



INSTITUTE OF SCHOOL & PARISH DEVELOPMENT

*Bringing People, Process, and Ministry Together to Build the*

*Kingdom of God.*

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## **Enrollment Talk**

### **Making the Enrollment Management Process Come Alive – the Four Key Phases**

*By*

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In our two previous editions of *Enrollment Talk*, we have examined and illustrated the truths and steps in navigating the Enrollment Management Process. At ISPD, we recognize that this is indeed, a process. Enrollment Management is a never-ending cycle of executing proven marketing and relationship-building strategies within the system of Development and Advancement.

Although you may have an Enrollment Management Team in the school, meeting monthly and executing the EM Plan, everyone – every faculty and staff member, parent, board member, student and alumni are responsible for ensuring that the school maintains a viable enrollment process – *the life-blood of the school*.

Everything that you are doing as a school – *right now* – has an impact on enrollment. From the look of the building, to the content of the website, to media coverage, to curriculum, to uniforms, to answering the phone, to your *Facebook* postings – all of this translates to your image and reputation. This *is* the management of enrollment!

As school leaders, we must make Enrollment Management come alive – each and every day! Making it come alive translates into behavior and action. What are you **DOING** regarding Enrollment Management today, this week, this month?

In the ISPD Enrollment Management Workshop in the Philadelphia area earlier this month, we discussed EM as being...*“strategic, deliberate and intentional.”* We

must DO Enrollment Management – with clear strategies, realistic goals and measurable outcomes.

From this vantage point, let's look at the Four Phases of Enrollment Management:

**Phase One: Loading the EM Funnel with Prospects**

Much of your time, energy and effort will be spent on capturing and attracting viable prospects. The purpose of your marketing plan is to invite prospective families to take a look at you. You are constantly informing and inviting here.

Key Strategies:

- 1) Understand the educational marketplace. Determine through research and input, the needs of parents and students. Create marketing strategies that address those needs.
- 2) With the Enrollment Management Team, create and execute a comprehensive Marketing Plan – a mix of activities designed to connect with prospects.
- 3) Design your school website as a marketing tool for prospective families. Parents and students are shopping online – right now.

**Phase Two: Channeling Prospects through Registration**

Once a family officially becomes a prospect, a series of relationship-building strategies are orchestrated in order to meet their needs and tell your story. From online surveys, to school tours, to faculty letters, to phone calls, the Enrollment Management Team is in action – meeting monthly, performing key tasks and making contacts.

Key Strategies:

- 1) Assign a priority number to each prospect – based in interest – 1, 2, or 3. Each priority level is assign specific points of contact – with a timeline and accountability.
- 2) Have each prospect complete a “Prospect Inquiry Form.” This form contains vital information, including the interest of the student. Design your points of contact around this vital information – personalizing the response.
- 3) Design your contacts specific to student and parent. Students want to know about uniforms, extracurricular, etc. Parents are interested in tuition, test scores, class size, etc.

**Phase Three: Enrolling the New Student/Family**

This is the goal of the marketing plan. You are thrilled to have this new family join your school family. You are now ready to engage the family in the school experience.

- 1) Send a welcome packet to each family and host a welcoming reception.
- 2) Assign new families to parent partners or a buddy family. Train these buddy families in ways to connect and nurture new families.
- 3) Direct new students to areas of interest – based on profile information.

**Phase Four: Retain Families through Grade Levels**

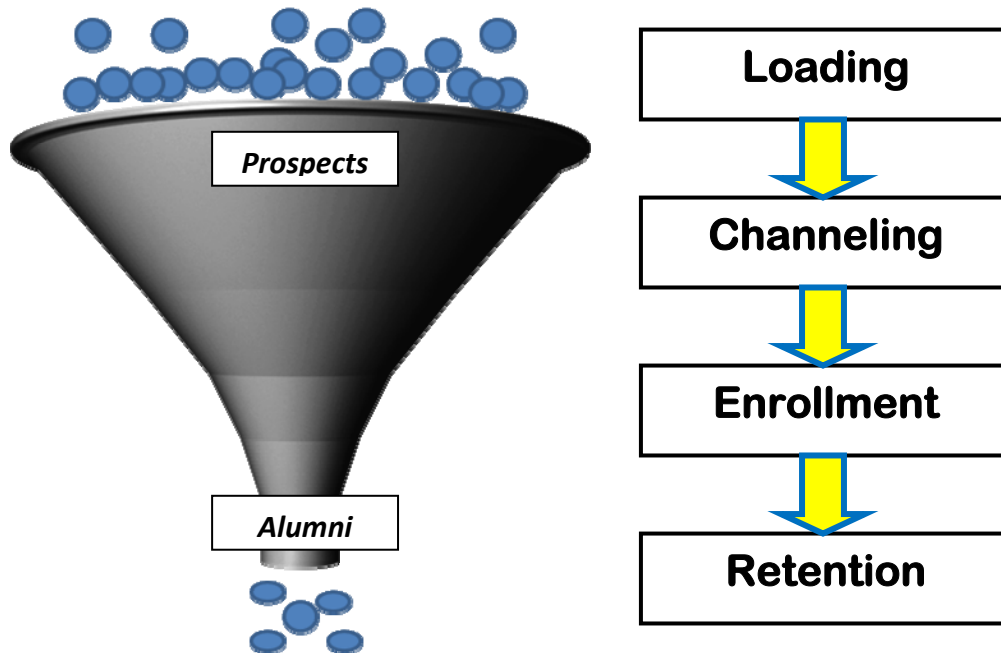
This is the essence of customer service. It is easier to retain current families than to attract a new one. Listen to the customer and exceed their expectations. The faculty and staff are essential to delivering this experience – every day. Remember, your current students are future Alumni.

Key Strategies:

- 1) Create a “Gifts and Talents” survey for students and parents. Based on the survey, personally invite these folks to meaningful school activities.
- 2) Conduct annual parent and student Input Sessions. These one-hour sessions, with facilitation, ask key questions regarding current strengths, areas of improvement and future growth. Tally and share the results – with a plan for implementation.
- 3) Create a formal and active Alumni Association. Conduct special Alumni events and seek to constantly engage this vital group.

With an understanding of the Four Key Phases of Enrollment Management, you see that this is a process. Managing the enrollment process becomes a series of carefully orchestrated activities to sustain your vital mission and vision.

## Enrollment Management *Four Key Phases*



EM Goal: Enrollment Growth, Raving Fans and  
Active, Engaged Alumni

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### Spiritual Thought

**Be a Blessing:** Here I am, Lord. My heart and mind are open and I am ready to be a blessing. Speak through me, God, so that my voice will give comfort, assurance and peace to others. Teach me to wisely choose my words and actions that will help and uplift others

I wish to inspire others to know and love You better. Guide my steps and lead me to people who need support, encouragement and love.

I am ready, God, to be a blessing. Move through me and bless others so that that they may overcome doubt, fear and separation from You. I feel Your love, God, and I am eager for each opportunity to share Your love with others. Make me a blessing.