queen: Luke B. and Sydney K.

Mark the date of April 26th for next year's Prom!

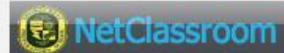
[\(Mobile users click here for slideshow\)](#)



Featured Links

- 3 Cheers
- The Learning Center
- Clinic
- Sage Dining
- Shorecrest
- Shorecrest Magazine
- Paradise Limo
- Back Issues
- Submit News

Blogs and Links



Early Childhood Blogs
Lower Division Blogs

Navigation

- » Upper Division
- » Middle Division

Facebook

Facebook Ideas

- ▶ Allow and encourage your faculty, staff and parents to post
- ▶ When a parent enrolls in your school send them an email and ask them to share a post online:
 - “I just enrolled my child at Country Day School for the 2012–13 year. This will be our eight year at Country Day! Check out their website at (school web address) to discover why more families like ours are choosing this school!”
 - “Selecting a school is one of the most important decisions you will ever make. Ask me why I enrolled my children at Country Day School for the 2012–13 year!”

Video

Video Vignettes

- ▶ Produce short video vignettes to provide real-life testimonials and stories about your school.
- ▶ Post videos to YouTube and/or Vimeo

Photo of the Day



At Brookwood, we believe in balance: rigor with compassion, excellence with exuberance, and self-discovery along with sensitivity to others.

For more than 50 years, Brookwood School has been instilling in students a lifelong love of learning – and graduating young adults of conscience, character, and compassion.



Welcome to Brookwood School's video page. Grab some popcorn, click a title and enjoy!



Brookwood Parent Education: Dr. Liang

Brookwood's BTube page contains a variety of videos showcasing the life of the school.

Brookwood's BPod page contains a picture and caption of the day.

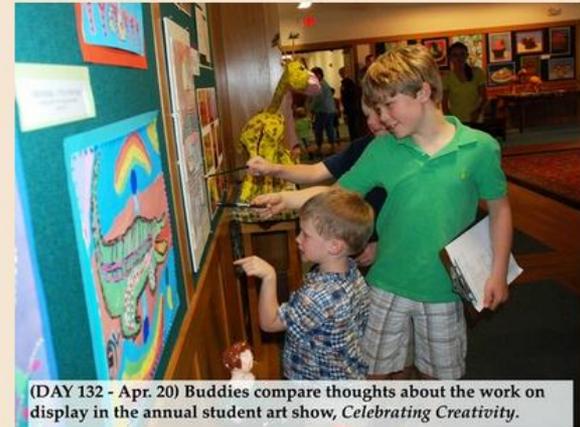


Introducing BPod: Brookwood Photo of the Day



From classroom candid and campus snapshots to athletic competitions and artistic creations, BPod captures a daily moment in time at Brookwood. We hope you enjoy this digital photo archive of the 2011-2012 school year!

[Return to home page]



(DAY 132 - Apr. 20) Buddies compare thoughts about the work on display in the annual student art show, *Celebrating Creativity*.



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NMH News

[ALL NEWS](#) | [RSS](#)



Exercising Heart and Hand
NMH students devote a day to community service.



The Art of Collaboration
An alumna guides students in the making of a dance piece.



Can Cows Power Vermont?
An environmental studies class learns about an alternative energy source in NMH's backyard.



Envisioning the Future
Accepted students (and their parents) try out campus for a day.

NMH Events

[ALL EVENTS](#) | [RSS](#)



In The Gallery: Annual NMH Student Art Show
March 23-April 25
Fri, 04/27/2012
"The Thinker" by Yishan Zhang



Diversity Summit
Sat, 04/28/2012



118th Concert of Sacred Music
Sun, 05/06/2012 - 2:30pm

THINK/LIVE

[more](#)

Write. Then write more.

"It's about intellectual curiosity and diligence."

[Read More](#)

PHOTO OF THE DAY





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Photo of the Day





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SITE SEARCH

SCHOOL TOUR

Come experience the vibrant and engaging environment of the Chapin School. Take our photo tour and visit the places where our young women grow, learn and thrive. To begin the tour click on the first image below.





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DARE TO BE TRUE



NEWS & EVENTS

Dr. Sylvia Earle, Intrepid Explorer, Shares Her Passion for "The Deep"



World-renowned marine biologist and ocean explorer Dr. Sylvia Earle shared her passion and wonder of discovery with students during the science department's assembly. An advocate for the research and protection of the ocean, Dr. Earle articulated a positive outlook on the future of "our most precious and largely unexplored frontiers—our seas."

"If I could choose a time to arrive on the planet I would choose now," says Dr. Earle. "Despite the bad news about our climate, the good news is we have the power and knowledge to shape the future in a way our predecessors did not. This is the best time because we have the ability to know who we are, where we've been and where we are going, depending on what we do or don't do."

The 77-year-old Dr. Earle understated her astonishing and extensive travel and diving itinerary—one week she might be in Hawaii, the next a deep-water Russian lake. She was effusive of her love of submersible diving machines, how she enjoys driving them and hopes that some day, using them to get to know oceans becomes a more commonplace experience for people.

[\[Read More\]](#)

[Milton Teams Celebrate Town's 350th Anniversary](#)

PHOTO OF THE DAY



Rebecca Chernick (III) and jazz faculty member Bob Sinicrope test drive the music department's new SmartMusic interactive software in the Kellner Performing Arts Center. The program allows Milton's musicians to practice assignments from any internet connection, receive instant feedback, and submit their progress.

NEWS LINKS

[Campus Map](#)

[Video: Course Planning](#)

[Read Milton Magazine online](#)



search

TODAY'S EVENTS

[NO USE OF WIGG](#)
7:00 AM - 12:00 AM

[View all events](#)

Social Media Mash-Up



School Slideshow



Buck Valley in the early fall

Athletics

Facebook Page

Berkshire School Calling all music lovers! Next Saturday at 8 pm in Allen Theater the Berkshire Bach Society will present the below concert over Parents Weekend. Tix \$25 at door, via BrownPaperTickets.com or [800-838-3006](tel:800-838-3006) . Free to all Berkshire students and grandparents. All are welcome!



[The Berkshire Bach Society | "How Does Bach Do It?"](#)

www.berkshirebach.org
Saturday, April 28, 2012 at 8pm "How Does Bach Do It?" ~ The "Wedding" Cantata and Orchestral

Suite #3 Jeremy Yudkin, Professor of Music,

News

[Out and About with the GSA](#)

Posted 04/20/2012 04:42PM
Berkshire's Gay-Straight Alliance celebrates an important week with a presentation by the leaders of the website Everyone is Gay and a Day of Silence.
[get link](#)

[Cabaret Night](#)

Posted 04/20/2012 09:52AM
The Music Department presents Vocal Cabaret, an evening of vocal performance. The event is a perennial favorite! Join the fun in Berkshire Hall atrium on Friday, April 20th at 7:30 PM.
[get link](#)

[Chemistry Mountain Day](#)

Posted 04/17/2012 03:06PM

CAndid

It's a challenge to keep up with CA students' creations and innovations--what they're doing, thinking, writing, discovering, and exploring. Now, through CAndid, our home for CA's social media outlets, you can learn what's happening on and off campus--the latest news about students, as well as faculty, staff, and alumnae/i.

Follow our [Twitter](#) feed, become our fan on [Facebook](#), check out our [YouTube](#) videos and [Flickr](#) photos, or comment on the latest [post from CA Blogs](#). People are talking about Concord Academy--let us know what you think.


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[CA at a Glance](#)
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What's Happening at CA?



Concord Academy
[Concord_Academy](#)



[Concord_Academy](#) Remembering #Rwanda - coverage of a recent CA assembly featuring Ismael Ntihakose, producer of @kinyarwandamov [bit.ly/JdGOHl](#) yesterday · reply · retweet · favorite



[Concord_Academy](#) #Collaboration In The #Classroom - CA's #academic dean #blogs on our interdisciplinary course called The #Boston Class. [cachameleons.wordpress.com](#) 4 days ago · reply · retweet · favorite



[Concord_Academy](#) Congrats to CA's Tariq Mohammed for being named the 2011 Developmental Coach of the Year by the U.S. Olympic Committee! [bit.ly/HwZ9Bc](#) 10 days ago · reply · retweet · favorite



[Concord_Academy](#) Thoughts on #accepted students getting in

NMHbook

Email Print

NMH ON **facebook**

Northfield Mount Hermon School

April 20, 2012 3:12pm

2012 NMH Service Day
<http://www.flickr.com/photos/NMHServiceDay/> Students and faculty work around campus and in the nearby community, April 19, 2012
Copyright © 2012. All rights reserved Northfield Mount Hermon

Northfield Mount Hermon School

April 20, 2012 12:30pm

Exercising the Heart and Hand: NMH students devote a day to community service.
<http://ow.ly/apFr9>

Northfield Mount Hermon School

April 20, 2012 3:25pm

Good morning from an NMH Farm resident!

Northfield Mount Hermon School

April 20, 2012 8:37am

2012 NMH JV baseball
<http://www.flickr.com/photos/NMHJVbaseball/> vs. Exeter at Northfield Mount Hermon, April 7, 2012 Additional photos of NMH events are available at www.nmhschool.com

NMH ON **flickr**



NMH ON **vimeo**



Student Theater Production: Putting Together "The

NMH BLOGS

Wave of bombings in Iraq

Thursday, April 19, 2012 - 22:02

A series of bombings in Iraqi cities has left 33 people dead and many more injured. ...

Lax blog #1

Thursday, April 19, 2012 - 21:40

The NMH men's varsity lacrosse team came to play yesterday, beating Cushing by a...

Girl's Ultimate looks promising so far

Thursday, April 19, 2012 - 21:35

As soon as the first warm weather came out, so did all the discs. Almost every Sunday,...

[more >](#)

NMH ON **twitter**

RT @michaelfosberg: @NMHSchool in solidarity with today's #dayofsilence - recognize, accept, and unite. — about 2 days 3 hours ago from HootSuite
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The #NMH Islamic Middle East blog reported yesterday about some of the...



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  +A | A-

Purnell's Media Mashup

Purnell's Facebook Page

Purnell School This past weekend, students participated in Artists-In-Residence hands-on workshops. The girls had a fantastic time working with nine professional studio and performing artists! http://www.purnell.org/cf_news/view_cfm?newsid=43

News Post

www.purnell.org

Students recently participated in E.B. Osborn Artists-In-Residence Weekend, one of the most anticipated weekends of the year. With nine professional studio and performing artists giving hands-on workshops, students were able this year to try their hands at hip-hop dancing with the film Footloose's T...

Purnell School Purnell is honoring our planet by celebrating Earth Week! Today's events include a free green and brown dress down day, paper flower making in the health center, turning trash into art during activity period, and a reading of The Lorax during Morning Meeting!

Purnell School Purnell just made it easier for you to apply online! You now can submit an application directly online by simply creating a username and password. http://www.purnell.org/page_cfm?p=372

2 likes

[View facebook page](#)

Earth Week 2012



Purnell Stories



@PurnellSchool

Today marks the start of Earth Week at Purnell. Greens, our environmental club, planted trees on campus. Go Green! <http://t.co/vr5q1ODU>
1 day ago

We hope all of the students and faculty have a great spring break! We will see you back on March 26!
43 days ago

Opening Night of Purnell's Thoroughly Modern Millie Jr. is tonight! Ticket are available at the door! Don't miss out! <http://t.co/jrmqT3iy>
47 days ago

[follow @PurnellSchool on twitter](#)

Project Exploration



[Home](#) > PC MashUp

PC MashUp

Flickr Photos



Find the PC [photo set](#) that interests you!
To download a photo from the set: right click on the image, in the "Actions" tab at the top of the Flickr page, select "View all sizes," then, from the size options, select the size (resolution) and download.

YouTube

Earth Day in Lower School



Facebook Page

William Penn Charter

School <http://chestnuthilllocal.com/blog/2012/04/23/-charter-students-celebrate-earth-day/>



[Penn Charter students celebrate Earth Day | Chestnut Hill Local Philadelphia PAChestnut Hill.](#)

chestnuthilllocal.com

Second grade teacher and beekeeper Joel Eckel taught Penn Charter students that bees need pollen, nectar, tree sap and water to survive.

1 likes

William Penn Charter

School http://www.penncharter.com/cf_news/view.cnewsid=133



News Post

www.penncharter.com

In celebration of Earth Week and in stewardship of our environment, Penn Charter will host a free electronics recycling event for the Penn Charter community and our neighbors.

3 likes

[View facebook page](#)

OPEN HOUSE May 1



Our next Admissions Open House, for pre-K to grade 8, is Tuesday, May 1, at 8:30am. [Register to visit!](#)

News

[The Story Behind Friendly Eights](#)

Opportunity for PC parents

[Earth Day in Lower School](#)

Workshops teach stewardship.

[Electronics Recycling This Week](#)

Free, easy electronics recycling

[MS Day of Service](#)

Photos from a day of good works.

[Steve Bonnie, Bill Gallagher Honored](#)

Two PC sports icons inducted into Hall of Fame.

[more PC news](#)

Mash-up!

16



Your favorite social networking portals



YouTube Videos

Do-Re-Mi Song Performed by the Lower School at ...

0:00 / 2:34

[view this channel on YouTube](#)

Twitter

Fred Porter just finished 6th in 200m final!
about 3 hours ago

Brian finished 9th in 110m hurdles final
about 5 hours ago

Brian unfortunately did not qualify for 300m hurdles final.
Ashlin finished 13th overall. Fred just qualified 7th for
200m final later
about 6 hours ago

[Follow Outofdoor on twitter](#)

Media of the Month

Facebook

The Out-of-Door Academy Final score CM 6 - ODA 5.

The Out-of-Door Academy Bottom of the 7th. ODA down by one. Rally Time!

The Out-of-Door Academy Top of the 7th - CM 6 - ODA 5.
1 likes

The Out-of-Door Academy Mooney takes the lead 6-5. Heading to the bottom of the 6th. Let's go Thunder!
3 likes

The Out-of-Door Academy Bottom of 5th - 2 HBP in a row w/bases loaded - ODA 5 - CM 3. Pitching change for Mooney.
1 likes

[view facebook page](#)

Our Commercial

Reviews

Online

- ▶ We can find online reviews about our school on a variety of sites including:
 - Private School Review
 - School Digger
 - Google+
 - Yelp
 - Great Schools



Getting Ready for School

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



BACK ² 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.

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No score yet | 1 review Scoring guide
At a glance: seventh grade · second grade

Reviews from around the web: greatschools.org (1)



Been there? Share your experience.
 Your review will help your friends and others learn more about this place.

[Write a review](#)

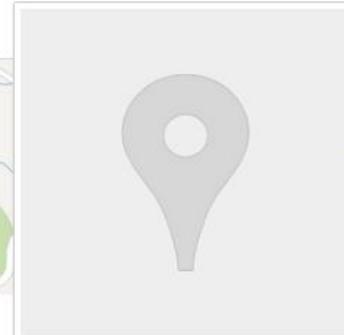
Similar Places

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 814 Yarrow Street

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[The Agnes Irwin School](#)
 275 South Ithan Avenue



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[Directions](#)

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4-Taking Part

»» Join the conversation.

Join in the Conversation

- ▶ The conversation is taking place all around you. The most important thing for you to do is to join in the conversation.
- ▶ Take part in the conversation that is taking place:
 - Web (blogs, school reviews, Facebook, etc.)
 - Groups
 - Individuals
 - Events

Some Ways to Join in the Conversation

- ▶ Get out of your office and meet your parents in the parking lot
- ▶ Take a “one-family-at-a-time” approach
- ▶ Small group coffee meetings
- ▶ Meetings or luncheons with the “talkers”
- ▶ Actively engage your community online through Facebook and other social media sites

5-Tracking

»» Measure and understand.

What are people saying about you?

- ▶ It is important to regularly review what people are saying about you:
 - In the parking lot
 - On the web
 - GreatSchools, Google, PrivateSchoolReview
 - Facebook
 - Surveys
 - Focus Groups
 - Google alert

Parent Feedback

- ▶ Survey your parents annually by conducting an overall parent satisfaction and perception survey.
 - Look for areas of dissatisfaction to improve the quality of the school.
 - Report findings from the survey back to parents.
 - Best time to survey parents is October and February.

The End

- »» Actually, this is the beginning for you to go and develop your own word of mouth marketing plan for your school.



For More Information:

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