

**School Leaders Academy**



INSTITUTE FOR  
CATHOLIC LIBERAL  
EDUCATION

## Enrollment and Marketing

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School Leadership Academy

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Webinar

# OPENING PRAYER



O glorious Saint John Bosco, who in order to lead young people to the feet of the divine Master and to mould them in the light of faith and Christian morality didst heroically sacrifice thyself to the very end of thy life and didst set up a proper religious Institute destined to endure and to bring to the farthest boundaries of the earth thy glorious work, obtain also for us from Our Lord a holy love for young people who are exposed to so many seductions in order that we may generously spend ourselves in supporting them against the snares of the devil, in keeping them safe from the dangers of the world, and in guiding them, pure and holy, in the path that leads to God.  
Amen.



# School Leaders call to Renewing Catholic Schools

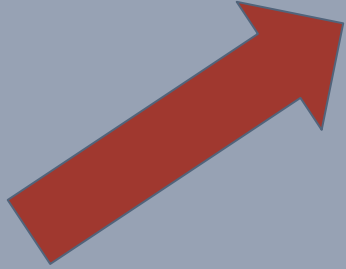
**Catholic Mission and Vision Alignment**

Faculty and Teachers

Parents

Curriculum and Pedagogy

Environment and Culture



# Tis' the season for Marketing and Enrollment

## Marketing:

1. Branding the school
2. Getting your name out there
3. Involving the pastor
4. Involving parents
5. Showcasing the school



## Enrollment:

1. Mission Fit families
2. “Filling the Seats”
3. Balancing size
4. Survive the lean years
5. Financial Support

# Branding the School

- Most important aspect of branding your school is the *mission statement*.
- Your mission statement should be everywhere.
- Have short, concise statements about what makes your school stand out from the others.
- Keep you collateral materials consistent, simple, and beautiful.
- Highlight Truth, Goodness and Beauty, and of course, the commitment to authentic Catholic education.

N.B. -- *Apologia*, if needed. In the early years of founding or renewal, other local Catholic schools often think your school is reactionary, more Catholic than the pope, etc. They feel threatened, as if your existence is a barb shouting “that parish school is not Catholic enough.” A good tactic is charitability reference your renewal in Catholic education and re-engaging best practices in the many years of history in Catholic education.

Our Lady of Lourdes

Catholic Classical School and Montessori Preschool

## The Lourdes Classical Shield Explained



### Devotion to Our Lady

The fleur de lis is a traditional symbol for Mary as is the color blue. Since it has also been used to represent French royalty, the fleur de lis also connects to our Queen Mother's apparition at Lourdes, France in 1858.

### Joyful Fidelity

The top of the fleur de lis (flower of the lily) doubles as a Bishop's miter, representing the authority of Christ the King handed down through the Apostles to today's Bishops. We are joyfully faithful to the Magisterium of the Catholic Church.

### Discipleship Formation

Overlaying the fleur de lis is the Shield of Faith topped by the Crown of Martyrdom. Our Lady always leads us to her Son, and we seek to form disciples of Christ the King, prepared to "drop their nets" and bear witness to His victory over death.

### Classical Training

Our integrated intellectual and spiritual formation fosters a love for verum, pulchrum and bonum (the true, the beautiful and the good). The merging of the natural order of the universe with the supernatural revelation of the Incarnation is represented by the Star of the Magi.

### Family Centered

The Magi discovered the Christ child in the context of the Holy Family. We serve the family, supporting parents in their God-given role as the primary educators of their children.

# Spread the word about your school



1. Go tell it on the mountain! Ask any nearby parish that does not have a school attached if you can be present at weekend Masses to share information about your school. (Do this at the school parish as well, always invite families who have not explored the option to come see you.)
2. Ask your pastor to help you with this. He can speak with his brother priests and get them excited about the mission of your school. Have him invite other pastors to come tour the school with him.
3. Begin a *Parent Ambassador Program*. Identify lead families who are on mission and excited about your school- invite them to be ambassadors for the school.

# Showcase your school

- A picture is worth 1,000 words.  
[How many for a video?]
- Hire a professional photographer (sometimes within the parent community) to come spend a day getting pictures of a day in the life of the school.
- Get video of students reciting poetry, singing, anything that communicates that your school is different and the students are full of joy! Great for your website!





# Enrolling Mission Fit Families



- Mission fit families are critical for the culture and community of the school.
- Take the time when you interview and tour families to find out why they want to attend your school, are they active in their faith, what is the culture of their family?
- Parents must understand their role in partnering with the school in educating and forming their children.
- They also must be open to growing in their faith journey along the way.
  - Catechetical vs. evangelizing

# Filling the Seats

- Be cautious of “filling the seats” too quickly.
- Parents looking for *only* a safe environment, smaller class size, wanting to get out of the public school, often do not understand there is so much more to the mission of Catholic education.
- We want to enroll families who are committed to grow with their children in their formation, do not compromise in this area- in the end, these families end up unhappy and will do more damage on their way out.



# Balancing Class Size and Budget



- Ideally, we seek smaller class sizes to offer a more intense and one on one formation of students.
- Smaller class sizes lend themselves to better Socratic discussions.
- On the other side, we must have enough tuition revenue to pay expenses.
- Do a cost per pupil analysis and to find what your minimum class size needs to be.
- Work with teachers to understand this balance and support them as much as possible.
- Be creative with staffing and scheduling.

# Surviving the “lean years”

- In the renewal effort it is often the case that we grow smaller before we grow bigger.
- Leadership is *critical* during these years.

**“The project of the Catholic school is convincing only if carried out by people who are deeply motivated, because they are witness to a living encounter with Christ, in whom alone the mystery of man truly becomes clear.”**

*Congregation for Catholic Education, 2007*

- Be creative with staffing.
- Rely on the parish or board support for the 3 year “start up” time.
- Pray as if everything depends on God.
- Network as much as possible with donors, tell you story and the story of Catholic schools across the country who are committed to this mission.
- Spend time and effort creating the culture and community you are striving for- set traditions and policies.



# Financial Support... Parents



- #1 *Rule in Support: People give to People.*
  - Tell your *story!*
  - Tell many *stories!*
  - Build **relationships** with all.
  - **Write** your *stories*. **Say** your *stories*. Invite people to campus to **witness** the *story*.
  - This is golden for parents who pay tuition AND donate, and for all supporters, financial and spiritual.
- Our mission is to serve families who are open to life, living the Gospel, often times single income.
- Expenses do not change whether the family can pay full tuition or not.
- If they are mission fit, they will support and enrich school culture far more than we know. *Invest in these families!*
- As enrollment increase, tuition revenue will increase. It might start slow, but in the end it will pay off.

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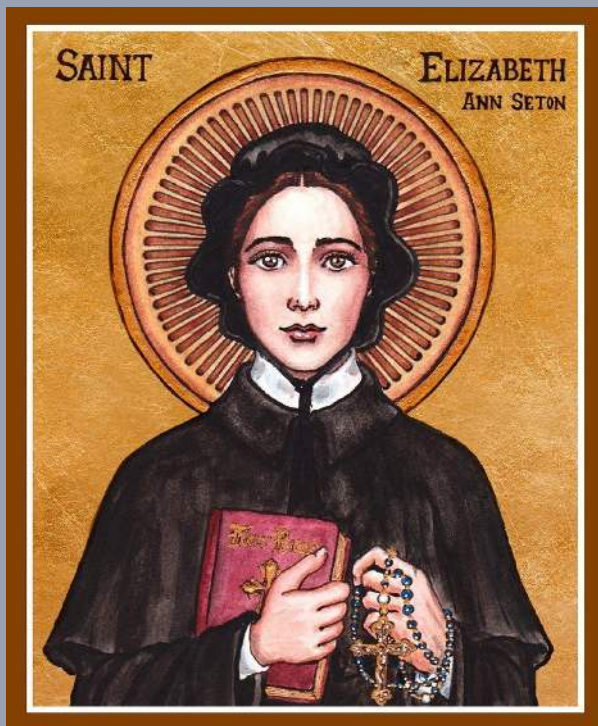
- Donors want to support success stories of school who are growing with dedicated families who are in for the long haul.

- Grant opportunities
- Scholarship opportunities
- Private donations
  - Direct mail
  - Private appeals (letters, luncheons, etc.)

- This is a **long term** process. You will see immediate benefits, but the quantity of gifts and the size of gifts will grow as **relationships deepen**, and mailing lists grow. [Send 4 - 8 letters per year. Some direct emotional appeal, some asking for specific funding, some just telling a story and thanking the donors as a whole.]



# In Summary



- Marketing and Enrollment all **rely** heavily on the mission of the school.
- Leadership in this area must be strong and **confident** to attract families, donors, and other parishes to the excitement that is happening at your school.
- **Slow growth** is better than rapid growth. Prepare your team to weather the storm.
- Take **time** to get to know prospective families.
- **Ask** for help in funding!

*"The first end I propose in our daily work is to do the will of God; secondly, to do it in the manner he wills it; and thirdly to do it because it is his will."*

# Monthly Assignment

What is your enrollment plan for this spring?

How are you recruiting new families?

What is your timeline?

One page write up of enrollment plan due on **January 23**