



INSTITUTE OF SCHOOL & PARISH DEVELOPMENT

Bringing People, Process, and Ministry Together to Build the

Kingdom of God.

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Enrollment Talk

Creating and Implementing Your Enrollment Management Plan for 2011-2012: Part II

By

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By understanding the ten truths we discussed in the August 2011 newsletter, we are now ready to create the Enrollment Management Plan for 2011-12. As enrollment is the life-blood of the school, allowing school leaders to continue the mission of Catholic education, the Enrollment Management Plan is comparable on scale to the Curriculum Plan, the Emergency Plan, the Long-Range Strategic Plan and accreditation documents. It is professionally created utilizing research, best practices and is funded by the school's budget. It is executed, tracked and evaluated by school leadership on a weekly basis.

Here are the steps in creating and implementing your Enrollment Management Plan:

➤ **Step #1:**

Understand the Enrollment Management Process

Be aware that everything about you impacts enrollment – your history, the parking lot, the state of the physical plan, your reputation, the person answering the phone, your web site, academics, athletics, technology, etc. All of this is related. Thus, everyone is responsible for doing their very best – a culture of total quality.

➤ **Step #2:**

Seek the Commitment of Faculty, Staff, Board & Leaders

- Establish the Enrollment Management Team – faculty, staff, students board and parent leaders
- Create commitment and buy-in
- Determine the message – Key words and phrases
- Communicate the unique difference of the school
- Establish budget for Enrollment Management activities

Commitment to the Enrollment Management Process is critical for success. The Enrollment Management Team leads the charge and meets monthly – or as needed. The message and unique difference are clear to all.

➤ **Step #3:**

Determine Present Situation

- Create the SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats
- Remove Barriers and Build on Your Strengths

The creation of the SWOT Analysis allows you to stake stock of the present situation and immediate future. Once completed, you must find ways to build on your strengths, eliminate or offset your weaknesses, take advantage of opportunities and counter and avoid threats. We must also identify barriers to success – location, personnel, finance, leadership, morale – and work to remove these obstacles.

➤ **Step #4:**

Understand the Marketplace

We must understand the educational market in our area. What is it that we offer that is unique and remarkable? How can we deliver this unique difference at a better value? Conduct research on demographics, educational options, transportation needs, etc. Be the BEST choice in your market.

➤ **Step #5:**

Create Enrollment Management/Marketing Plan

- Enrollment Goals, Budget, Personnel
- Create Strategies for Target Markets:
 - ❖ Prospective Parents and Students
 - ❖ Current Parents and Students

- ❖ Parishioners
- ❖ Alumni and Parents of Alumni
- ❖ Community
- Create Marketing Pieces: Ads, Inserts, Website, Mailers, Video, etc.
- Handling Phone Calls: Who, How, Script, Follow-up
- Create Marketing Pocket Folder (Prospective Parents/Students)
- Parent, Student, Parishioners & Alumni Ambassadors
- Open House/Tours
- Word of Mouth
- Questionnaires Surveys
- Outreach to Parish and Community

The Enrollment Management/Marketing Plan is a strategic plan with clear goals, strategies, timeline and measurements. Much care, attention and creativity must be given here. It is a living, breathing, flexible document – shared with all.

➤ **Step #6:**

Determine Roles & Responsibilities

With the Enrollment Management Team, determine what skills and talents are in the group. Resources and assignments are secured – based on gifts and talents.

➤ **Step #7:**

Create Timeline & Execute Assignments

The timeline is created with weekly and monthly goals in place. Assignments are executed by team members – tracked and evaluated.

➤ **Step #8:**

Track Progress Weekly & Monthly

All assignments and activity is tracked weekly and monthly to ensure accountability and to sustain momentum.

➤ **Step #9:**

Evaluate and Improve

All assignments and activity is evaluated based on stated outcomes. Areas of improvement are determined and incorporated into the process. Continuous improvement is a best practice for great schools.

➤ **Step #10:**

Celebrate Success

Take time to celebrate accomplishments and enjoy the process. Look for the little victories and find ways to battle through difficulties. Pray and share spiritual reflections. Surround yourself with positive people. Keep the mission of the school as a paramount motivation.

Spiritual Thought

The Way of Faith: Whenever I meet a roadblock as I travel, I reflect upon the reason for that obstacle to be there at that specific place and time. This reflection reminds me that there is another way to my destination.

With God, I know that – in all matters – faith is the way around obstacles and challenges. As I use my faith in God, I tap into the abundance of creativity and resourcefulness that God has given me. This spirit helps me find a way past any obstacle, hardship or disappointment.

In touch with God, I realize unlimited potential. My goals are attainable, new ideas flood my mind, my spirit is uplifted and I am guided to the right solutions.

I welcome each day with joyful expectation, for I am lifted in spirit by my belief in the power of God to see through and bless my life.