

Enrollment Management

REFERENCE GUIDE AND PLAYBOOK



CONTENTS

HERE TO HELP <i>Reference Guide</i>	3
MARKETING AND DEVELOPMENT RESOURCE CENTER	5
ENROLLMENT MANAGER OR ENROLLMENT TEAM	7
RETENTION “Opens” and best practice % (88-93% for elementary schools)	9
EARLY RE-ENROLLMENT	12
LEADS <i>Inquiry Management</i>	13
EARLY CHILDHOOD RETENTION AND RECRUITMENT BEST PRACTICES	14
Futures in Education Financial Aid Guidelines 2022-2023	17
ENROLLMENT PACKETS	20
WORKING THE FACTS <i>Application and Enrollment Funnel</i>	21
SUMMER MELT	23
DISCOVER CATHOLIC SCHOOLS WEEK	24
FIRST IMPRESSIONS	27
VISUAL AUDIT <i>An Extensive Walk Through of the School</i>	29
WEBSITE AUDITS	30
INFORMATION NIGHT BEST PRACTICES	31
SOCIAL MEDIA	33
ADVERTISING	40
PARISH PARTNERSHIP PLAN	41
WORK PLAN	42

HERE TO HELP | *Reference Guide*

WEBSITE ASSISTANCE

Edits, Changes, Training

- DeSales Media Web Support: hello@desalesmedia.org

GRAPHIC DESIGN ASSISTANCE

Free design of fliers, bulletin ads, banners, posters, Facebook ads, post cards, mailers, and emails

- Marketing Development Resource Center (MDRC):
email marketingresoucecenter@desalesmedia.org for log in information

MEDIA COVERAGE

Do you have special events going on or is someone receiving a special reward?

- Jeff Durosko at Jeff@duroskopr.com, Carrie Butler at carrielynnbutler@gmail.com,
Valerie Iacono at vcabezas@diobrook.org or Katie Keville at ckeville@diobrook.org

QUESTIONS

Facts

Support and a contact list of who to call for help can be found online here: [FACTS Guides and Support](#)

Additionally, within the **FACTS** system, there is an extensive **Hub Help** section to find your **Account Manager** contact information and articles and videos. Internally, your points of contact for support are Marie Laubach at marielaubach@yahoo.com and MaryAnn Spitz at mspitz@diobrook.org

Scholarships

The team at Futures in Education, call **(718) 965-7375** or email Michelle Fox at mfox@cfbq.org, Emily Valentin-Crespo at ecrespo@cfbq.org, Patricia Monahan at pmonahan@cfbq.org or Olga Scotto at oscotto@cfbq.org

Enrollment, Facts, Social Media, Websites, Scholarships, and Media Coverage

- Katie Keville at ckeville@diobrook.org or cell **(646) 981-8676**
- Valerie Iacono at vcabezas@diobrook.org or cell **(718) 210-8336**
- Ted Havelka at thavelka@diobrook.org or cell **(203) 550-1834**

ENROLLMENT TARGETS SNAPSHOT

What are your enrollment goals for 2022/2023?

	Sample	Your Targets
Total 2022-23 population (current)	250	
Total 2022-23 Prek-7th graders:	225	
Goal Retention rate:	95%	
Target Returning Students:	214	
Target New Students	50	
Target Total Population 2023-24	264	
Growth rate year over year	5.5%	

What is the maximum number of students your school can hold? _____

What are the dates for your next three recruitment events?

- 1.
- 2.
- 3.

How are you advertising them?

What are three enrollment goals that you want to implement immediately?

- 1.
- 2.
- 3.

What are three long term enrollment goals that you want to implement over the year?

- 1.
- 2.
- 3.

MARKETING AND DEVELOPMENT RESOURCE CENTER

This is located at www.catholicschoolsbq.org at the footer of the page you can **click MDRC** and **request log in credentials**. After receiving your credentials, you can use the page to learn about development programs with Futures in Education. You can also see a library of all the ad campaigns used by the Schools Office and Futures in Education.

Most importantly you can use the Create Your Campaign option to work with the DeSales graphic design team to build new ad campaigns at no cost to the school.



Need advice on constructing a recruitment event? Want to replay a training webinar? Looking for help on fundraising techniques or using FACTS for scholarships? Visit the Knowledge Center for information, training and guides.



MARKETING AND RECRUITMENT

[Click to know more](#)



DEVELOPMENT - FUTURES IN EDUCATION

[Click to know more about FIE](#)



Find inspiration and ideas by visiting a library of successful campaigns. We will become stronger and more efficient by sharing our work and learning from each other. While you scan the catalog, you can request a customized version based on something you see, or a totally new concept through the "Create Your Campaign" form.



MARKETING AND RECRUITMENT

[Click to find out more](#)



DEVELOPMENT - FUTURES IN EDUCATION

[Click to know more about FIE](#)



CREATE YOUR CAMPAIGN

Do you have a special event coming up that is just for your school? We have developed a form that allows you to submit your custom marketing needs to be developed by an award winning creative team at DeSales Media. They will work with you to ensure that you have what you need to successfully promote your school's special event.

[Click here to begin](#)

ENROLLMENT MANAGER OR ENROLLMENT TEAM

Enrollment is everyone's responsibility. The process cannot fall on the principal's or any single persons shoulders. Building a team or better yet, hiring an enrollment person (even if part time!) will aide in the process.

The Enrollment Team will help lead the marketing/recruitment/retention efforts for the school. This includes being accountable for data management, recruiting of new students and retaining continuing students, developing and maintaining a robust social media presence, marketing for brand awareness and maintaining a positive image in the community.

If an enrollment management person is part of the team, they should be: a people person, organized, have retail or hospitality experience, have an entrepreneurial spirit, have great written and verbal communication skills, and understand/be supportive of the mission of Catholic schools.

- 10-15 hours a week minimum, if full time; they could also be responsible for advancement and fundraising.
 - If 10 hours/week (assume \$20/hour), this person should be responsible for:
 - **DATA** *requires more time at the beginning of school year, and then after late fall events*
 - NCEA report date – “opening” numbers
 - Setting up the new report (SIS reports)
 - Setting up the inquiry management spreadsheet
 - Defining your target pools
 - Baptism lists
 - Siblings of current students (names and ages)
 - PK for K (retention issue)
 - **SOCIAL MEDIA** *every day – maybe 20 min/day*
 - Brand consistency/messaging
 - Familiarity with tools like Canva, Ripl, and Hoot Suite
 - One post/day – can be standardized, themed
 - Call to action in 3 of 5 posts per week (click for more information (goes to the website), call today with phone number, mark your calendar, etc.
 - Setting up Facebook Events, boost post, FB ads
 - Cross posting on at least Instagram

- **EVENT PLANNING, PROMOTION, EXECUTION, FOLLOW UP**

There should be events all year long and during fall DCSW and winter CSW.

- Priority on personal tours and direct follow up
- Social, bulletins, website, direct outreach to baptism lists
- Control the process: have an agenda, 90 min max even for in person events
- Make sure you're collecting contact info to build your inquiry database; if virtual events, registration is required to get the link (Google forms – they're now an inquiry!)
 - Event registration sheet should mirror what you'd want on an inquiry form
- **WEBSITE UPDATES** *same as social media – could be an hour/week*
 - Depends largely on the platform and how easy it is to update
 - Keep photos fresh

A Team should be comprised of:

Principal, front office person, 2 teachers, board chair, enrollment chair, parents

- Use everyone's strengths to make sure that the whole job does not fall to one person
- Be sure to assign jobs so there is not a question of who should oversee which task/action (this can live in the work plan "who" column)
- Set attainable goals and build a work plan to be sure that all steps are taken to reach those goals.
- Keep notes in the work plan on ideas that worked or didn't work so that you can adjust for the next year.



RETENTION

“Opens” and best practice % (88-93% for elementary schools)

Improving retention is the easiest way to maintain and grow enrollment. By opening re-registration earlier in the school year, it will be easier to know where to focus your energies to retain your families.

- The families that have not reregistered or said they’re not returning are called “opens” and this number is the last column of the registration summary report. The goal is to manage this down to as close to zero as possible by May.
- Each family should be reached out to personally to find out why they have not reregistered so that you can develop a “retention intervention plan” to keep the family.
- By reach out, I mean picking up the phone and speaking with them, this is not an email sort of thing.
- If they tell you that they are moving or leaving, have a conversation with them, find out what they loved about the school and most importantly, what could be improved. This should be considered an intervention activity.
- Parents like to wait until the last second to reregister, find out why and how we can help them best move up the process.

STEP UP DAYS *Not a full day – one class period*

- This is different from the end of year celebration; this is the chance for students to spend time in their next grade. This is designed to be a chance for the students to do a lesson with the next grades' teacher and have something to take home and show their parents from that lesson. The goal is to get the students and parents excited early on about what the next year will be like.

COMMUNICATION

- We know that families leave but the important thing is to know why, if you keep open communication going with your parents then any potential problems can be handled immediately instead of festering.
- Important announcements need to be shared many times and in many different forms, email, Facebook, and letters home. If you think you have communicated enough, send it at least twice more and you will still have parents saying they didn't know about it.
- In person communication works best, especially in difficult situations. It can be awkward but it's necessary.
- Call all your families, even the ones that you know are returning. That personal touch goes a very long way.
- Follow up, follow up, follow up!! Checking back in with families is not a bother, it shows care and concern. Remember to mix up the message and the messengers.

GRANDPARENTS

Grandparents can be key in retaining students. Many parents work so it falls to the grandparents to do drop off and pick them up. They are also a large percentage that are paying some if not all of the tuition of their grandchildren. Making sure that they feel like part of the community at the school is of utmost importance.

- Grandparents' day is technically on September 11th which is a bit too close to the start of school so perhaps choose a day later in the school year and deem it Grandparents' Day!
- Having an ice cream social with activities that the grandparents can do with their grandchildren will make them feel special.
- Giving them a tour of the school.
- Asking if they would care to volunteer at the school.
- Add them to the email distribution list so that they are aware of all fun activities at the school and any fundraisers.
- Have a grandparent "Work around school" day where they can help with gardening, small painting projects or repairs.
- Have them lead a rosary or be a reader in classrooms once a month.



EARLY RE-ENROLLMENT

Launching re-enrollment in the fall during Discover Catholic Schools week

There is no need to wait until Catholic Schools Week to open re-enrollment, the earlier this is started the better for the school and the families.

Opening re-enrollment earlier is better for the school and families!

WHY?

- In schools with strong retention, 88-93% of families will re-enroll so doing it earlier allows you to identify the families who are on the fence and do “retention intervention”.
- Gives you more time to try to address issues/solve problems/retain the families.
- Families will have registered with plenty of time before scholarship application deadline.
- Once current families have re-registered, your recruitment strategies can be adapted.

HOW?

- Deep discount on re-reg fee for VERY SHORT window (Eg: from opening of DCSW to Thanksgiving the fee is 50%); normal discount to Christmas (Eg. 75%); regular re-reg fee to CSW; price goes up after CSW
 - The goal for every school should be to have 85% re-registered by the end of CSW
- **Talking points:**
 - Our first commitment is always to our current families
 - “Save your Seat,” applying earlier, helps us manage optimal enrollment in each class
 - Small class sizes, but healthy enrollment because healthy school means healthy parishes, and a healthy community.

LEADS | *Inquiry Management*

Leads are any type of inquiry from a potential family. Leads can be generated through email, social media, www.CatholicSchoolsBQ.org, phone calls, websites or just walking in.

An inquiry comes in, these are the next steps:

There needs to be a person in charge of inquiries so that there is consistency, and no one falls through the cracks. When a prospective family contacts the school:

- Every inquiry should have some sort of communication within 24 hours, 48 hours at the very most. If a family is waiting for a return call or email, they will start looking elsewhere.
- If you do send an email, follow up with a phone call, that personal touch is very important.
- Be sure to take your time with each lead. Prospective parents may have lots of questions and the more care that you show them by taking the time to answer the questions (rather than pointing them to your website) can easily result in new students.
- Get the family in for a tour. Seeing the school and speaking to people one on one goes very far in building a relationship.
- Follow up is absolutely imperative. Regular emails and phone calls, invitations to school community events/open houses, links to newsletters or articles all keep the families engaged. Once they have registered, continue to make them feel like part of the family. Remember: retention begins at the moment of enrollment!

EARLY CHILDHOOD RETENTION AND RECRUITMENT BEST PRACTICES

Building a strong pipeline of students begins with robust early education programs.

Parents might be nervous about choosing just the right school for their young children and the extra care and concern that you show from the start will make all the difference.

PreK for All and private PreK should be engaged in the same ways: once you have the children in your schools, whether for a DOE program or your own, the goal should be to retain them.

EARLY CHILDHOOD RECRUITMENT

- Parents spend a lot of time online. Facebook and Instagram are the most popular. Your social media presence should be robust (including the use of boosted posts and Facebook Ads). Be sure to feature your early childhood students in regular posts.
- Have signage outside of your school and if possible, fliers at local day care centers that cater to babies through 2-year-old.??
- Ask your aligned parishes for their baptismal records so that you can reach out to parents whose baptized children would now be turning 3,4 or 5 years old.
- Invite potential parents (or caregivers including grandparents) to join Breakfast with Santa, Easter Egg hunts, Popsicles on the playground and reading hour so that they get to experience the community involved at your school.
- Maintain a strong presence in your aligned parishes' bulletins.
- Offer current families the opportunity to register their younger children for Pk or K first (before open registration)

EARLY CHILDHOOD RETENTION

- Help the parents of preschoolers feel like part of the school community. Invite them to all functions, invite them to volunteer, etc.
- When hosting something fun in the school such as a visit from Santa or an Easter egg hunt, make sure that the 3K and PreK for all are involved. Send home a permission slip to the parents asking if the children may be involved.
- Consider hosting "Spend a day in K" – an event that will introduce your PreK parents to kindergarten through an hour-long program in the kindergarten classroom where they see the room, meet the teacher, learn about the curriculum/expectations, and ask questions.
- Engage your Pk and K teachers in retention. Notes home, personal phone calls, conferences are all important ways to help young parents feel connected from one year to the next.
- Keep events going year-round, in the summer you can do a "popsicles on the playground" event or reading hour in the library.

Here are some editable pieces to use when for when you go into high gear for your retention from PreK to Kindergarten.

Start here to access this folder: click here> [PreK to K Recruitment Resources](#) :

1. [Start here memo - review and explanation of resources](#)
2. [A kindergarten recruitment calendar](#): Suggested event days to help facilitate planning
3. An [editable template invitation to enroll](#) to send out to families letting them know that you would love for them to stay and a chance to tell a bit about your school
4. [Phone-A-Thon suggested talking points, a talk](#) track in which you can call your families that you are not able to catch outside during pickup or dismissal! Nothing says “We want you here” like a personal phone call from a person trusted within your administration. The script provides ideas of how to handle possible objections.
5. An editable [“Meet the Kindergarten Teacher” template](#) that can be used with your intent and/or posted on social media platforms to help families connect with the people who will be helping their children develop.
6. [An agenda for a “Meet the Kindergarten Teacher”](#), event for a recruitment open house either virtually or in-person.
7. [An early childhood letter of intent](#) that can be edited and used as an easy measure of commitment and intent.
8. The Futures in Education Scholarship Flyer to be provided to all PreK families to encourage applications as they are all ‘new’ for kindergarten, and eligible to apply as *new* students for all programs.

We understand that you all wear many hats, and we hope that these resources can help facilitate creativity and support the many ways in which we can grow our kindergarten classes.

Futures in Education Financial Aid Guidelines

While Futures in Education has a finite financial aid budget, all families that wish to enroll in a Catholic Academy/Parish School should be afforded the opportunity to discuss, in person, their financial needs with their school. Recognizing the enrollment needs are best understood locally, we offer the following guidance for Pastors, Principals and Board Chairs to collaborate on scholarship related matters to ensure enrollment capacity is reached. ***Leadership, to ensure fairness, should consider families for local assistance only if they've completed a financial aid application with Futures in Education.*** Doing so establishes a clear, fair process for all families to follow. It also allows leadership the ability to prioritize based on documented financial need as well as additional information provided by the family that may not show in their financial assessment. Questions regarding the financial aid process may be directed to Futures in Education at scholarships@futuresineducation.org or (718) 965-7340.

Frequently Asked Questions

How can a family apply for financial aid with Futures in Education?

- Applications open towards mid-January. The deadline is the end of April.
- Families can visit Futures' website to apply: www.futuresineducation.org/scholarships/

When will families hear about an award decision?

- After an application is completed, it takes approximately 4-6 weeks to be reviewed by Facts.
- Only income-eligible families with completed applications are considered.
- Awarding decisions are sent via email beginning in May for the coming school year.
- Awards are processed on a first-come, first-serve basis until funds are exhausted (typically July/August).
- Teddy J. Forstmann Families:
 - Returning students awarded by Children's Scholarship Fund's "Teddy J. Forstmann" program must re-apply with Children's Scholarship Fund.
 - Parents should wait for an email to come in February with Instructions from Children's Scholarship Fund to re-apply.

How do we keep families interested while awaiting a response from Futures in Education?

- Stay in contact with families during this time. Personal touch is key!
- Help explain that it takes time for their application to be reviewed (see above) and when volume is high, it can take a little longer for applications to be processed.

What if a student transfers?

- If an awarded student transfers to another Catholic academy or school in Brooklyn or Queens, the financial aid will follow the student, but may not remain at the same levels (differences in tuition and/or programs would determine a change).

What if a family paid the registration fee but are not eligible for a scholarship from Futures in Education?

- While the family may not meet the income eligibility requirements for Futures in Education's regular programs, their situation may make them eligible for an Angel Scholarship, also provided by Futures.
- Speak with the family to ascertain the need, then submit an Angel recommendation through FACTS, explaining why the family needs an Angel.
 - At the same time, determine how you can accommodate their request financially through your school or academy using local funds. You may wish to offer a scholarship either way, at least for the 1st year of enrollment. You may also offer a contingent award, to be available if an Angel award is ultimately not available.

What can we do if a family does not receive a scholarship from Futures in Education?

- Whether the family was or was not eligible for a scholarship from Futures in Education and/or funds have been exhausted, it is recommended that you consider their income levels and provide local assistance.
- See next page for more ideas on local awards.

What are suggested ways to offer a local award from the parish, school or academy?

- Consider whether the award and/or additional discounts/aid will sway the decision to register.
- Only consider families with completed financial aid applications with Futures in Education for local assistance. The financial aid data should be used to prioritize the needs of families.
- Local aid should only be awarded provided if the family meets the usual eligibility criteria and/or if they have an urgent situation.
- Consideration may also be given to families who have received an award at a level that does not meet their entire need. Supplementing the Futures' award (using local funds) is a great way to meet need.
- The total amount to be awarded should be capped at no more than 75% of the total family tuition.
- Be sure to communicate to the families clearly if you cannot promise the local award beyond one year.
- Consider the total dollar amount of local funds you have to work with, and the number of students needing assistance, if possible.
 - An overall decision can be made to assist with an agreed amount for each family (\$500 per family, for example), or case by case.
 - Another option is a sliding scale of awards, granting larger funds to families with greater need using FACTS application data.
 - Still another option would be to provide awards that would bring struggling families up to a minimum award of at least \$1500, for example.
 - *Example:* Family receives \$750 from Futures; parish or school can award discount for another \$750, totaling a minimum of \$1500 in aid.

ENROLLMENT PACKETS

A potential family is sort of like a shopper. They must be shown all the bells and whistles for them to feel like your school is worth the investment. A packet/ folder is a fantastic way in letting a family bring home the information that came up during the tour. An enrollment packet contains all IMPORTANT information about your school that should be highlighted to provide a family with a resource to go over should they have any lingering questions.

The folder should include all the information such as your mission statement, tuition fees and schedules, page of information graphics, page of parent testimonials, information on HAA, QR code for student handbook, all information about potential financial aid through not only Futures, but other possible opportunities. This is your chance to do that heavy lifting for families that don't know where to look for available money to help soften the burden of tuition! It is also an opportunity to add some merch and goodies! You should be treating the family as if they are already a part of your school.

WHAT SHOULD BE IN YOUR PACKET

The folder should match your school colors and have the name of your school with either your insignia and/or mascot

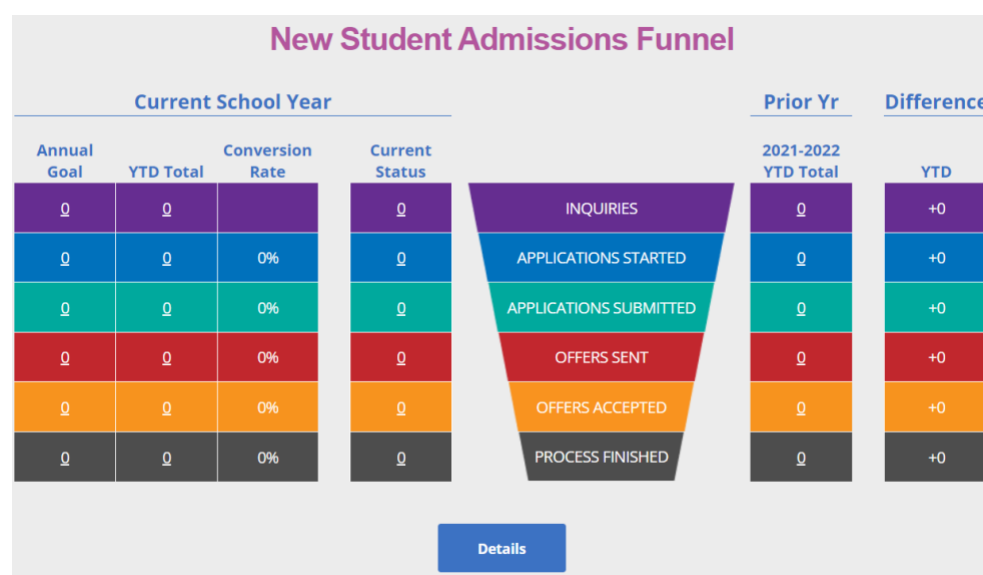
- Packets for pre-school should be separate from grades 1-8
- Tuition rates, schedules, and fees. It helps to be transparent so that families see where their money is going. Tuition assistance information and the various programs that are available to them help many families feel optimistic if finances are an impediment to them making a final decision. There should also be the number to your finance office if they have any questions and/or concerns.
- Where to go to shop for your school uniform
- Pamphlets and/or leaflets that showcase your academics, sports programs and specialized programs that make your school stand out!
- Page of information graphics

This is an opportunity to include testimonials, and to personalize a bumper sticker, magnet and clothing that can include the family's last name and/or the child's first name. There are so many free websites that can do this for you that are quick and painless!

WORKING THE FACTS | *Application and Enrollment Funnel*

The FACTS enrollment funnel can be an incredible tool to help organize and track a new family from inquiry until the process is fully finished.

Be sure that the link to your FACTS application is easy to find right on the main page of your website. Linking it to a large “apply now” button would make it most visible. Also make sure that all your contact information is correct before going live with the link.



This funnel must be worked daily;

- Contacting inquiries within 24 hours of their reaching out.
- Following up multiple times with inquiries and getting them to come in for a tour.
- Once the new family has started and application you should be tracking if they stop without submitting it and follow up to find out how you can help.
- Once the application is submitted you need to be sure to look everything over in case they have forgotten a necessary piece.
- After the offer is sent be sure to stay on top of them accepting the offer and finishing the process, you want to be sure to get them across the finish line!



SUMMER MELT

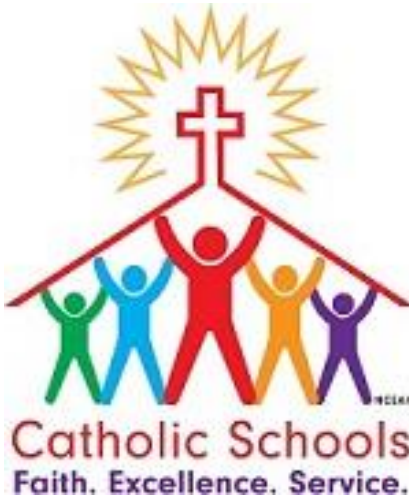
Even if you get to the end of the school year with 93% retention, don't sit back and relax. Regular attention is necessary to make sure that all the students signed up at the end of the school year are still there on the first day of school.

COMMUNICATION

- Call registered families to check in over the summer. Ask if they have any family or friends that they can refer to the school. (If you offer a referral grant, be sure to mention that!)
- Publish monthly e- newsletters letting the families know what is going on around the school over the summer.
- Social media must be maintained during the summer. Continue to post pictures and business posts so that you stay top of mind with the families.
- All back to school communications should be sent out multiple times, preferably through FACTS, social media, and US mail.

EVENTS

- Keep students and families coming back to the school over the summer for fun activities like reading hours in the library, popsicles on the playground, BINGO or movie nights.
- Be sure to advertise well in advance to maximize awareness and attendance.
- Take pictures and post them on social media.
- Take notes so that you know what worked and didn't work for next year. All these notes can live in your work plan.



DISCOVER CATHOLIC SCHOOLS WEEK AND CELEBRATE CATHOLIC SCHOOLS WEEK

DISCOVER CATHOLIC SCHOOLS WEEK *Mid-November*

CELEBRATE CATHOLIC SCHOOLS WEEK *End of January – Early February*

Check out NCEA's info on DSCW vs CSW

We will participate in the NCEA's, "Discover Catholic Schools Week" in November, as well as the traditional CSW in January.

November's **Discover Catholic Schools Week** is designed to educate and recruit families to our Catholic schools. It's an opportunity to connect with new families and help them DISCOVER that Catholic education can be the best fit for their children.

January's **Celebrate Catholic Schools Week** is a nearly 50-year-old tradition the last week of January, when each school is celebrating their success, and the success of Catholic education in the United States. Schools typically observe the week with Masses, assemblies and other activities for students, families, parishioners, and community members to celebrate, congratulate, and to show examples of how their schools live out the Catholic mission.

PLANNING TIPS | *What Discover Catholic Schools Week can look like at your school*

GOAL: Start the recruiting pipeline, meet, and connect with a lot of new families, and prepare to build registrations! The Department of Education opens kindergarten registration in December, and we want to be fully rolling ahead of that.

- In the weeks leading up to DCSW use the power of social media to promote what a Catholic School education means at your school and why new families should be interested.
- Create posts and ask parents to share them in their feed so that it's seen by their friends, family, and neighbors.
- Small budgets can be used for paid 'boosts' of a post that highlights something special about your school to increase public visibility.
- Target your marketing to early education, think about what parents of 4- and 5-year old's need to know and learn as the DOE opens their Kindergarten registration in December. Let's get ahead of the curve by inviting these families to come for one-on-one tours, meet the teachers, and other sessions that are helpful to them.
- Offer virtual informational nights focused on different grades and topics that are of interest to specific audiences.
- Consider and plan for in person visits and tours – using the health and safety protocols that are in effect at that time. Plan for both in person and online events and you'll be able to adjust to changing conditions.
- If you have a 3K and PreK for All, engage them in everything that your school has to offer, make this week important and valuable for them.
- Are there transfer students that are unhappy with private school or maybe looking for something different for next year? This is the time to start that conversation, get them in for a tour and registered for next year.



FIRST IMPRESSIONS

Potential new families are shaping opinions of your school long before they ever come for a tour.

Many things go into creating a first impression!

BRANDING

Are the following pieces “on brand” for your school? Are the colors all consistent, are you using the same logo, the same font, the same messaging?

- Social media presence
- Website
- Printed marketing material or correspondence from the school
- Promotional material such as bumper stickers, t-shirts and hats

CORRESPONDENCE FROM THE SCHOOL

- How is the phone answered?
 - Does the person state their name as well as the school’s name?
 - Do they answer as if the person calling is an inconvenience or interrupting them in some way?
 - Do they make it obvious that they are screening calls for the principal?
- How long does it take to get a call back or an email response?
 - Even if you don’t have the answer yet, an acknowledgement of the call or email needs to happen within 24 hours.
- How long does it take for a Facebook or Instagram message to be answered?



IN SCHOOL VISIT

- Does the front office make you smile?
 - Is the office clean and tidy or covered with piles of papers and books everywhere?
 - Is there a place for guests to sit while they wait for whomever will be leading their tour?
- Hospitality
 - Is there coffee or water available for families waiting for their tour?
 - Have they been greeted kindly and made to feel important?
 - Have you offered to answer any immediate questions that they might have?
- Lead up to the tour
 - Were they told where to park and what door of the school to use when coming for a tour?
 - Do they know who they will be meeting with and does the security guard know that they are coming?

VISUAL AUDIT

An Extensive Walk Through of the School



Is this what your office looks like to the public?

You walk through the halls of your school every day so you may not notice the same things a prospective family might.

To give the best impression possible, conduct a visual audit of the school:

- Your “auditor” is, preferably, someone who is not familiar with the school to avoid preconceived notions or opinions.
- Ask the auditor to take no more than 30 minutes. Provide a clipboard, pen and paper.
- Things to look for:
- Starting from the parking lot...
 - Parking, signage, curb appeal, front door, front office, hallways, bathrooms, gym, cafeteria, classrooms
 - What do you see, good and bad? What can be better? What’s already great?
 - Is there peeling paint, a shaky banister or an incredible banner that needs to be reprinted as it is faded?
- Follow Up: The walk-through notes need to be submitted to the board and principal and a plan for making repairs and cleaning needs to be implemented.
- This should be done weekly, and formally several times a year.

WEBSITE AUDITS

Potential new parents look at your school's website long before they enter the doors of your building for a tour.

Your website serves as both a recruitment tool for families looking for inspiration, as well as a retention tool for your current families looking for *information*. Making sure that your website is up to date and looking its best is very important to your overall enrollment management efforts.

AUDITS

- Need to happen once a month
- Is the look “on brand”? Are the colors correct and the logo clear?
- Are your pictures current and fitting correctly in the space that you loaded them?
- Are your students in uniform in all the pictures? Save the pajama day pictures for Facebook, not the official school website.
- Is your calendar up to date with not just school business but any fun events or activities that may be going on?
- Is there a large “Apply Now” button on the main page that leads to your application?
- Is there a spot on the main page where someone can find out how to either set up a tour or to attend a virtual one?
- Are all the links and drop downs on your website unbroken and do they lead to the correct location?
- Do your teacher pages have pictures and bios of each teacher?
- Do the links to your social media work?
- Look at your website on both a phone and a tablet to make sure that the layout works.
- Have you tried to cram too much on the main page? Do you need to add things to the existing drop-down menus?
- Is your staff directory current?
- Is your tuition and admissions information up to date?

Do you have someone at your school that can oversee maintaining the website?

Please know that you can contact hello@desalesmedia.org to help with projects large and small with your website.

INFORMATION NIGHT BEST PRACTICES


In person or virtual? To zoom or not to zoom, that is the question!

Be sure to advertise starting a few weeks in advance on social media, website and at our diocese events website, [Catholic Gatherings](#).

- The program itself (either way) is 45 to 60 minutes and should include
 - Principal
 - Pastor(s)
 - Board chair and members
 - Early Ed
 - Pre K and K teachers
 - A happy parent
 - Program:
 - Principal opens with welcome
 - Pastor offers an opening prayer
 - Agenda:
 - Overview of the school
 - For early ed: Pre K teacher talks about the importance of socialization, sharing, interpersonal skills, some early academics in prep for K
 - K teacher talks about the importance of full day K in getting the kids ready to be elementary school students (handling a full day of school, time management, confidence, etc.)
 - For transfer sessions
 - Teachers from the grades most often transferred into
 - One from elementary
 - One from middle school
 - Program:
 - See above except you're now adding information on the transfer process, expectations around school culture, homework, uniforms, FACTS
 - Follow up:
 - Next day: email from principal – thanks for joining us, invitation to upcoming events, invitation to schedule a tour, invitation to shadow for the transfer kids



 4k

 5k

 11

SOCIAL MEDIA

Social Media is one of the most important and least expensive marketing tools that you have in your enrollment toolbox.



FACEBOOK

Share updates, events, and links

This is a platform that encourages discussion and is also informative! Facebook is how your school paints a picture of what you offer and what is happening. This should be your main platform to drive recruitment and retention. Create a forum where parents can ask questions, inquire about tours and be interactive when a family comments on a post!

Facebook: @CatholicSchoolsBQ



INSTAGRAM

Tell a visual story

Instagram is where you engage families with videos and pictures of your school community! Create teacher features with a student reporter and post photos and videos of the special and unique things that your school does that make parents think that they should be apart of your community.

Instagram: @CatholicSchoolsBQ



TIKTOK

Create fun and trendy videos

As solely a video-based platform that allows for longer recording time, this is where you can engage in longer messages. As a principal, you can give updates as you would a monthly newsletter in video format and have your kids create videos that are fun and trendy with adult supervision. Create a news channel that is student run so parents and friends follow your account to enjoy!

Tiktok: @CatholicSchoolsBQ

With one share of a post, you can increase your views beyond your regular followers!

Facebook is popular across many audiences, and engages your families.

Instagram is one of the most popular and used social media platforms – it has, among many demographics, surpassed Facebook in popularity and along with website traffic, is one of the most popular media icons people will click on to gather additional information.

In the schoolwork plan there is a tab that provides examples on how to stay active on all social media platforms and how to create posts with intention rather than photo dumping.

Social Media Best Practices:

Facebook

There needs to be more than one administrator for the Facebook account and make sure to have the log in information written down somewhere known by a few people so that the school doesn't get locked out of their own page due to staff changes.

70/20/10 RULE

- Your posts should be 70% pictures of your students doing fun activities at school and need to be posted at least 4 times a week.
 - Have teachers either text the Facebook Administrator or share pictures and captions to a google drive.
 - Include a fun caption along with a call to action, “for more information on our great Kindergarten, call the school at...”
 - Be sure that you have photo releases for all students.
- 20% of your posts are “Business” posts. These focus on enrollment, scholarship, and fundraising and announcements that are informative and illustrate your best practices within your school community.
 - Be sure to ask families in the text part of the post to like and share the post to their own feed, that way the information spreads farther.
- Religious posts should be 10% of the time, either the day of your patron saint or descriptions of major Catholic Holidays.

SOMEONE NEEDS TO CHECK ALL MESSAGES AND COMMENTS

- Potential families might use the direct message application or might ask questions on posts. Someone needs to be responsible for responding.
- Be sure to also like nice comments on posts or answer any questions that may pop up in the comments.

- There will be inappropriate comments at times. DO NOT delete these; rather, you can hide them (so no one else will see them, but the person will not get notification that you deleted their comment and will still see the comment)

Instagram

INSTAGRAM REELS AND INSTAGRAM STORIES 101

- **Time Availability:** Stories are 24 hours, reels are forever!
- **Length:** Stories, a video's maximum length is 15 seconds, and for a picture, it is 7 seconds. Reels, the maximum limit is 90 seconds.
- **Hashtags:** Hashtags are used to gain more reach on everything you post. For Instagram Stories, if you add a hashtag, the users must tap to see your Story. Since there are many stories, the chances of yours showing up are low. Plus, the Story disappears after 24 hours. For Instagram Reels, when a hashtag is searched, the Reels show up at the top due to the algorithm settings. This ensures maximum reach.
- **Reach:** Mostly, the people who view Instagram Stories are the followers of the account. In the case of Instagram Reels, people who do not follow can also view your Reels, increasing your reach.

Instagram Reels are for Awareness + Growth

Due to the incredible reach Reels users are currently experiencing it is a great option used to provide awareness of who you are, what you do and what you can offer new audiences who may be seeing you in their Explore tab for the first time.

Instagram Stories for engagement, trust building and sales as part of a well-rounded Instagram strategy.

Instagram Stories, on the other hand, are primarily seen by those who already follow and know you. The connection-based and trust-building content is great here to continue to nurture your relationship. Also, because your Stories audience are likely to be a lot warmer and further along the customer journey (provided you have been showing up and nurturing the relationship), promotional content is likely to perform better here than in Reels.

You may ask when to post a photo, story, or reel. Below is a breakdown of examples.

1. First day of school for a Kindergartner - Let us say you have a little boy walking into class and high fiving his new teacher – that moment is best captured by video rather than a photo and would then be posted as a story- a story is typically a short video and thus better suited for a story rather than a reel.
2. You have a new STEM lab, and your eighth graders are seeing it for the first time – that is a moment best captured in a reel that gives the viewer a chance to watch this moment! Reels are thus better suited for longer videos that illustrate something exciting happening.

Another example is using reels to make teacher features in new teachers joining your staff give a mini tidbit about themselves!

3. You took a picture and caught a bunch of kids in uniform laughing and smiling in class during a lesson – a candid moment – that is a post with a great description and hashtag #classroomfun #catholicvalues #studentcenteredclassroom

Hashtags are an important keyword tool that can be used for any parent looking for accounts that align with their interests. An example of this would be a parent looking up student centered learning and your hashtag would pull in your #studentcenteredlearning and give that parent a chance to look at your account and school!

The moral of the story is to use both Instagram Reels (for awareness + growth) and Instagram Stories (for engagement, trust building and sales) as part of a well-rounded Instagram strategy.

[How to Make Instagram Stories - Tips & Tricks | Instagram Guide Part 3 - YouTube](#)

– How to make an Instagram story

[Beginners Guide to Instagram Reels - How to Make Reels on IG - YouTube](#)

– How to make an Instagram Reel

Tik Tok

Tik Tok is an opportunity to have fun and show the lighter side of your school community! Facebook and Instagram are used for recruitment and retention – it is an informative tool that incorporates marketing and information that is helpful to current and potential families.

As opposed to Instagram, TikTok is solely focused on short-form videos that is popular among younger demographics. Tik Tok is an opportunity to gain younger followers like your own students! As we know, many children are now a part of the decision-making process of choosing a school that speaks to them as well- using Tik Tok is a perfect way to engage new potential students, siblings, and others that may contribute to decision making in finding a school that is a good fit for their whole family!

As a platform that is used for entertainment purposes, it creates the opportunity to showcase your school spirit! What makes your school community special? What is a unique event that your eighth graders do every week? What does your kindergarten do every morning that is special and unique? This is your opportunity to show quality of social and emotional engagement that Catholic education that offers!

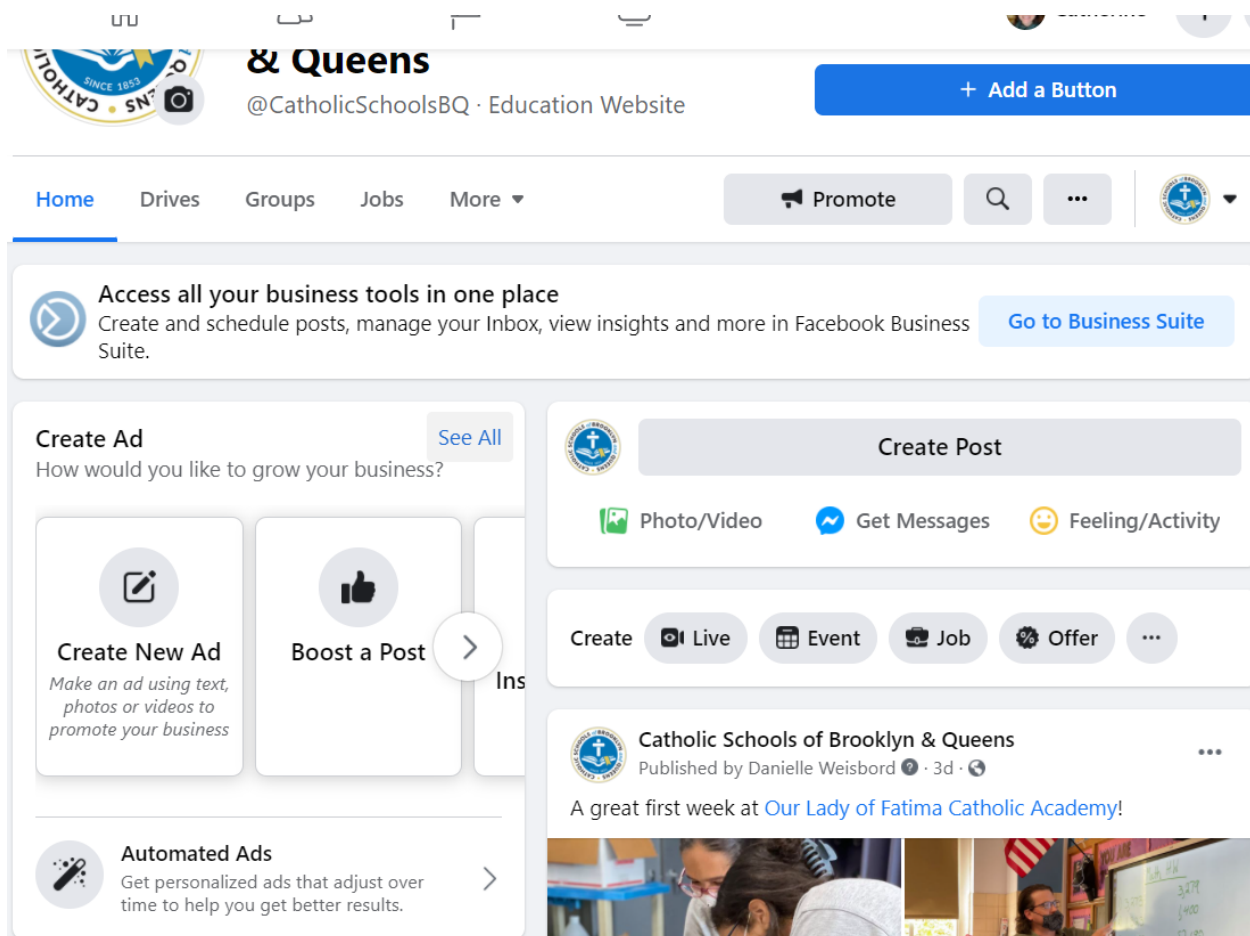
<https://www.youtube.com/watch?v=yViR5iNh5Is>

– How to make a Tik Tok

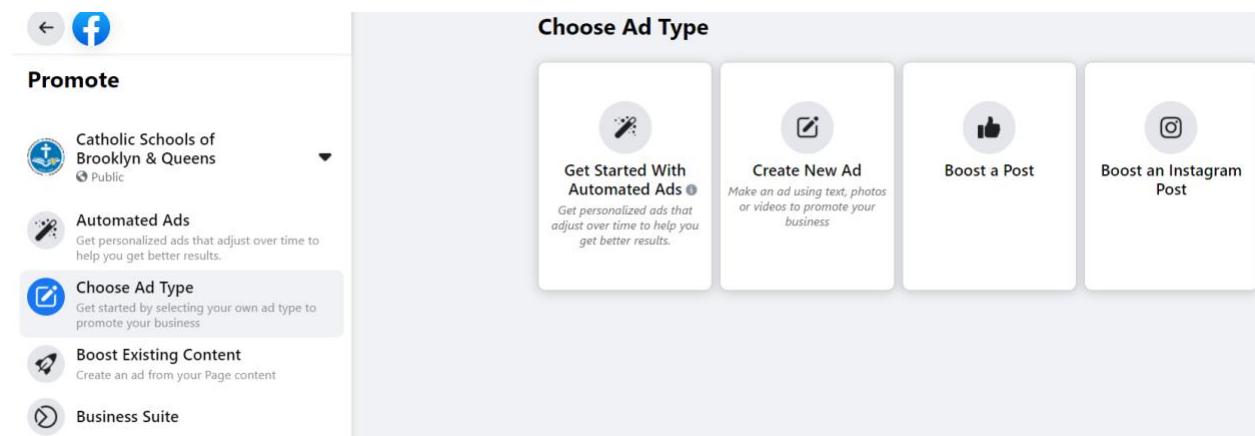
PAID ADS AND BOOSTED POSTS

Paid Ads are handled via Business Manager on the school's Facebook.

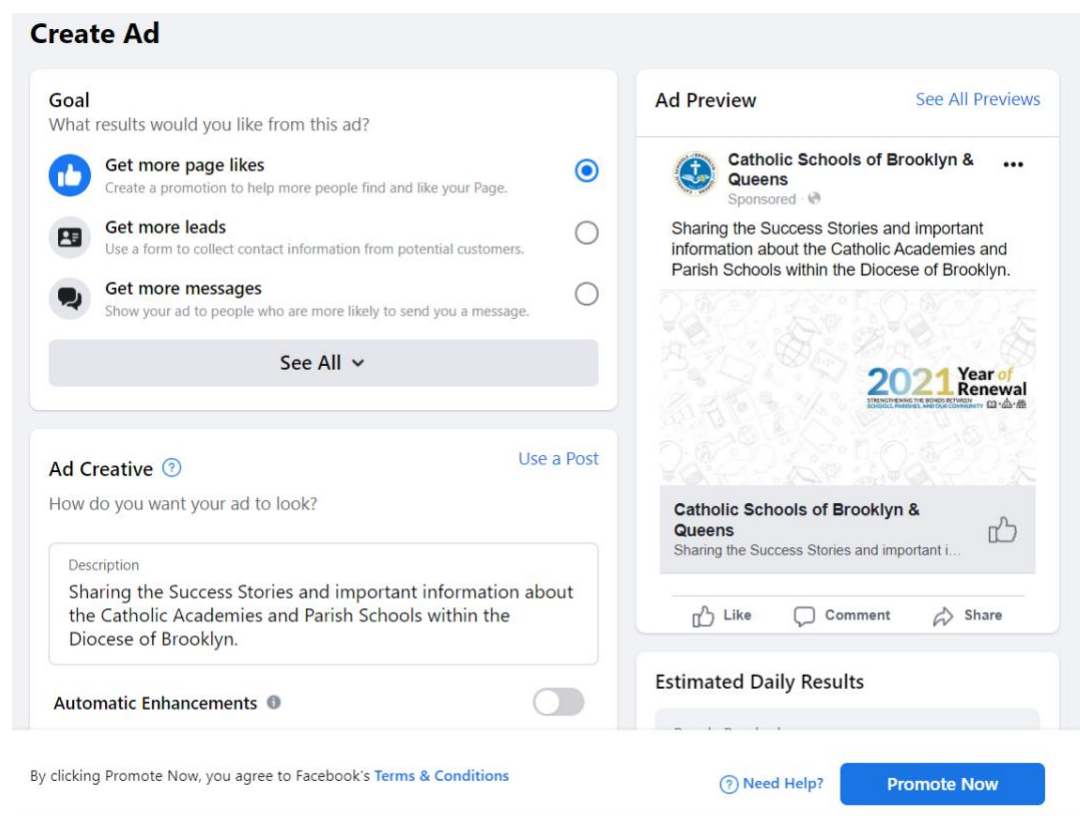
- Decide on a budget ahead of time that you would like to use for the year for paid ads and to boost posts.
- Strategically plan the times of year that you would like to use this budget. Opening of re-enrollment, Catholic Schools week, scholarship deadline.
- When you want to specifically get your ads for enrollment in front of an audience from the region around your school, then use a paid ad.
- On your main Facebook page, you will see the piece below on the left side of your Posts.



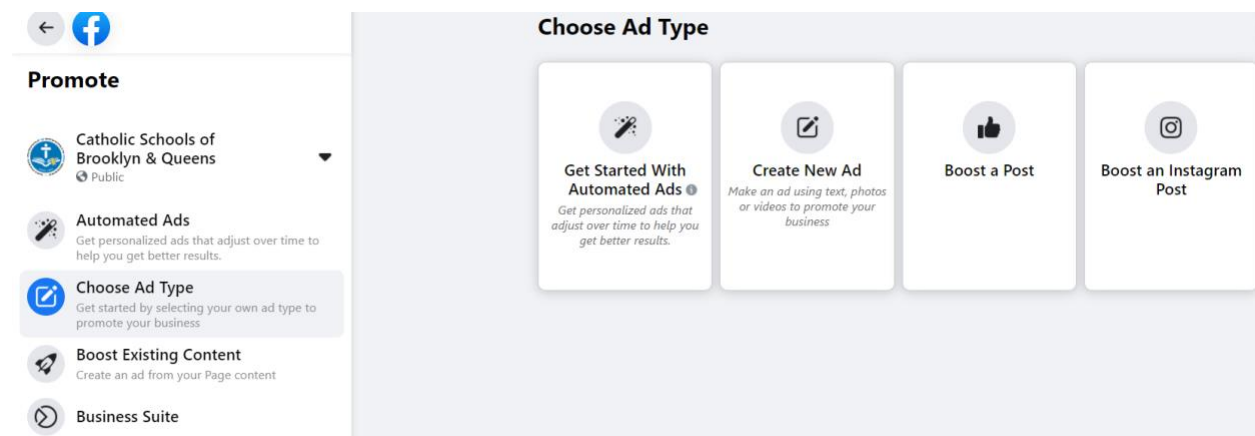
When you click on “See All” the window will expand the page to this



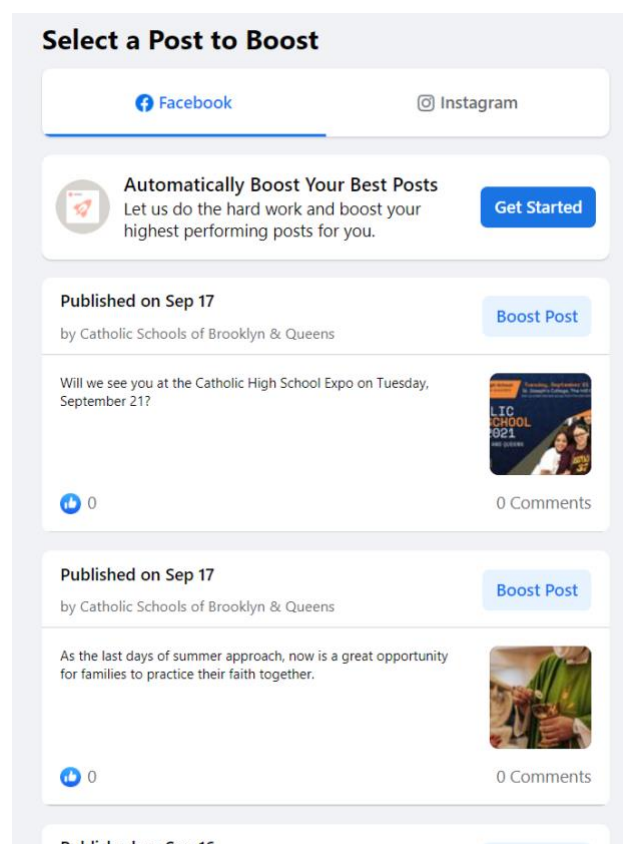
Click on Create New Ad and follow the steps



Boosting Ads can also be handled in Business Manager, go back to this screen



Choose Boost a Post and it will look like this



You can then choose how much you want to spend on the boost, how long you want it boosted and how far you want the boost to reach!

ADVERTISING | *Print and Digital*

This will look different for everyone as it has a lot to do with your budget and neighborhood.

PRINT

- Carefully consider local papers in your neighborhood that you know are being read by parents. When in doubt lean towards digital.
- Only put in ads at optimal times when you are looking for new students.
- What size ad will get you the most bang for your buck, I recommend not doing less than a ½ page as you can get lost in the mix.
- Make sure to have a QR code on the ad so that people can scan it and go directly to your website, plus it is a great way to track the return on your investment.
- Do you have pamphlets or postcards on hand to use at parish events, community festivals or to hand out to local businesses?
- Work with the Marketing Resource Center to have your ads designed for free.

DIGITAL

- This is where you should spend most of the marketing budget, you can gain the most views for the least amount of money.
- You can do ads on Facebook, Google, and Instagram and focus those ads on parents in the locations around your school with geo fencing.
- Plan your timing, your ad should run for a minimum of 30 days for optimal viewership so make sure to plan ahead so that it is up with plenty of time before you are looking for new students.
- You can have the Marketing Resource Center design ads for you that are correctly sized and have optimal visuals as there are limits as to how much text is allowed in Digital Ads.
- There should be a link for the ad that would send them straight to your website, this is where the lead inquiry handling really plays a part. Making sure that you are following up with every lead that comes in.

PARISH PARTNERSHIP PLAN

As Catholic academies and parish schools, the relationship with our pastors, parishes and aligned parishes is vital and part of our mission. Pastors should be present in your school and your school should be present in the parish community.

Here are some suggestions to strengthen Parish & School partnership:

- Invite the pastors of your host and aligned parishes over for coffee and bagels. Consciously build relationships with everyone that is involved with Catholic families in the area.
- Plan events in a collaborative manner that supports the goals of the Parish and the school.
- Provide the Pastors with information about the school that can be shared from the pulpit at Mass. Ask to have an alumni, parent or student speak about the school regularly, and during peak enrollment or fundraising times. It is especially important to have a presence of those that speak the language representing the community.
- Provide content in the parish bulletin about school news, fun happenings, events, bios of teachers and student, enrollment & open house invitations. Come up with a year-long plan of what this will look like even if it is just a short blurb about the school. If it is planned out, then you won't scramble for a topic.
- Set up a table in the vestibule of the church with flyers and visit invitations. Include info in languages that represent the community. Let students represent their school.
- Partner to send information to those on the parish baptismal and religious education contact lists. These are all potential families that could benefit from Catholic education opportunities.

Teamwork, partnership, and collaboration all start with relationship and trust.

It takes effort, and it is worth the work.

WORK PLAN

The work plan should be developed after goals have been set to ensure there's enough activity in the work plan to support the achievement of the goals.

- Identify your anchor events for the year, then work backwards deciding what steps need to happen when so that you are sure that have plenty of time for advertising, invitations, event preparation and set up.
- Notice the “who” column! Many hands make light work – who else can help?
- Be sure to take notes after the event so that next year you don’t need to reinvent the wheel, fix what you need to and keep what worked well.
- We have provided a work plan with what we believe to be the anchor events for the year but the one that will be emailed is editable and you may change it to whatever works best for your school.

Month		What	When	Who	Notes
		Goals			
JULY					
AUGUST					
SEPTEMBER					

THE TABLET

Catholic Grammar School
Agreement = 2 ads + 1 free ad!

- A) Back to School issue* - August 27, 2022
- B) Catholic Schools Week issue* - Jan. 2023
- C) CSW 2023 Registration Listing (2 issues in January)
- D) Bonus ad (you pick the issue - expires June 30, 2023)

Package includes three 1/4 page ads for \$1300
(larger sizes also available)

*Includes a free advertorial, dedicated mass email to
100,000 households with children in Brooklyn & Queens
and a Special Feature Online

DEADLINE: AUGUST 10, 2022

An advertorial is an ad
produced to resemble
an article or editorial



Sign the online form or
contact Kimberly Benn
(718) 772-0909
kbenn@desalesmedia.org

