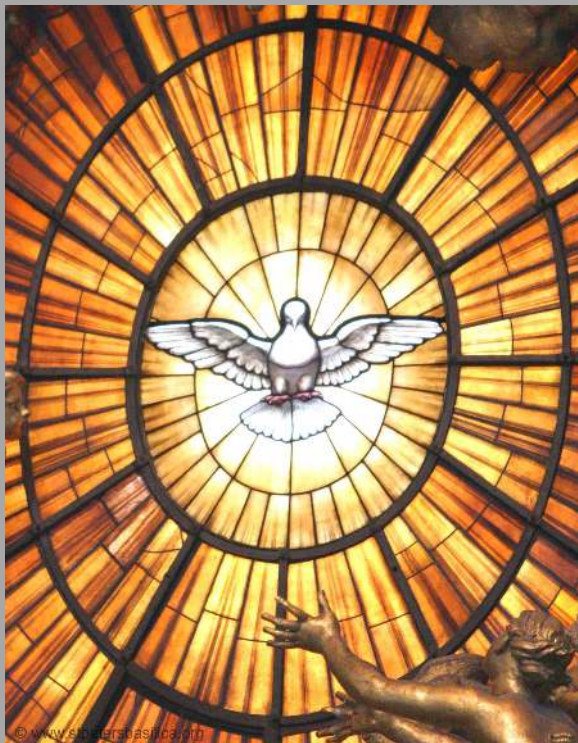




The Institute for
**CATHOLIC LIBERAL
EDUCATION**
The Truth Shall Set You Free

Aspiring School Leaders:
Enrollment Management and Marketing

Danny Flynn - Cohort 1



Come Holy Spirit!

All:

Come Holy Spirit! Fill the hearts of thy faithful and enkindle in them the fire of Thy love.

Leader:

Send forth Thy spirit, and they shall be created,

All:

And Thou shalt renew the face of the earth.

Leader:

Let us pray...

All:

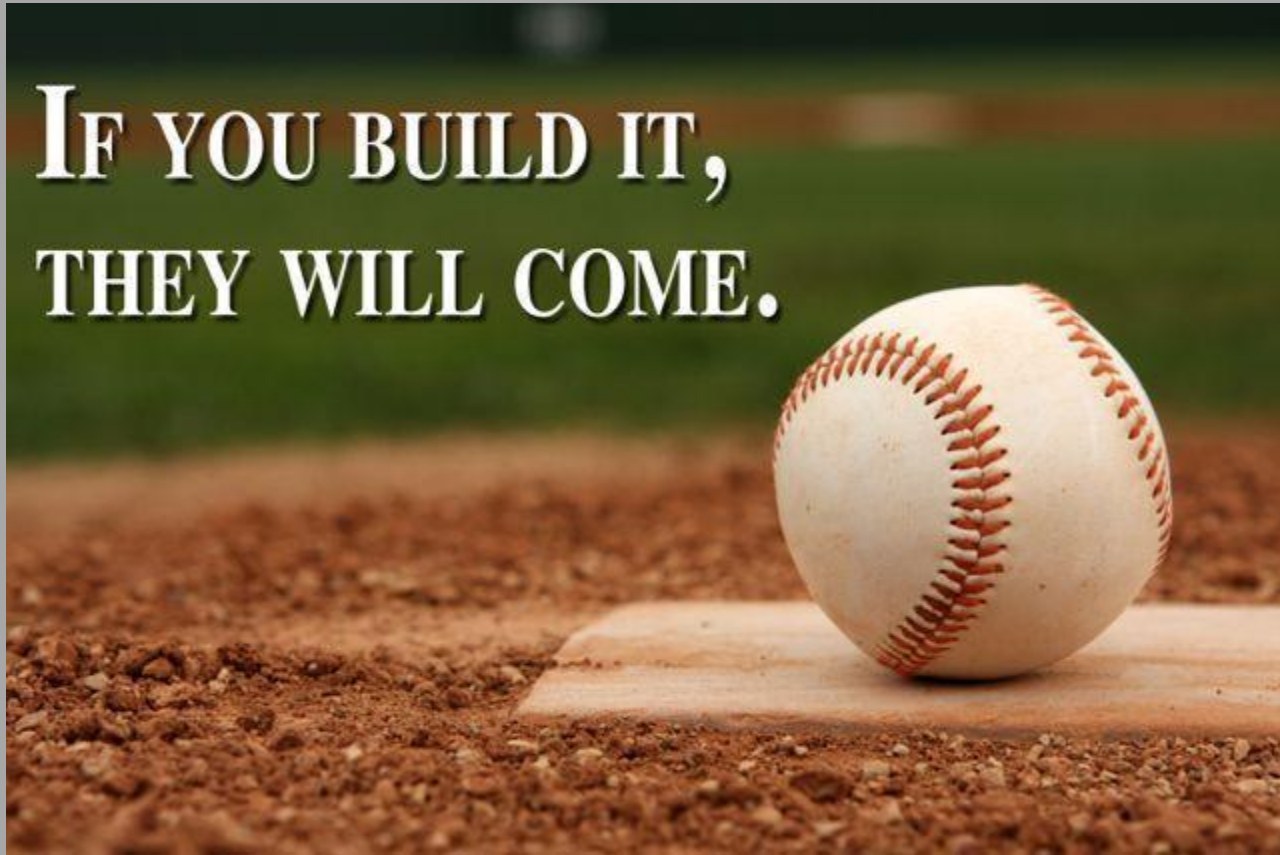
O God, Who by the light of the Holy Spirit, instructed the hearts of Thy faithful, grant us, in the same Spirit, to savor what is right and to ever rejoice in His consolation.

Through the same Christ our Lord. Amen.



Classic Myths about Marketing Classical Schools

Myth #1:



Myth #2:

“Classical
education
is not a marketable
product!”



Myth #3:

“Catering to the consumer subverts the mission.”

οἱ πολλοί



Myth #4:

“Our Catholic school will succeed when we can show we have everything the other schools have.”



Myth #5:

“We need to downplay
what’s unpopular today.”



Myth #6:

“Effective marketing is expensive.”



What is less effective?



**ACCEPTING
APPLICATIONS**
Apply Within

- Touch-a-truck !
- One open house per season
- Signage around the school advertising open enrollment
- All of your money and resources in an online presence.
- Paid advertising or paid marketing plans.

Enrollment marketing strategy and tactics

- Enrollment marketing must be an integral part of the business strategy of your school
- A successful marketing plan must provide for the necessary tools and resources
- Enrollment marketing is everyone's job: administrators, teachers, and enrolled families
- The internal counterpart to enrollment marketing is retention strategy



Goals of Enrollment Marketing

- **Defining, enhancing and communicating your school's *brand*.**

Brand: the sum of all valuable qualities of a product or service to the consumer.

- **Identifying and effectively targeting your school's markets with your marketing mix.**

-Focus groups and surveys help to define your target audience.

- **Optimizing the recruitment process from identified prospects to enrolled students.**

-You need to stay out in front of prospective customers and contact them. Do not wait for them to contact you.

Elements of the Marketing Mix

- **Identity Materials** (a clear and consistent set of elements that communicate the brand to internal and external audiences, including name, logo, motto, uniform, school colors, letterhead, business cards, etc.)
- **Collateral** (promotional literature such as brochure, website, displays, newsletters, etc.)
- **Events** (open houses, tours, lectures, fundraisers, etc.)
- **Social Media** (Facebook, Twitter, YouTube videos, community/parent listservs, GreatSchools.org, etc.)
- **Advertising** (community/diocesan newspapers, Catholic radio, Google AdWords, Facebook promotion, signage, etc.)
- **Direct Mail** (prospect mailings, email marketing, etc.)
- **Public Relations** (esp. media relations)

Know Your Market

2018 NCEA/FADICA study

Designed to deepen Students' faith
Encourages parents to play an active role
Offers college prep
Offers a safe learning environment.
Vs.
Provides adequate resources for kids with learning disabilities.
Cutting edge science and technology instruction
Offers a diverse learning environment.

< Least to most descriptive >

Most Descriptive of Catholic Schools

Mean Ratings

All

> Indicates a consideration driver

Designed to deepen students' personal faith.	5.8
Encourages parents to play an active role.	5.7
Offers college preparatory courses.	5.6
Offers a safe learning environment.	5.6
Offers a challenging academic curriculum.	5.5
Has small class sizes.	5.5
Consistently measures students' progress and achievement.	5.5
> Provides strong character development.	5.4
> Fosters a strong sense of community.	5.4
> Has highly-trained faculty and staff.	5.4
> Places an emphasis on community service/volunteerism.	5.3
> Provides a good balance between academics and religious teachings.	5.2
Develops students' individual talents and abilities.	5.2
> Uses the latest technology and teaching tools in the classroom.	5.1
Has updated facilities/school building.	5.1
> Creates an environment where everyone is welcome.	5.0
Has a strong after-school sports program.	5.0
Encourages independent and critical thinking.	5.0
> Provides adequate resources for students with learning challenges or disabilities.	4.9
Offers cutting-edge science and technology instruction.	4.9
Has a strong performing arts program.	4.9
> Offers a diverse learning environment.	4.8

**Strong
Association**

**Less strong
Association**

Keys to impact

- Full time enrollment management personnel. One person who handles every phone call, , email and new inquiry that comes through the school. If the tasks can be divided amongst more than one person that is even better.
- Having a team to meet about potential candidates for families and students. Walk through the paperwork, talk about red flags, have objective questions to consider.
- Talk about the mission and philosophy of the school and if the family is a match or why not.
- Let people see the model in action as many open houses as allowable.



Leverage the Classical Differences

SECULAR EDUCATION Ordered toward material, temporal ends • fragmented, industrialized • focus on practical skills • emphasis on information • ignores the moral imagination • one mile wide, one inch deep • lectures + testing = passive learning • susceptible to indoctrination

CATHOLIC CLASSICAL LIBERAL ARTS EDUCATION Ordered toward eternal happiness • integration of subjects, knowledge, faith • restores meaning and purpose • awakens wonder • nurtures the moral imagination • cultivates the habits of rigorous thinking • constant discussion = active learning • develops intellectual freedom

Taken from ICLE Case Studies 2021.

Grassroots Approach

Listservs: Have a staff member who is dedicated following list serve threads and free to comment on key topics associated to the mission and vision of the school.

Review sites: Have a staff member review scoring and review sites where people can post comments or rank the school in any way.

Parents who advocate for solutions and not gossip: Work with parents to encourage them to send their complaints or formal comments to the school and not social media.



Market a broad approach to Overall Formation

Lets face it. You are doing so much more than just teaching them how to read and write. You are forming souls. Therefore build a bridge with parents to show them how you can support them. Do not just list events.

Articles

Podcasts

Lectures and Discussions

Book Reviews

Family Events



Case Study: St. Jerome Academy, 2010-2021

In 2010:

- Half-empty classes. Same model for nearly 40 years.
- Seven-figure debt owed to the Archdiocese
- PR disaster leading to alumni revolt and division within the community
- 50% faculty turnover

Immediate goals

- Re-brand the school
- Differentiate our “product”
- Generate large-scale awareness of our new brand
- Polarize the marketplace

Common theme: Brand differentiation

Identity materials



St. Jerome Academy gives me great hope for the future of Catholic education. The planning they have put into their curriculum and the training they have provided for their faculty have made them a flagship of K-8 schools that want to provide a classical education for their students.

*Dr. Andrew Seely, Executive Director
The Institute for Catholic Liberal Education*

Welcome to St. Jerome Academy

Where visionary pioneers, dedicated administrators and faculty, and highly engaged students and their families are motivated by love of knowledge and virtue to create a school unlike any other in the nation's capital.

Developed by a blue-ribbon panel of experts, the St. Jerome Educational Plan—now being implemented in schools throughout the country—is the first and only comprehensive classical curriculum for Catholic schools. Primary education changed forever in the Washington region with the inauguration of St. Jerome Academy, the Archdiocese of Washington's first classical school.



What if you could radically renew education by critically examining everything about the conventional American school in light of the entire history of learning, and emerge as an entirely different institution expressing the beauty and power of more than 2000 years of civilization?

COME AND SEE

DISCOVER



ST. JEROME
ACADEMY

THE TRUE | THE GOOD | THE BEAUTIFUL



ST. JEROME
ACADEMY

Discamus Permanentia | Let Us Learn the Abiding Things

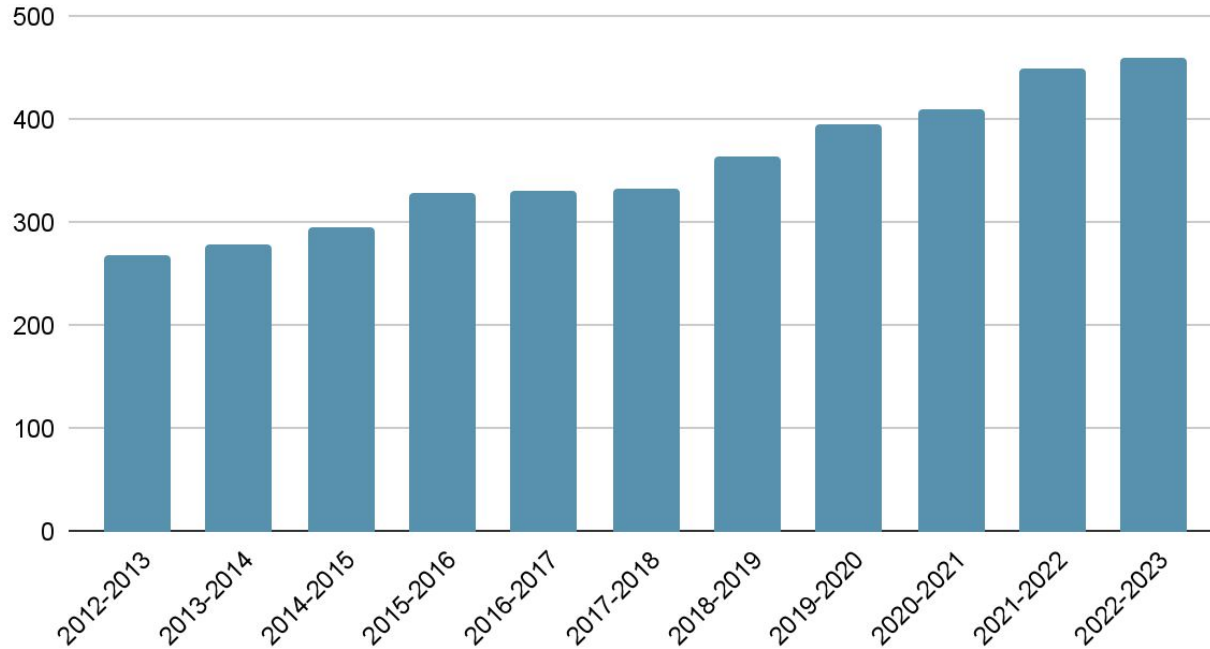
Long-range goals

- Extend penetration of multiple market sectors
- Maintain and increase customer satisfaction to support high retention
- Increase use of social media
- Heighten visibility in the broader Classical/Liberal Arts education movement
- Build the Catholic community surrounding the school and parish

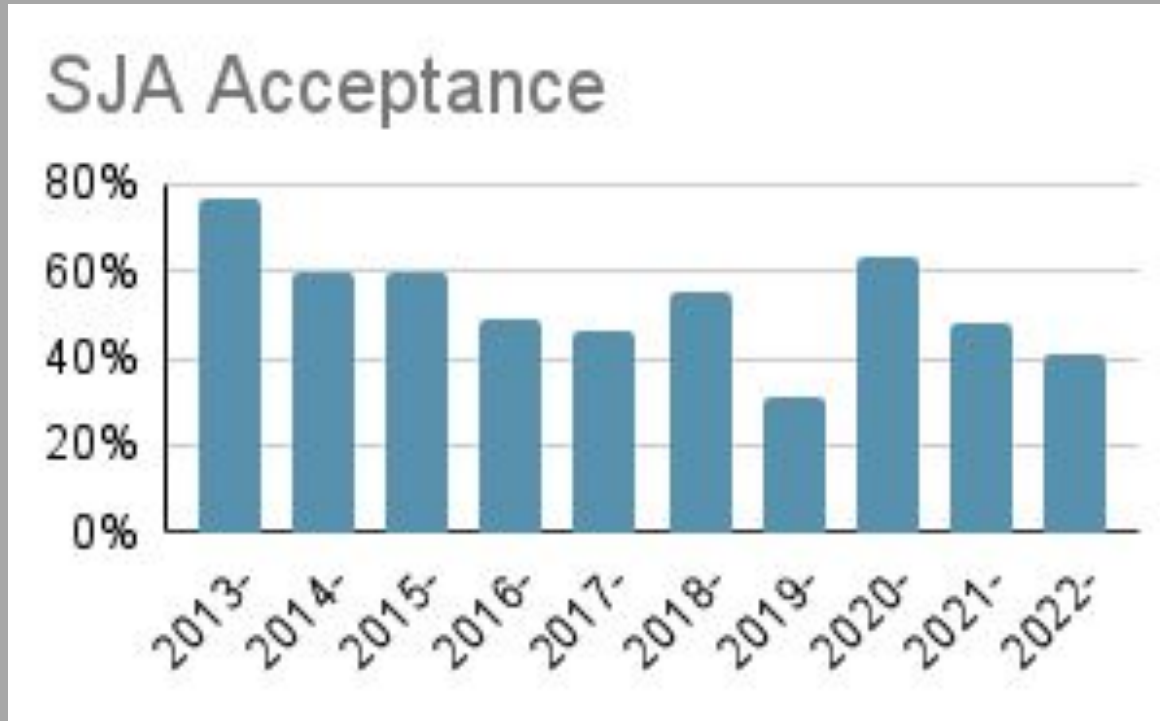
Common theme: Credibility of message

Results

SJA Enrollment



Results



- Admissions rate has gone down even as # of admissions has increased Set record of 264 applications in 2022.

Results

- Full enrollment
- Balanced budget
- Debt retired
- \$100,000+ per annum capital improvement program
- High school (St. Jerome Institute) opened in Fall 2019. Now have 60 students enrolled.

From near-closure to growth and sustainability in nine years

Assignment for Next Month: Select one of the following options.

1. Pick a school. Research the area, the demographics, the neighboring parishes. Research the School's online presence and reviews. Develop a marketing plan for that school. Create both short term and long term goals to address the issues you discover.
2. Choose your own school and rewrite a marketing plan based on the known aspects of the current culture while predicting future trends and needs at the school.

Discussion Questions

1. When planning the marketing matrix for your school, who is your target audience? Meaning, which group or groups of people are you aiming to attract? What are you really hoping to draw them to?
2. By moving to a classical model, how much or how little might your marketing plan be affected?
3. Which elements from the marketing mix do you need to leverage in order to offer a more comprehensive plan to get the word out about your school?
4. Why is it so important to decide if a prospective family is a good fit for the school? After all, if Catholic means Universal shouldn't we be looking to take all families?

Scenarios

1. You take a job as an administrator at a new school. They have one big open house per year and it is highly attended because they raffle off free tuition to one family who attends the open house. It is given away as a door prize and it does not matter how many children are in the family. Will you decide to hold onto this tradition or alter for the following year?
2. You have been working with a solid family with 3 kids in grades where you have seats available. They really want to be at your school and you see them as a strong cultural fit. They fill out the financial aid forms and it shows that they cannot afford for even one child to attend the school. What will you do to address this issue?
3. You arrive at a new school and they have had stagnant enrollment for the last 5 years. Meanwhile the 3 neighboring schools in surrounding towns have seen their enrollment grow over the same amount of time. What steps will you take to consider the factors at play here?
4. A family is no longer a good cultural fit for your family. They are publicly antagonistic towards the school. You have met with them and exhausted all measures. How will you go about helping them see this? What will you say and what will you do?