



May 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.

### **School Family Satisfaction Surveys**

By John Cooper, ISPD Enrollment Specialist

ISPD has had several requests for information relating to school family satisfaction surveys. We have previously developed both enrollment and exit surveys. The enrollment survey is aimed at those who chose *not* to enroll. The exit survey is directed to those who enrolled, but chose to leave the school before completion.

**Satisfaction survey advice.** When constructing a satisfaction survey, it is best to ask the person completing the survey to rate the level of importance of each area being examined. Here's an example from the family satisfaction survey that ISPD plans to roll out this summer:

#### **Survey Response Scale**

- Level of Importance
  - 1 - very important
  - 2 - important
  - 3 - neutral
  - 4 - unimportant
  - 5 - very unimportant
  
- Level of Satisfaction
  - 1 - very satisfied
  - 2 - satisfied
  - 3 - neutral
  - 4 - unsatisfied
  - 5 - very unsatisfied

***Student safety and security are the number one priority at St. Example School.***

Level of Importance 1 2 3 4 5

Level of Satisfaction 1 2 3 4 5

***The financial aid services meet my family's needs.***

Level of Importance 1 2 3 4 5

Level of Satisfaction 1 2 3 4 5

**More survey advice.** Make sure to ask the person completing the survey some basic demographic information. You can always provide an option for people who do not want to share this information. Through survey cross analysis, schools might find pockets of satisfaction or dissatisfaction. Demographic information allows you to better identify what is most important to a particular school population.

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## Speaking of Surveys

Beginning with this month's newsletter, ISPD would like your feedback in the form of answering an enrollment related survey question. Our on-line survey question will be powered by [www.surveymonkey.com](http://www.surveymonkey.com) and results will be shared with you next month. We ask that you indicate whether or not you work (either paid or volunteer) in an elementary or high school. Here's this month's question:

*"In order to improve interaction and communication with both prospective and current students/families, does your school currently use on-line survey questions on its web site or in its e-newsletters?"*

[Click here to participate in our survey.](#)

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## Working with Cohorts of Schools

ISPD's Catholic School Enrollment Solutions division has just rolled out a new cohort option to its array of enrollment management consulting offerings. Not only is this option cost effective for participating schools, but it also allows for a synergy of ideas, strategies, and tactics to flow among cohort members. Schools in the cohort meet collectively over a period of months with ISPD focusing on a different aspect of enrollment each month. Schools in the cohort build core enrollment management teams of 8-12 persons.

To involve the school's wider community, each school convenes a series of advisory group meetings that focus on the following aspects of enrollment:

1. **Attitude & Approach to Change** - This area relates to the perceived or real attitudes and approaches to change that exist in your school and/or parish, a particular focus on enrollment.
2. **Understanding Your School's Market** - This area relates to the identification of your school's target market(s), as well as knowing how your school's message compellingly connects into that market's wants, needs, and desires.
3. **Educational Programs and Services** - This area relates to programs and services that your school currently offers or *should* consider offering in the future as a way to enhance enrollment.
4. **Tuition and Financial Assistance** - This area relates to a wide range of topics such as affordability, perceived and/or real value, efforts to help people finance tuition, etc.

5. **Retention** - This area relates to all the issues surrounding why people choose to stay as well as why people choose to leave the school.
6. **Meaningful Involvement of People** - This area relates to all the ways in which the expertise and person power available in the school, church, and community is utilized.
7. **Use of Technology** - This area relates to the utilization of technology to reach both prospective students, as well as how the school uses technology to stay in touch with current students, alumni, and friends.
8. **Marketing Strategies** - This area relates to how your school meaningfully and effectively delivers its market message to its target audience.

**The cohort does more than just plan its enrollment future.** During the 10-month consult a complete program of enrollment management is implemented at each school that includes, but is not limited to the following:

- Formation and development of an enrollment management committee.
- Construction of a new prospective student/family section on the school's web site.
- Creation of a compelling, multi-media prospective student communication flow.
- Design promotional materials that best capture the school's core message and benefits.
- Enhancement of each school's customer service by providing training to key constituencies such as faculty, parish and school secretaries in their roles in the enrollment management process.
- Fine tune prospective student data collection and improve methods of storing and retrieval of this data using ACT Business Solutions software.
- Execution of timely actions aimed at increasing retention.
- Optimization of direct mail and email campaigns.
- Leverage and maximize the use of institutional financial assistance.
- Launch school news bureaus that utilize traditional as well as non-traditional media outlets and coverage.
- Initiation of effective student referral campaigns.
- Prepare and guide excellent telecounselors in phone communication with prospective students/families.

ISPD has cohorts currently in progress with several more that will begin this summer. Each cohort is assigned an ISPD consultant that leads and manages both the planning and implementation processes. If you would like more information regarding this enrollment management cohort option, please contact Ann Lambert at [alambert@ispd.com](mailto:alambert@ispd.com).

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**A Catholic School Web Site to Watch**  
**Our Lady of the Perpetual Help School in Lakeside, California**  
[www.olphcatholicsschool.com](http://www.olphcatholicsschool.com)

Peggy Stenbeck, from Our Lady of the Perpetual Help School in Lakeside, California recently sent me this email. Peggy said, "We've redeveloped our website and we think it has a wonderful focus on recruiting new families. We think its one worth highlighting!" Peggy, we could not agree more.

Catholic school and parish web sites need to have this type of external focus on visitors. Not only is the content focused on bringing the visitor onboard, even the homepage picture is focused outward instead of inward.

- [Click here to visit Our Lady of Perpetual Help School.](#)

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## Spiritual Thought

At this time of year Catholic school enthusiasts are certainly praying that desired enrollment goals are met. In the midst of this struggle, let us not forget that our Catholic schools are *already* beacons of light in the communities for which they serve.

This was brought home to me recently as I spent a day at St. Raphael School in South Central Los Angeles. While at St. Raphael, I was struck by the positive energy that motivated the school's students, faculty, and staff. The high security fencing surrounding the campus was more than just a sign of safety for these young children and teachers. For in Psalm 139 verses 4-5 we read, "The word is not even on my tongue, Yahweh, before you know all about it; close behind and close in front you fence me round, shielding me with your hand."

During the month of May particular attention is given to Mary, the mother of God. We remember how from the beginning she accepted the angel Gabriel's call to serve God. We also remember how she stood with her son at the foot of the cross. Like Mary, the students, faculty, and staff at St. Raphael School accept that call each day to build God's Kingdom. Like Mary, this call leads them to follow Jesus outside the protection of their school into the reality of a world full of crosses.

May our good God lead us into an even deeper understanding and appreciation of the light our schools give to the rest of the world.

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## 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
- "Show Me the Money!" - Capital Campaigns That Produce Results
- Charge Up Your Development Battery!
- 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 More Information on ISPD Development Training Workshops](#)

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

**[www.ISPD.com](http://www.ISPD.com)**



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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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