



INSTITUTE OF SCHOOL & PARISH DEVELOPMENT

Bringing People, Process, and Ministry Together to Build the

Kingdom of God.

June 2010

Enrollment Talk

By

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“Take ISPD’s Enrollment Management Oath and Enter to Win 1 Free Hour of Enrollment Consulting”

You don’t hear people talk about taking oaths much anymore. Well, there is the *Oath of Office* that the President takes every four years. There’s also the oath we take during the Pledge of Allegiance. Religious orders like the Jesuits have an *Oath of Induction*. During his Pontificate, John Paul II issued an updated *Profession of Faith* and *Oath of Fidelity*. What about an oath to Catholic School Enrollment Management?

Taking ISPD’s 10 steps to Enrollment Management, I drafted the following oath. If you agree with the content of the oath, sign it. Let us know through an email (catholicdev@ispd.com) that you have signed the oath and you will be entered into a drawing for one free hour of (over the phone) enrollment management consulting. During that free hour you can focus on any aspect of your school’s enrollment situation.

Now here’s the *Oath of Fidelity to Catholic School Enrollment Management...*

As God as my witness and source of strength, I hereby pledge that I will uphold, to the best of my ability, the following Catholic school enrollment management truths:

1. Enrollment management is a Catholic school’s # 1 priority when it is understood to mean...
 - Good marketing (evangelization).
 - Loading and squeezing the right quantity, quality and diversity of students through the school’s enrollment funnel.
 - Systematic, seamless communication that focuses on relationship building.
 - Retention (satisfaction) and continued connection after graduation.
2. Just as Jesus formed a community of faith to carryout His ministry so also Catholic schools must invite, involve and train an enrollment management team.
3. Effective enrollment management starts from the inside (principal, teachers, staff, students and parents) and works outward to marketing strategies and tactics.

4. Catholic school communication (story telling) must systematically and seamlessly reach out and build relationships with prospective families by helping them to identity, aspire, anticipate and experience what's in it for them.
5. Families choose not once a year, but each and every day to be a part of a Catholic school community. Regularly measuring how strongly families feel about their Catholic school choice is essential. Highly satisfied families impact the level of self-promotion within the school in ways that a billboard could never do.
6. Tackling the "silent killer" of enrollment, which is tuition, means assessing the methods used to impact real or perceived value and affordability.
7. The first and primary function of a Catholic school website is to serve as a 24/7 marketing tool for prospective families.
8. With the scarce resources Catholic schools have at their disposal, every marketing strategy must be directed to the right targeted audience in as compelling a way as possible. This should be done in a manner that measures return on investment.
9. Every student matters. Grade-by-grade retention goals are essential. It takes three to nine positive comments to offset one negative comment. Failing to matriculate to completion equates to a negative statement.
10. Enrollment management planning with key stakeholders in a Catholic school expands the circle of involvement and input, leading to strategic action and a greater sense of school community ownership.

I will promise to the best of my ability to adhere to these ten enrollment management truths at my Catholic school.

Your Name

Date

You are welcome to replicate this oath and share it with your school's enrollment team. Use it as a discussion starter at your next meeting. Remember email catholicdev@ispd.com an acknowledgement that you have signed the *Oath of Fidelity to Catholic School Enrollment Management*. Include your name, school's name and contact information and we will enter you for the drawing for one free hour of enrollment management consulting.

Special Opportunity for an Intensive Enrollment Management Workshop

Come spend a day and a half with ISPD's John Cooper, one of the nation's premiere Catholic school enrollment management consultants. This intensive workshop is limited

to the first 12 Catholic schools which register. It will be held on June 16-17 along the banks of the Ohio River at the French Quarter Inn in historic Maysville, Kentucky.

Workshop Agenda

June 16

8:30 a.m. –	Opening Prayer and Welcome
8:45 a.m. to 9:45 a.m. –	Time to Learn about the State of Each School’s Enrollment
9:45 a.m. to 10 a.m. -	Break
10:00 a.m. to 11:00 a.m. -	Elements of an Effective Enrollment Management Program
11:00 a.m. to 12 p.m. -	Setting up Enrollment Management Operations Customer Relationship Management
12:00 p.m. to 1:00 p.m.	Lunch
1:00 p.m. to 2:00 p.m.	Ways to Load more Inquiries into Your Enrollment Funnel
2:00 p.m. to 2:15 p.m.	Break
2:15 p.m. to 3:15 p.m.	All the Ways to Use Technology in Recruitment
3:15 p.m. to 3:30 p.m.	Break
3:30 p.m. to 4:15 p.m.	Each School’s Promotional Materials are Reviewed
4:15 p.m.	Wrap-up and Closing Prayer
On your own for dinner...	

June 17

8:30 a.m.	Opening Prayer
8:45 a.m. to 9:45 a.m.	Addressing Issues of Affordability and Financial Aid
9:45 a.m. to 10:00 a.m.	Break
10:00 a.m. to 11 a.m.	Setting-Up Your School’s Recruitment Campaign for 2011
11:00 a.m. to 12:00 p.m.	Next Steps for Moving Forward
12:00 p.m. to 12:15 p.m.	Wrap-up, Evaluations and Closing Prayer

Cost of this Intensive Two-Day Workshop

\$275 includes breakfast and lunch on both days. Each participant receives a substantial workbook with many template documents on CD. Lodging cost not included.

Spiritual Thought

We sometimes look at faith as a gift that we either have or don’t have. This can imply that faith is an all or nothing proposition. More often than not, faith is something that requires persistence and commitment. These tough economic times can cause us to question our faith in Catholic education. The best thing we can do in these times is stay persistent and committed in faith to our enrollment program. Keep hope alive!