



July 2007

Catholic School Enrollment Talk

ISPD is your Catholic School Enrollment Solution for maintaining and/or increasing the quantity, quality, or diversity of your elementary or secondary Catholic school enrollment.

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Helping School Secretaries Understand Their Role in Managing Enrollment

By John Cooper, ISPD Enrollment Specialist

As the school year begins it would be helpful to have a meeting with your secretarial staff (include the parish staff if applicable) that focuses on their important role in the managing of your school's enrollment. Here's part of the message that you can share with them.

Ways that the school secretary/administrative assistant is at the HEART of enrollment management:

1. Hears and listens to both prospective and current families. The school secretary/administrative assistant is most successful in supporting the school's enrollment when she hears and listens to the wants, needs, and desires of the school's students, faculty, and staff.
 - In order to be good hearers and listeners to prospective and current families who contact us each day - we must choose a good attitude.
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2. Experience is what it's all about. The secretary/administrative assistant engages both prospective and current families in ways that say to them that they are special and valued customers.
 - Experience is always enhanced when people have fun.
 - Experience is always more meaningful when people feel like someone has been there for them.
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3. Acts to set the experience in motion. Central to the relationship is what we know about the persons whom we are serving.
 - To do this, we must gather and record the following information:
 - name (parent or family member along with the name and information about when the child will be entering school)
 - address
 - telephone number

- email address
 - how they heard about the school
 - what they hope for in an education
 - what their hesitations are
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4. Responds to questions and concerns throughout the process. We must realize that we are walking with prospective and current students on a journey. Making the day of the person we are serving is one of the main goals. We will most likely make their day when we answer their questions and concerns over a period of time. In other words, the goal is not to make their day in one isolated experience, but rather the goal is to consistently operationalize their positive experience from the moment of first contact through graduation and beyond.
5. Thermometer. The secretary/administrative assistant is close to the pulse beat of the school. She understands when things are working most effectively and when they are not.
- Record all contact with prospective families so that the school is aware of what is making them hot and what is causing them to grow cold.
 - Periodically check the system of follow-up to insure that the points of contact are functioning properly.
 - Encourage those involved (faculty, staff, students, and volunteers) by letting them know just how important their work is to the wellness of the school's enrollment.

This Month's Survey Question

ISPD would like your feedback in the form of answering an enrollment related survey question. Our on-line survey question is powered by www.surveymonkey.com and results will be shared with you next month.

Here's this month's question:

"Have you ever had a meeting with your school secretarial staff to discuss their role in managing enrollment? If you are a parish school, has your school and parish secretarial staffs ever gotten together to discuss their role in managing both school enrollment and/or parish affiliation."

[Click Here to take survey](#)

June Survey Results

"On a scale of 1-10, how likely is it that you would recommend our enrollment talk newsletter to a friend or colleague?"

I would forward the newsletter to a friend or colleague immediately.
87.5% Promoters, 12.5% Passives, 0% Detractors = 87.5% Net Promoter Score

"What would it take for us to include in future newsletters in order for you to move closer to a rating of 10?"

Some responses include:

- More time at work to read
- Your newsletter does not view or print in a pleasing format. Development decisions are made in consultation with others in my school - pastor, business manager, school board - and often that sharing needs a hard copy.
- Your newsletter itself is hard to read with very small font and text-dense appearance. While I know your content is solid, it is not attractive to others with whom I wish to share. I wish it were more viewer-friendly and that it would convert to an attractive, more accessible printed page.
- Make them shorter quick-reads with key points bulleted and links to longer pieces on your website.
- Archive topics at your website for future reference. You have great info but I can't find what I need after I have read it.
- Include the seminar schedule
- Most of my colleagues would not read the letter if I forwarded it because it is too much reading.
- I find the specific information worthwhile and helpful.
- Keep up the great work. I enjoy reading and am challenged by your newsletters.
- Nothing - your newsletters are ones I almost always pass along to others.

Correction to the June Enrollment Talk

In the June Enrollment Talk Newsletter, we shared with you the "Ultimate Question" and how to arrive at your school's Net Promoter Score (NPS). There was some confusion in how to calculate your school's NPS. If you go to the newsletter (now saved on the ISPD Resource site), you will see the following description:

- ***"The NPS is calculated by taking the percentage of customers who are promoters and subtracting the percentage of those who are detractors or $NPS = \% \text{ of Promoters} - \% \text{ of Detractors}$ "***

- [Quick Access to updated June Newsletter](#)

A Catholic School Web Site to Watch

St. Vincent Ferrer School in Cincinnati, Ohio

www.svfchurch.org/school.htm

I work with school web designers and webmasters who have been professionally trained. More often than not I work with designers who are self-taught and learning it as they go. Most recently, I have been working with St. Vincent Ferrer School in Cincinnati, Ohio. Heika Kraemer is the volunteer webmaster for both the school and parish. As we are highlighting their site, I thought it would be interesting for Heika to share with you how she got to the point of being the volunteer webmaster. Heika is the type of dedicated, hard working volunteer that we all hope to have. Here's her story.

My name is Heika Kraemer. My husband and I are parishioners at St. Vincent Ferrer Parish. My children attend school at SVF. I am also the webmaster of the St. Vincent Ferrer Parish/School site. I studied Culinary Arts at Johnson & Wales University and we have our own restaurant. I have never taken a computer class. My knowledge is all self taught. Computers are amazing to me. Computers let you create things that you normally wouldn't be able to in the real world, at least not without some sort of training.

The first website I ever created was for our restaurant. It was horrible! The pages didn't match & the navigation was completely off. So I did what anyone else would have done and started searching online. Learning basic HTML and finding simple programs. Once I felt comfortable, I moved on to DHTML, XHTML, VRML and so on. Looking around at other created sites also helped me. I would find something I liked then break it down, almost like reverse engineering. You find, in the long run, that making a website is like writing a book. The only catch is that this book never ends. It's always growing and changing. Eventually, the content gets richer and the pages become more ornate, but the heart of the site is still there. You end up with a beautiful creation that is a part of you.

Creating and maintaining the St. Vincent Ferrer Parish website continues to be an honor. It's a wonderful opportunity to give back to a community that has given my family so much.

- [Click here to visit the St. Vincent Ferrer site.](http://www.svfchurch.org/school.htm)

Spiritual Thought

On July 31, we celebrate the feast day of St. Ignatius of Loyola. The Jesuit order that he formed over 500 years ago has rich Catholic school tradition. Chris Lowney wrote a best selling book based on Jesuit leadership called *Heroic Leadership*. As we begin this school year, it might be good for us to focus on the heroism that is required. We need to energize both ourselves and others with heroic ambitions and a passion for excellence. We need heroic teachers who turn down higher pay in the public school system. We need heroic principals who recognize the potential of a Catholic school to touch the mind, heart, and soul of young people in ways that public education cannot. We need heroic parents who are willing to sacrifice financially for their children to have a Catholic education. We need the type of heroic children that a Catholic school education can produce. Amen.

Fall 2007 Workshops for Schools

Dynamic presenters share proven strategies and discuss Catholic school enrollment issues during one and two day seminars. These workshops are conveniently held across the country at an affordable price of \$69-\$250 .

We hope you'll join us soon!

[Register on-line](#)

or call us today at 1-800-299-2393

TOPICS INCLUDE:

- Catholic School Enrollment Solutions - Strategies That Deliver Immediate Results
- Best First Steps to Take in Beginning Your Catholic Development Efforts
- Understanding Catholic Development
- "Show Me the Money!" - Capital Campaigns That Produce Results
- Long Range Planning
- Customer Service in Your Catholic School
- Catholic School Enrollment Solutions - Strategies for Catholic School Enrollment Growth

ISPD Also Conducts On-Site Workshops

Offered to Catholic schools and parishes within a single diocese, these workshops are designed to meet your specific needs.

- [Check Here for Fall 2007 Schedule and More Information on ISPD Development Training Workshops](#)

ISPD - Bringing people, process and ministry together to build the Kingdom of God

www.ISPD.com



Visit our web site for free resources and valuable information. The Institute of School and Parish Development (ISPD) is a national, Catholic development consulting firm created to serve Catholic schools, parishes and dioceses in the areas of planning, marketing, fund-raising, and resource development.

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Please feel free to forward this newsletter to anyone you think could benefit from this information. If there are any topics you would like to see covered in a future newsletter, please contact us.

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