

ENROLLMENT MARKETING

Spring Training

WEBINAR SERIES



MARKETING AFFORDABILITY TO BREAK THROUGH THE PRICE BARRIER



RICK NEWBERRY, PH.D.

President
Enrollment Catalyst

STRATEGIC COACHING FOR SCHOOL GROWTH

- Assessment, Planning, Coaching
- School Survey Solutions
- School Ambassador Training
- www.EnrollmentCatalyst.com



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@RickNewberry



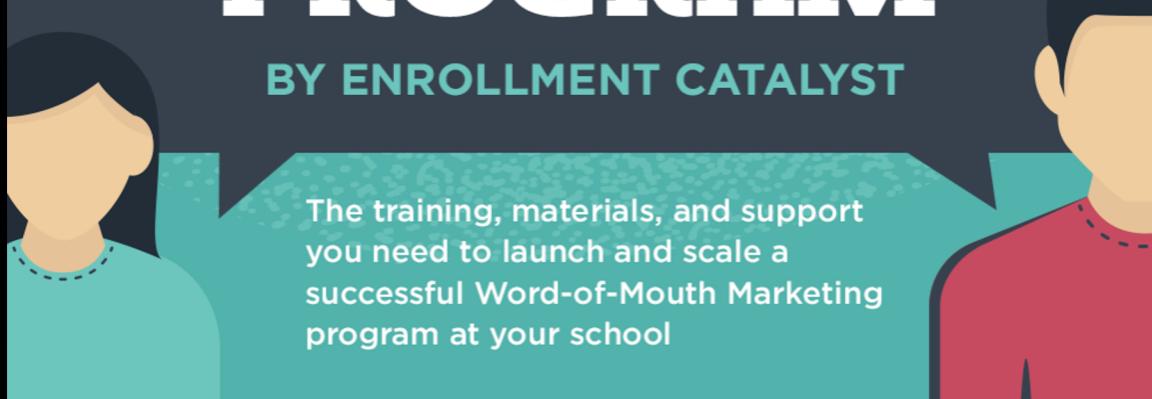
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THE SCHOOL AMBASSADOR PROGRAM

BY ENROLLMENT CATALYST



The training, materials, and support
you need to launch and scale a
successful Word-of-Mouth Marketing
program at your school

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MARKETING AFFORDABILITY

to Break Through the Price Barrier



KEY QUESTIONS

- Are you concerned that parents may not look any further at your school once they see your tuition price?
- Are you concerned about meeting your school's revenue goals?
- Are you effectively marketing how your school can be affordable for prospective parents?

OUR FOCUS

During this webinar, we will discuss how you can market affordability to break through the price barrier. We will consider innovative marketing strategies that you can implement.

WHAT TO EXPECT

- The Significance of Price
- Mistakes School Leaders Make
- The Story of Variable Tuition
- Tuition Marketing Strategies
- Panel Discussion

THE SIGNIFICANCE OF PRICE

ENROLLMENT MARKETING
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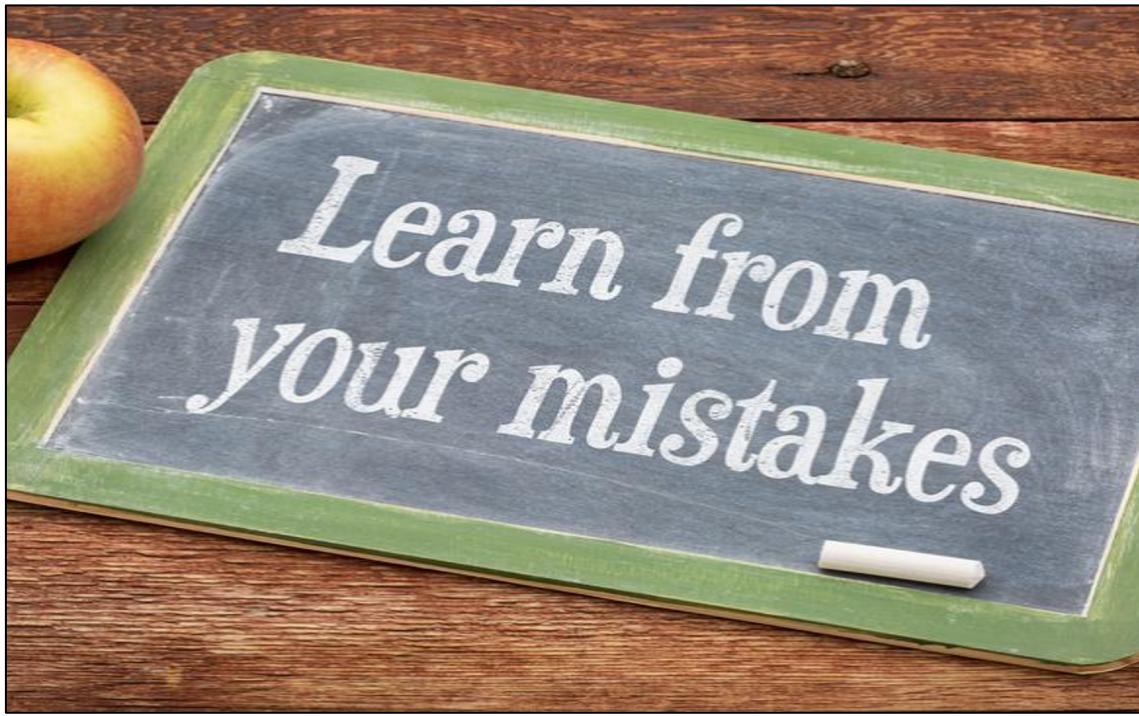
“Price is the number one barrier to considering a private school. If you want to be successful in marketing and growing your school’s enrollment, you will have to overcome this obstacle.”

—RICK NEWBERRY



MISTAKES SCHOOL LEADERS MAKE





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ONLY LISTING TUITION

Most school websites only list the tuition and fee costs. The webpage looks like a list of costs that are confusing to understand. In addition, the message of how financial aid can make tuition affordable is nowhere to be found. It's no wonder why so many parents bounce off of the tuition page never to return again!

Pre Kindergarten	\$30,500
Junior & Senior Kindergarten	\$30,500
Grades 1-4	\$31,800
Grades 5	\$35,000
Grades 6-8	\$38,100
Grades 9-12	\$40,700

NOT LISTING TUITION



Some school leaders and consultants believe that the tuition rates and fees should not be listed on the website. Instead, the parent is asked to call or complete a form to find out about the tuition costs.

MAGICAL SOLUTION

There are no magical solutions to attracting prospective parents and the revenue they can bring to your school. While an innovative tuition strategy can work, it must be part of a comprehensive enrollment and marketing plan.





A student walks the campus of The Kiski School, a private school near Pittsburgh that has announced a tuition "reset" to reduce the cost of attendance.

COURTESY OF THE KISKI SCHOOL

by Christopher Brueningen, for the Inquirer
Updated Oct 2, 2019

In recent years, a growing number of colleges have addressed soaring educational prices with an innovative strategy. It's called a "tuition reset." The concept is simple: Reduce tuition significantly, and make up the lost revenue by growing enrollment and decreasing financial aid costs.

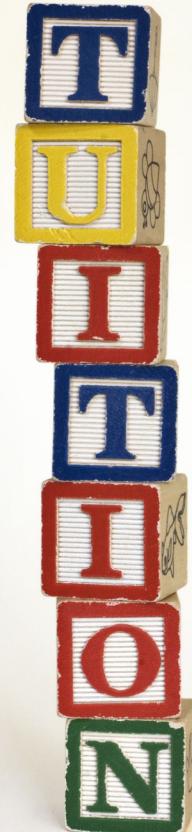
Since 2010, dozens of colleges have executed [tuition resets](#), according to information from the Integrated Postsecondary Education Data System. This includes several schools that have recently announced [reset plans for 2020](#).

REDUCING TUITION

While reducing tuition may seem like a good idea, it is important to count the cost before you take this step. Will you be able to offset your loss in tuition revenue by generating more students? Will the tuition reduction be enough to attract more families to your school?

IT'S NOT FOR EVERYONE

A marketing strategy like Variable, Indexed or Flexible Tuition is not right for every school. It is important that the right ingredients are in place before you launch this strategy.



THE STORY OF VARIABLE TUITION

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BACKGROUND IN HIGHER EDUCATION

With my background in higher education, my focus has been on tuition revenue. The financial aid dollars we could spend were a tuition discount based on a percentage of the operational budget. These discounts were utilized to maximize our enrollment based on the needs of students.

A TIMELY INTRODUCTION

At the AISAP Summer Institute in La Jolla, CA, I connected with Jeff Escabar at Marin Country Day School. He explained his school's Indexed Tuition Program to me during dinner.



AFFORDING MCDS

Indexed tuition is the tuition affordability model at MCDS. The purpose of indexed tuition (IT) is to help fulfill the MCDS mission by increasing economic diversity in the school community. Representation of families all across the full range of the economic spectrum broadens perspectives; reinforces core values of *curiosity, empathy and action*; and expands students' vision of and for the world. Economic diversity enriches our community, fosters inclusion, and enhances the educational and social-emotional experience for both children and adults.

Tuition Ranges

Grades K - 4	\$1,000-\$38,220
Grade 5	\$1,000-\$38,580
Grades 6 - 8	\$1,000-\$41,230

* For 2021-22 academic year

22% of MCDS families pay below the top of the index.

- Indexed tuition (IT) at MCDS was launched in 2001 as a way to increase socio-economic diversity at MCDS.
- Every student's tuition is indexed to some degree; the highest tuition rate does not completely cover the full cost of educating a student at MCDS.
- Families must apply for IT each year and tuition can move up or down in line with a families economic profile.
- Tuition determinations are made by a family's entire financial profile, not solely income, and are assessed by the MCDS IT Committee and SSS.

Tuition includes:

The cost of instruction, books and educational materials, lunch, outdoor education, field trips, laboratory fees, yearbooks, and athletic uniforms.

Tuition does not include:

The cost of optional items such as transportation, special tutoring, and extended care or after-school programs

Indexed Tuition Applications Due January 14, 2021

MCDS uses School and Student Services (SSS) to manage applications for indexed tuition.

CLICK TO APPLY NOW

Use school code: 4858

Admission and Indexed Tuition Associate

Keets Young

kyoung@mcds.org

415-927-5919

Marin Country Day School offers an Indexed Tuition Program. 22% of the families pay less than the top of the index.

Tuition & Fees

[Spring Open House](#)[Inquire for 2022-2023](#)[How to Apply](#)[Admissions FAQs](#)[Tuition & Fees](#)

Manhattan Country School is widely recognized for its unique sliding-scale tuition system that supports diversity and equity.

About our Sliding-Scale Tuition Model

In 1970, MCS parent and economist Franklin Roosevelt worked with MCS Founder Gus Trowbridge and other families at the school to come up with a tuition model that supported the school's mission of creating real diversity and equity in education. The sliding-scale concept they developed was predicated on the idea that a family's financial commitment should be in equitable proportion to its economic resources.

Today, in a city with the most segregated schools in the nation, MCS stands apart for having maintained unparalleled diversity in its student population and staff for over 50 years while providing a high quality progressive education that prepares MCS graduates to gain entrance to the city's most competitive public and private high schools and boarding schools in the region with no achievement gap.



Indian Rocks Christian School was the first school to launch Variable Tuition nearly 10 years ago. The enrollment grew by 100 students the following year as they were able to turnaround their decline.



Affording Indian Rocks Christian School

Private, Christian education is an academic, spiritual, and financial investment in your child's future which requires a big commitment. We understand this and know that the decision to attend a private school does not come lightly. As you will see in the Financial Aid section below, we work to make a private, Christian education affordable for as many families as possible.



Pictured with Don Mayes and Pamela Pardi -- My very first Enrollment Catalyst Client!



EASTERN CHRISTIAN SCHOOL

Variable Tuition at Eastern Christian School

Watch later Share

Watch on YouTube

TUITION AND FEES

Think You Can't Afford a Quality Christian Education?

THINK AGAIN

We're Proud to Offer

VARIABLE TUITION

Grades K-12 Variable Tuition Ranges

Grade Level	Full Cost of Education (Cost to School)	Tuition Range (Cost to Family)
Kindergarten (3 Full + 2 Half)	\$11,270**	\$4,810 – \$9,016*
Kindergarten (4 Full + 1 Half)	\$12,679**	\$5,072 – \$10,143*
Kindergarten (5 Full) – Grade 3	\$14,088**	\$6,010 – \$11,270*
Grades 4-8	\$16,013**	\$6,830 – \$12,810*
Grades 9-12	\$20,263**	\$8,650 – \$16,210*

*Exit range tuition amount for Parents who don't qualify or choose not to apply for variable tuition

**The Foundation for EC contributes an educational discount for EVERY EC student.



PORTSMOUTH CHRISTIAN ACADEMY

WARE
ACADEMY



SARASOTA
CHRISTIAN SCHOOL



PLYMOUTH CHRISTIAN
ACADEMY



HOLY TRINITY
EPISCOPAL ACADEMY



LENAWEE CHRISTIAN SCHOOL
Influence for Life... A Life of Influence



FREDERICKSBURG
CHRISTIAN SCHOOL
Educating Christian Leaders for Life

ENROLLMENT RESULTS

Many schools have experienced enrollment growth as a result of implementing this strategy as part of their comprehensive plan.

- Portsmouth Christian (NH) increased new students from 69 to 91 in year one.
- Southfield School (LA) increased by 5% two consecutive years.
- Plymouth Christian Academy (MI) grew by 11% in one year.



TUITION MARKETING STRATEGIES



PROGRAM NAMES

Schools use different program names to market affordability:

- Variable Tuition
- Indexed Tuition
- Flexible Tuition
- Tailored Tuition
- Sliding Scale Tuition
- F.I.T. – Family Individualized Tuition



THE STEWARD SCHOOL

Tuition and Affordability

Becoming a Spartan | Experience Steward | Request Information | Apply Online | **Tuition and Affordability** | International Student Program | Spartans in Your Neighborhood | Admissions Blog | Apply to Steward's Upper School

AFFORDING STEWARD

Building our community

The Steward School offers Variable Tuition for students in JK-12, as well as merit-based grants for Upper School students. We believe a diversity of talents, abilities, and cultures among our student body provides a rich and well-rounded educational experience, and our merit grants and Variable Tuition program support this goal. We never stop working to make Steward as affordable as possible.



+ VARIABLE TUITION

+ MERIT GRANTS

CURIOUS WHAT YOUR VARIABLE TUITION MIGHT BE?

USE THE CALCULATOR BELOW TO ESTIMATE YOUR FAMILY'S VARIABLE TUITION PER STUDENT BY PROVIDING ANSWERS THAT MOST CLOSELY RESEMBLE YOUR FINANCIAL PICTURE.

Annual Household Income

Please Select

Bank Account and Investment Portfolio Total Not Including Retirement Accounts

Please Select

Number of Students in Tuition Paying Schools

Please Select

Monthly Mortgage and Other Debt Payments

Please Select

Grade Level

Please Select

ESTIMATE VARIABLE TUITION

Note: For the 2021-2022 school year, variable tuition has been exhausted in JK. Limited aid remains for kindergarten; no tuition discount will exceed 25%, regardless of need, for those qualifying as a K applicant.

QUICK LINKS

- CONTACT ADMISSIONS
- CAMPUS MAP & DIRECTIONS
- FAST FACTS
- ADMISSIONS FAQS
- MERIT GRANTS & SCHOLARSHIPS
- VARIABLE TUITION
- INTERNATIONAL STUDENT PROGRAM
- UPCOMING ADMISSIONS EVENTS

"Steward is an atmosphere that fosters confidence – something we have seen in all three of our kids. Whether it is playing a new sport, running for a seat on the Honor Council, or singing a solo on Talent Night, they have been encouraged to try, to experience, and to grow."

- DAN AND KATHI CAMPBELL,
PARENTS OF ABIGIE '19, EMMA
'17, AND BEN '14



NAVIGATING THE PROCESS

Together

Variable Tuition | Customized Tuition Makes a Steward Education M... Copy link

Did you know?

0:22 / 2:05

▶ 🔍 YouTube

QUICK LINKS

- VISIT & CONTACT
- FAST FACTS
- ADMISSIONS FAQ
- ACADEMIC DIVISIONS
- INTERNATIONAL STUDENT PROGRAM
- ADMISSIONS CALENDAR

COMPLETE YOUR PFS FOR VARIABLE TUITION

"My Steward story is one of discovery. Starting at Steward in the sixth grade, I discovered my voice because the small classes allowed all students to participate. I discovered that I could try something new and took on leadership roles in sports, clubs, and classes. I also discovered that Steward was not only there to support me, but also my entire family."

"My Steward education was possible because of the school's affordability programs. I am thankful my

We will be your partner through the Variable Tuition process. Through this website, the helpful links below, and in-person assistance, we will help you navigate the process.

Our Variable Tuition program is a sliding scale in which families pay a percentage of tuition based on factors including annual household income, bank account and investment portfolio total (not including retirement accounts), mortgage/rent and other debt payments, and number of students in tuition paying schools (including Steward).

Variable Tuition ranges for 2020-21

Lower School*

- Lowest Variable Tuition rate: \$6,490
- Average Tuition for students utilizing Variable Tuition: \$12,974
- Average Tuition for all Lower School students: \$19,345
- Highest Variable Tuition rate: \$23,990

Note: For the 2021-2022 school year, variable tuition has been exhausted in JK. Limited aid remains for Kindergarten; no tuition discount will exceed 25%, regardless of need, for those qualifying as a K applicant.



ADMISSION

REQUEST INFORMATION
VIRTUAL ADMISSION EVENTS
RSVP FOR AN EVENT
EXPLORE OUR CAMPUS
ADMISSION PROCESS
MID-YEAR STARTS
AFFORDABILITY
INDEXED TUITION INSTRUCTIONS
FREQUENTLY ASKED QUESTIONS
CONNECT WITH OUR COMMUNITY
RELOCATING FAMILIES
INTERNATIONAL STUDENTS

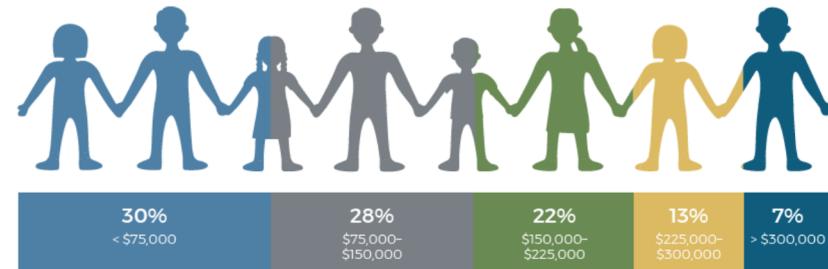
AFFORDABILITY

Think you can't afford a quality private school education?

THINK AGAIN!

We're proud to offer **Indexed Tuition**.

Income Ranges of Families Who Qualify For Indexed Tuition at MPA



Grades K-12 Tuition

Grade Level	Tuition Range Families Pay	Hot Lunch (optional)
Grades K-4 Lower School	\$13,750 - \$27,500*	\$1,025 (\$6.07 per day)
Grades 5-8 Middle School	\$14,900 - \$29,800*	\$1,125 (\$6.66 per day)
Grades 9-12 Upper School	\$8,100 - \$32,400*	\$1,125 (\$6.66 per day)

Duke School Affordability

Duke School believes economic diversity enriches the educational opportunity for all families and participation of a wide range of families is critical to the health of the school.

Tuition Ranges for 2021-22	
Preschool	\$4,037-\$20,184
Kindergarten-Fourth Grade	\$4,379-\$21,894
Fifth-Eighth Grade	\$4,778-\$23,890

INDEXED TUITION

Every family is expected to contribute to the cost of tuition and fees, thereby supporting the community to the extent family circumstances permit. Among our families are those who can afford tuition at the top of the index and whose philanthropic generosity provides a vital component of annual operating expenses.

There are also families who manage to pay tuition at the highest level only by making a substantial sacrifice, those who are able to afford only minimal tuition, and those across the spectrum in between.

DUKE SCHOOL AFFORDABILITY
30% of students access our Indexed Tuition program!

Indexed Tuition is available for all families. Duke School is committed to making education accessible to families from all economic backgrounds. As a result, there is a wide range of tuition levels.



Flexible Tuition

Guided by the Newtown Friends School mission of inclusion and accessibility, the school offers Flexible Tuition. In short, we want more families to have access to a private, independent school education. This innovative model for determining cost aligns tuition with what a family can afford to pay. Flexible Tuition allows accepted students to benefit from a dynamic Newtown Friends School education.

Newtown Friends School is generous, but resources are limited. We ask that families consider all of their financial resources before applying for Flexible Tuition. Each year, the demand for Flexible Tuition exceeds the allocated budget. Not all students, therefore, in need of Flexible Tuition will be funded. Admitted students who are not offered a Flexible Tuition award in the first round have the option to be placed on the Flexible Tuition waitlist should funding become available at a later date.

Installment Payment Plan

Newtown Friends School partners with Smart Tuition for collection of tuition and fees. Through this online payment system, families may arrange for one, two or tenth month payment plans. The ten month plan allows families to make payments over a 10-month period, beginning May 1st. Payments may be made by auto debit, check, and debit or credit card.

Quick Facts

- Interested families must apply for Flexible Tuition each year.
- Flexible Tuition is based on availability of funds.
- Flexible Tuition determinations are confidential.
- 50% of our current students qualify for the Flexible Tuition Program.

Contact Information

Let us assist you with the flexible tuition application process. If you have any questions, please contact [Rebecca Niszczak](#) in the Admissions Office or [Caryn Frank](#) in the Business Office at 215-968-2225.



TAILORED TUITION



GCS appreciates the level of commitment and sacrifice that tuition presents to families who understand the value of a rigorous Christ centered education for their children. We recognize that not every family can afford full tuition for their students. Tailored Tuition is discounted based on the financial ability of the family.* We offer families the opportunity to apply for Tailored Tuition assistance.

STEP 1:

Complete the Tailored Tuition Agreement and Request form: You may download and print this form or pick one up from the Admissions Office.

[DOWNLOAD FORM](#)

STEP 2:

Bring in, scan to email, fax, or mail this signed document to Julie Boerger, Business Manager (Room 220). Please do not provide your tax documents with this form.

STEP 3:

Log in to your RenWeb/ParentsWeb account, click on the FACTS tab, and choose *Apply for Grant & Aid* to begin the application.

[LOGIN](#)

STEP 4:

Complete the online application. As always, you may also [contact](#) our Admissions office if you have questions about applying for Tailored Tuition | 644-2232.

ADMISSIONS

Tuition & Fees

[Spring Open House](#) [Inquire for 2022-2023](#) [How to Apply](#) [Admissions FAQs](#) [Tuition & Fees](#)

Manhattan Country School is widely recognized for its unique sliding-scale tuition system that supports diversity and equity.

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In 1970, MCS parent and economist Franklin Roosevelt worked with MCS Founder Gus Trowbridge and other families at the school to come up with a tuition model that supported the school's mission of creating real diversity and equity in education. The sliding-scale concept they developed was predicated on the idea that a family's financial commitment should be in equitable proportion to its economic resources.

Today, in a city with the most segregated schools in the nation, MCS stands apart for having maintained unparalleled diversity in its student population and staff for over 50 years while providing a high quality progressive education that prepares MCS graduates to gain entrance to the city's most competitive public and private high schools and boarding schools in the region with no achievement gap.



MANHATTAN
COUNTRY SCHOOL

Q: How Does Sliding-Scale Tuition Work?

Sliding-scale tuition is based on the principle that a family's financial commitment should be in equitable proportion to its financial resources. The same financial information is asked of all parents. The Family Financial Worksheet (FFW) is used to determine each family's contracted fee (tuition amount) for the coming school year. Approximately 75 percent of MCS families pay a fee calculated on the sliding scale.

Q: How Is Each Child's Fee Calculated?

Families submit a confidential Family Financial Worksheet (FFW) as part of their admissions application. Current families also submit a new FFW each year. Student fees are set on a sliding scale based on each family's unique financial profile and situation.

Although we encourage all families to complete the FFW, families may choose not to submit financial information by signing the waiver at the end of the worksheet. This serves as an agreement to pay the full annual tuition throughout their child's time at MCS.



Family Individualized Tuition

Are you at an independent school and interested in learning more about Family Individualized Tuition? [Click here to learn more.](#)



Reimagining tuition at a school that values equity

The traditional independent school tuition model can establish a school culture with two different experiences: one for families who are receiving financial aid and one for everyone else. This dynamic can prevent every family from fully participating in the life of the school. With FIT, every single family at Gordon is investing to the best of their ability, in their children, in their education, and in their community. Only when every voice and experience is represented in the classroom can our children enjoy the full benefit of living and learning in a diverse community.

Noni Thomas López, Head of School

In This Section

Welcome and inquire

Get to know Gordon

Admission philosophy

Family Individualized Tuition

Family Individualized Tuition case studies

Reimagining independent school tuition

FIT vs. financial aid

Why we chose Gordon

Faces in the Hallway

Family Individualized Tuition case studies

The case study families below were created for illustrative purposes only and are not meant to represent actual Gordon families, past or present.

Case study: Alex and Mei

Alex and Mei have a first grader at Gordon and a younger child in pre-K at another school.

- Alex's yearly adjusted gross income is \$110,000
- Mei is self-employed and her average yearly income over the past three years was \$65,000
- They have \$200,000 of equity in their home
- Alex has outstanding student loan debt of \$40,000

The Family Individualized Tuition for Alex and Mei's first grader is \$22,175.

Next year when their younger child enters Kindergarten at Gordon, their Family Individualized Tuition will be \$18,272 per child, plus the annual modest tuition increase.

Case study: Tyler and Ari

Tyler and Ari have a fourth grader at Gordon.

- Tyler's yearly adjusted gross income is \$340,000
- Ari's yearly adjusted gross income is \$160,000
- They have \$200,000 of equity in their home and \$100,000 of equity in investments

The Family Individualized Tuition for Tyler and Ari's fourth grader is \$34,450.

There are a variety of fees and expenses families will incur while at Gordon, beyond their FIT price.

Those costs are all outlined in detail at www.gordonschool.org/fees

Families that choose to pay the maximum FIT price may do so by logging into the FIT portal; These families are not required to submit a family financial overview.

Maximum Family Individualized Tuition for the 2021-2022 school year is:

\$26,300 (Nursery and Preschool full day program – partial day program options also available)

\$30,600 (Young Kindergarten full day program – partial day program options also available)

\$34,450 (Kindergarten through fourth grade)

\$36,950 (fifth grade)

\$37,950 (sixth grade through eighth grade)



Private Education

Forget financial aid — that's old school

Gordon School overhauled its tuition model, wiped 'financial aid' from the books, and began changing a culture that goes back generations

BY SCOTT PICKERING
spickering@eastbaynewspapers.com

Gordon School is one month into a groundbreaking new tuition program, and everything is different. Except, it isn't. Except, it really is.

The 'not so different' part is the diverse student population in an elite East Providence school with a top tuition price of about \$34,000. The 'different' part is everything else having to do with tuition — what it's called, how it's talked about, what it means and how it defines or classifies students in the school.

It's one thing to say Gordon School is FIT! — it looks great on a bumper sticker — it's another to understand what that means.

To begin, FIT stands for Family Individualized Tuition. It's the new program that went live this month after three years of planning.

As of the 2018-19 school year, none of the 350 Gordon families is receiving financial aid. The entire financial aid structure is gone. Even the terminology is gone. You can't find "financial aid" on the school website, pamphlets or admissions materials, nor can you find



Gordon School replaced the traditional tuition-financial aid model with a system of individualized tuitions for every family.

it on the digital portal used by parents to apply to the school. Since Gordon's longtime software vendor could not create a platform without the words "financial aid," they went out and found a new vendor to write a custom program.

"Financial aid is not something that's in our terminology or our reality," said

Tom Cicatiello, the school's chief financial officer. "We're not window-dressing here, so we didn't want to have people pull back the curtain and see the same, old thing."

The new concept is relatively simple. Instead of charging every family the

Tech-savvy teens still need help on the internet

New information literacy course at Providence Country Day School to help students become experts in web credibility

It's a cultural norm that teenagers today spend hours online each day engaged with games, music, shows and social media. What's largely unknown, however, is most youth lack the critical skills needed to navigate information on the internet, according to a recent study led by Stanford researchers. From social media feeds to search results, students have trouble judging credible sources from unreliable ones and confuse original and sponsored content across news outlets, blogs and other digital channels, as reported from the Stanford Graduate School of Education.

"When we Google, there could be 10 million results that address a search topic, all from different angles or opposing viewpoints,

See FIT Page 4

See TECH Page 12

Individualized Tuition Program

DOMESTIC DAY

Our Domestic Day families typically pay between \$6,000 and \$18,060 per student.



Overview

Menaul School offers the **Individualized Tuition Program**, which is available to all **Domestic Day students** (50% of our population participate in the program). This ITP allows families to apply for an individualized tuition amount, staying within 10-15% of your household income. Net tuition includes fees and lunch.

ADMISSION

Domestic Boarding

Get To Know Us

Individualized Tuition
Program

Individualized Tuition
Program Case Studies

International Students

Apply

AWARDING STRATEGIES

It is important to consider the following general principles for awarding discounts:

- Monitor net tuition revenue and focus on meeting revenue goals.
- Do not discount over 50% of the tuition rate unless you have an endowment or donations to fund more.
- Consider grade level balance in your awarding strategy.

MARKETING STRATEGIES

Your marketing strategies should focus on the following:

- Messaging
- Website
- Videos
- e-Books
- Webinars
- Ads
- Case Studies
- Testimonials

MESSAGING AFFORDABILITY

Have you considered how you can communicate a message of affordability?

- Don't focus only on how much your school's tuition will cost. Instead, focus on how a parent can afford your school.
- Communicate value for the investment.
- Utilize testimonials from parents.





THE IMPORTANCE OF YOUR WEBSITE

One of the most important pages of your website is the tuition page. However, it is one of the least considered when designing a website.

- Communicate a message of affordability.
- Demonstrate the ROI and the value for the investment.
- Provide case studies and examples.

TOOLS: VIDEOS, E-BOOKS, WEBINARS & ADS

It is important for you to use marketing tools to reach prospective parents about the affordability of your school.

- E-Book on Affording a Private School
- Webinar on How a Parent Can Afford Your School
- Video overview of your program
- Social media and paid search ads





HOW CAN I AFFORD TO SEND MY KIDS TO LEGACY?

THE REAL QUESTION IS...HOW CAN YOU AFFORD NOT TO?

An LCA education is a long-term investment in your child's academic and socio-emotional future. What is nurtured and developed today shapes your child's tomorrow, and the person they will become. Did you realize that from Kindergarten through 12th grade, your child will spend over 15,000 hours in school? These are the years that lay the foundation for your child's future, and each passing day is an opportunity for growth and development. Children, like adults, often absorb and adopt the values of their coaches, teachers, and peers. By laying a Biblical foundation that promotes scholarship, leadership, and service, there are no boundaries to what our students will be able to achieve! Our dedicated faculty and Christ-loving community would love to welcome you to the LCA family.

CONCERNED
ABOUT AFFORDING
PRIVATE SCHOOL?



LET'S TALK
about what indexed tuition might look like for your family.



Download our Investment Guide and get connected with an admissions team member. ►



Hebron Academy

Six key values of a private school education

When it comes to your child's education we know you have a range of options in front of you - and not all them involve paying.

Understanding the *true value* of private school education, and what sets an independent school experience apart, is key to determining if it will be the right education choice for your family.



So, if you have ever found yourself asking "Why pay?", download our helpful guide The 6 Reasons Why it Pays to Pay" - designed to answer that question and explore the value of a private school education.

Download your free guide today

* Required

First Name*

Last Name*

Email*

Please send a confirmation email to the address below*:

— “ ” —

My time at Hebron Academy was a transformative experience. Within an incredibly close-knit community, I got to learn from outstanding faculty devoted to the growth of each student, and have a blast participating in a wide range of extracurricular activities.

With all the memories, experiences and adventures I gathered, my time at Hebron prepared me to open doors to whatever I want to do.

- Carlo Kobe '19



Want to talk it through?

We are always happy to answer your questions. Please call or email and we'll arrange a time to talk.

CONTACT ADMISSIONS



How Can I Afford a Private School Education For My Child?

WATCH OUR ON-DEMAND WEBCAST

Can our family afford a private school tuition?

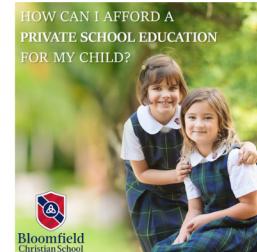
Many parents rule out the idea of sending their children to a private school because they think it's too expensive.

We'll help you look under the hood at what motivates a decision for private school education and give you tips and suggestions for working tuition into your family budget.

Watch our on-demand webcast to learn several strategies to help families manage tuition payments and make a private school education a reality for their children.

What's in it for you?

- Understand the value of private Christian education
- Learn how you can plan for and work private school tuition into your family budget
- Get practical tips and hear stories from parents who invested in private education



Complete the form to watch webinar.

First Name

Last Name

Email

How did you first learn about BCS?

Please Select

What is your greatest desire for your child's school?

Please Select

WATCH NOW

CAN OUR FAMILY AFFORD A PRIVATE SCHOOL?

Do you desire a private school education for your children yet don't think your family can afford the monthly tuition payments?

We'll help you look under the hood at what motivates a decision for private school education and give you tips and suggestions for working tuition into your family budget.

Download our free, printable tip sheet to learn how other families are utilizing creative solutions and finding room in their budgets for private Christian education for their children.



Complete the form to download your checklist.

First Name

Michael

Last Name

Warton

Email

michael.warton77@gmail.com

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Which best describes you?

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Bloomfield Christian School

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Do you dream of sending your child to a private Christian school but have doubts when you look at your bank accounts?

When you take time to do a thorough investigation of your budget, instead of relying on assumptions, you might be pleasantly surprised at what you discover.

Download our tip sheet of practical ideas to find room in your budget for private school.

The image shows a group of seven students in school uniforms (dark blazers and white shirts) standing together. One student in the foreground is holding a booklet titled "Practical Tips to Make Private School a Reality".

**Practical Tips
to Make Private
School a Reality**
TIPSHEET

DOWNLOAD NOW

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Wondering if you can afford private Christian education?

Don't let private school tuition discourage you from seizing the best oppor...

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Don't let finances stand in your way. A Brook Hill education is more affordable than you think!

Start the conversation and see how our financial aid program can give your family access to Christ-centered, college preparatory education.



BROOKHILL.ORG

Don't let finances stand in your way.

Brook Hill is a private Christian school in Tyler, Texas. We are a premier d...

[Learn More](#)

IS THIS RIGHT FOR YOU?

#1

You are currently using financial aid to meet the needs of your families through an endowment, fundraising gifts and tuition discounts.

#2

Your focus is on generating tuition revenue rather than viewing financial aid as an expense.

#3

Empty seats can be filled without significantly increasing expenses, unless it is the strategic addition of a teacher.



IS THIS RIGHT FOR YOU?

#4

You want to find a way to break through the price barrier and reach middle class families.

#5

No family pays the full cost of education at your school. Even full pay families receive a discount through the endowment or annual gifts to the school.

#6

You have a goal of creating more socio-economic diversity at your school through the strategic use of marketing affordability.



PANEL DISCUSSION

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MARKETING AFFORDABILITY TO BREAK THROUGH THE PRICE BARRIER



ADAM HOUSLEY

Senior Director of
Advancement
Legacy Christian Academy



REBECCA NISZCZAK

Director of Enrollment
Management
Newtown Friends School



RUDI GESCH

Director of Marketing
and Communications
Eastern Christian School

#1

Why did you implement Variable, Indexed or
Flexible Tuition at your school?



#2

Why did you choose this name for your program?
What does it mean?



#3

How did you implement this strategy at your school? How did your financial aid awarding strategy change?



#4

How did your current parents respond to the launch of this program?



#5

How have you marketed this program to your community?



#6

What have been the results from implementing
this strategy at your school?



#7

Do you have any advice for school leaders
considering this initiative?



Questions?



RICK NEWBERRY, PH.D.

President of
Enrollment Catalyst

rick.newberry@enrollmentcatalyst.com

MARKETING AFFORDABILITY TO BREAK THROUGH THE PRICE BARRIER



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Thursday, April 29
1:00 EDT

Transforming Your
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Thursday, April 29

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Thank you!