

ENROLLMENT MARKETING

Spring Training

WEBINAR SERIES

★ ★ ★



INSPIRING YOUR SCHOOL COMMUNITY TO KEEP YOUR FAMILIES ENROLLED



RICK NEWBERRY, PH.D.

President of
Enrollment Catalyst

STRATEGIC COACHING FOR SCHOOL GROWTH

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



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@RickNewberry

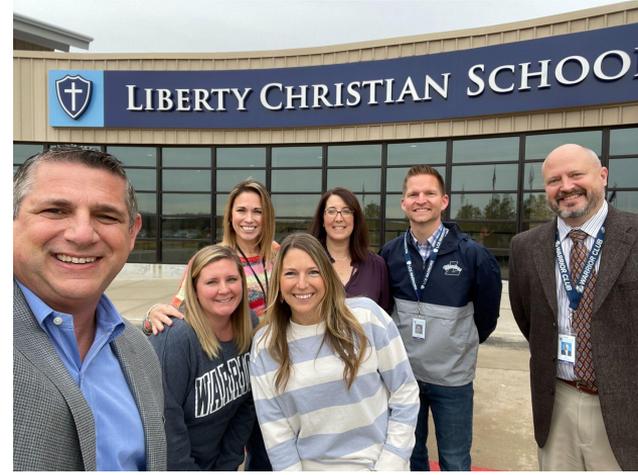


[GET STARTED](#) [NEWS](#) [RSS](#) [BLOG](#)

A photograph of a female teacher with dark hair, wearing a light-colored button-down shirt, looking down at a laptop screen. She is surrounded by several young students, including a girl in a yellow sweater who is smiling broadly. The scene is brightly lit and appears to be a classroom or a learning center.

**Flat or declining enrollment?
We can help.**

MacBook Pro





The Latest from Rick Newberry's Blog

**Think Outcomes,
not Deadlines**
Using the Principles
of Prioritization

Thurs, March 25

**Webinar: Think Outcomes, not
Deadlines: Using the Principles of
Prioritization to Help Your Team
Get Focused**

Register now for this free webinar with Andy Lynch and Kaleen Goodeill from North Star Marketing, on Thursday, March 25 at 1pm EDT.

**Enrollment & Marketing
STRATEGIES**
in Uncertain Times

Mon, March 22

**Webinar: Enrollment and Marketing
Strategies in Uncertain Times**

Register now for this free webinar with Rick Newberry, Enrollment Catalyst, and Andy Lynch, North Star Marketing, on Mon, March 22 at 1pm ET.



**The Enrollment Marketing Spring
Training Series: March 22-May 3**

Batter up Marketing and Enrollment professionals! Enrollment Catalyst's Rick Newberry and the North Star Marketing team present the 2021 Spring Training Series. With 9 free webinars that will be presented over the next several weeks, you will receive the training you need to improve your game.

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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SCHOOL SURVEY SOLUTIONS

— FROM —

enrollment catalyst

#1

The graphic features a dark blue rounded rectangle with a white checkmark over the word 'SURVEY'. It is surrounded by six circular icons: a red circle with a signpost, a teal circle with a family of three, a teal circle with a megaphone, a yellow circle with a clipboard, a grey circle with a hand pointing up and '#1', and a grey circle with a circular arrow.



INSPIRING YOUR COMMUNITY

to Keep Your Families Enrolled



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CUSTOMER RETENTION



KEY QUESTIONS

- **Are you concerned about retention?**
- **Is your school community focused on keeping your current families enrolled?**
- **Have you inspired your faculty and staff to keep your families enrolled?**

OUR FOCUS

During this webinar, we will discuss effective strategies that you can implement to inspire your faculty and staff to keep your families enrolled.

WHAT TO EXPECT

- **The mark of a great school**
- **Reasons why families leave**
- **Reasons why families stay**
- **The real cost of attrition**
- **Satisfaction matters**
- **Leaders must lead**
- **Roles of faculty and staff**
- **Retention Early Alert System**
- **Concluding thoughts**

FROM HIGHER EDUCATION

- Vincent Tinto wrote, *Leaving College*, in 1987 and revised it in 1994.
- Tinto said that the key to effective retention is in a strong commitment to quality education and the building of a strong sense of inclusive educational and social community on campus.

LEAVING COLLEGE

*Rethinking the Causes and Cures of
Student Attrition* **VINCENT TINTO**

THE MARK OF A GREAT SCHOOL





“Great schools are known by engaged, committed families: the ones who come for the promise of an exceptional educational community and stay because they can’t imagine finding anything else.”

—RICK NEWBERRY

KEY INDICATORS

#1

A strong retention rate of 90% or higher is a key ingredient of a great school which indicates that parents are willing to remain enrolled.

#2

Strong parent satisfaction scores on your annual survey indicates that parents are satisfied with the overall educational experience at your school.

#3

A high Net Promoter Score (NPS) of 50 or higher demonstrates that parents are willing to talk positively about your school to their friends.



#1

The retention rate should be measured overall,
by division and by grade level.



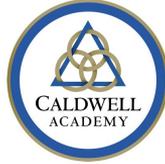
#2

A parent survey gives you the opportunity to measure satisfaction in many areas as well as to benchmark your data.



POLL

**Do you conduct an
annual parent
satisfaction survey
at your school?**



2021 Parent Survey

*** 7. Based on what you know now, do you plan for your child(ren) to graduate from the 12th grade from Caldwell Academy?** 

- Yes
- Unsure
- No

If you selected "unsure" or "no," please comment on the reason for your response:

*** 8. What is your overall level of satisfaction with your child(ren)'s educational experience at Caldwell Academy?** 

Very Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Very Satisfied
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please comment on your response:



“Satisfied parents won’t leave, and they’ll tell others about their experience they’ve had at your school. The result is a healthy, sustained growth through a dedicated parent base and positive word-of-mouth -- the best form of advertising you can never buy.”

— RICK NEWBERRY

#3

A Net Promoter Score Survey is based on the question of how likely they will recommend your school to a friend in the community.



The NPS Survey begins with this main question. Based on their response, the parent is in one of these categories:

- Promoter (9-10)
- Passive (7-8)
- Detractor (0-6)

The image shows a laptop screen displaying the survey interface. At the top, the Holy Trinity Episcopal Academy logo and name are visible. Below that, the title "2020 Parent Survey" is centered. The main question is: "* 1. On a scale from 0-10, with 10 being the highest, how likely is it that you would recommend Holy Trinity Episcopal Academy to a friend?". Below the question is a horizontal scale with radio buttons for each number from 0 to 10. The scale is labeled "Not at all likely - 0" on the left and "Extremely likely - 10" on the right. A "Next" button is positioned below the scale. The laptop's "MacBook Pro" logo is visible at the bottom of the screen.

HOLY TRINITY
EPISCOPAL ACADEMY

2020 Parent Survey

* 1. On a scale from 0-10, with 10 being the highest, how likely is it that you would recommend Holy Trinity Episcopal Academy to a friend?

Not at all likely - 0 1 2 3 4 5 6 7 8 9 Extremely likely - 10

Next

MacBook Pro

★ NET PROMOTER SCORE ★

$\% \text{Promoters} - \% \text{Detractors} = \text{NPS}$



POLL

**Have you
conducted a Net
Promoter Score
Survey during the
past year?**

KEY INDICATORS

90%+

**RETENTION
RATE**

4.0+

**SATISFACTION
SCORES**

50+

**NET PROMOTER
SCORE**

SCHOOL SURVEY SOLUTIONS

— FROM —

enrollment catalyst

#1

The graphic features a dark blue rounded rectangle with a white checkmark over the word 'SURVEY'. It is surrounded by six circular icons: a red circle with a signpost, a teal circle with a family of three, a teal circle with a megaphone, a yellow circle with a clipboard, a grey circle with a hand pointing to '#1', and a teal circle with a megaphone.

An aerial photograph of a school campus, overlaid with a dark teal color. A yellow star is placed on one of the central buildings. The text 'REASONS WHY PARENTS LEAVE' is written in large, white, bold, sans-serif capital letters across the middle of the image.

REASONS WHY PARENTS LEAVE

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OUT OF YOUR CONTROL

Moving

When families move to another area, this decision is out of your control.

Needs of Child

Sometimes, you will decide that the school can't serve the needs of their child.





FINANCIAL REASONS

Financial reasons are typically the number one reason why a parent chooses to leave your school.

- Can't afford tuition
- Job loss or change
- Rising cost of tuition
- Not enough financial aid

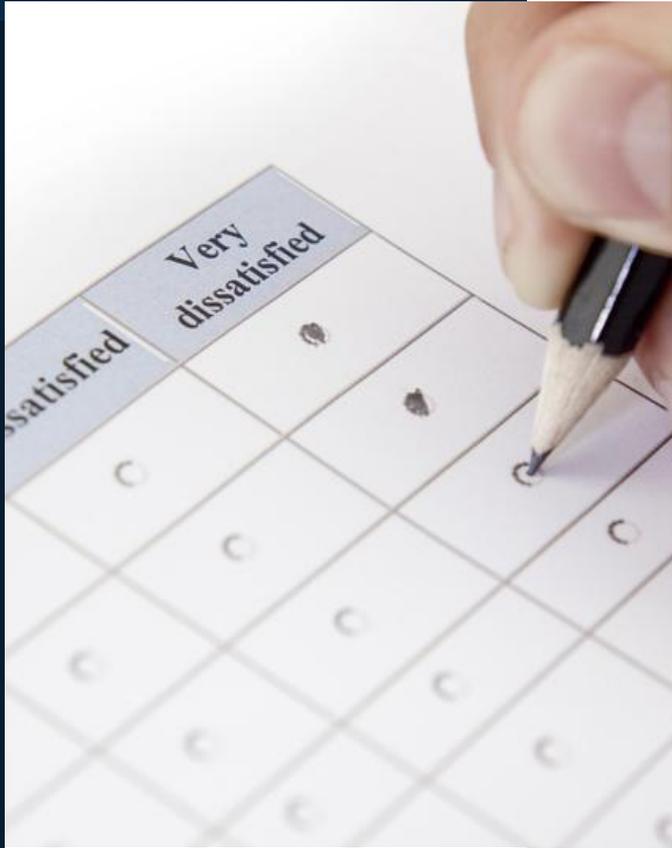
In some cases, parents will use financial reasons to mask the real reason why they are leaving your school (or vice versa).

OPPORTUNITIES

Parents and students will often make a decision to leave your school for opportunities somewhere else:

- Arts
- Athletics
- College Placement
- “Greener Grass”
- Reputation
- Social issues/friendships
- Specialized programs





DISSATISFACTION

Parents and students will look for another school when they are dissatisfied with their experiences. They will leave when their perceived values don't match their educational experiences at your school.

An aerial photograph of a school campus, featuring a large central building complex, a parking lot, and a baseball field. A yellow star is placed on the central building. The entire image has a dark teal overlay.

REASONS WHY PARENTS STAY

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SATISFACTION

Parents will most likely remain enrolled when they are satisfied with their child's educational experiences.

	very satisfied	satisfied
How satisfied are you with ...	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Your overall experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Overall quality of service provided	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Services as you wanted	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Overall experience with our company	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you get a good value for the money	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Comfort and friendliness of the facility	<input checked="" type="checkbox"/>	<input type="checkbox"/>



CONNECTED TO A COMMUNITY

Parents and students will most likely remain enrolled when they are connected in a community.

- Friendships (parents and students)
- Faculty, staff and coaches
- Teams, clubs, groups

COMMITMENT TO YOUR MISSION

Parents and students will most likely remain enrolled when they believe in and are committed to your school's mission and vision.



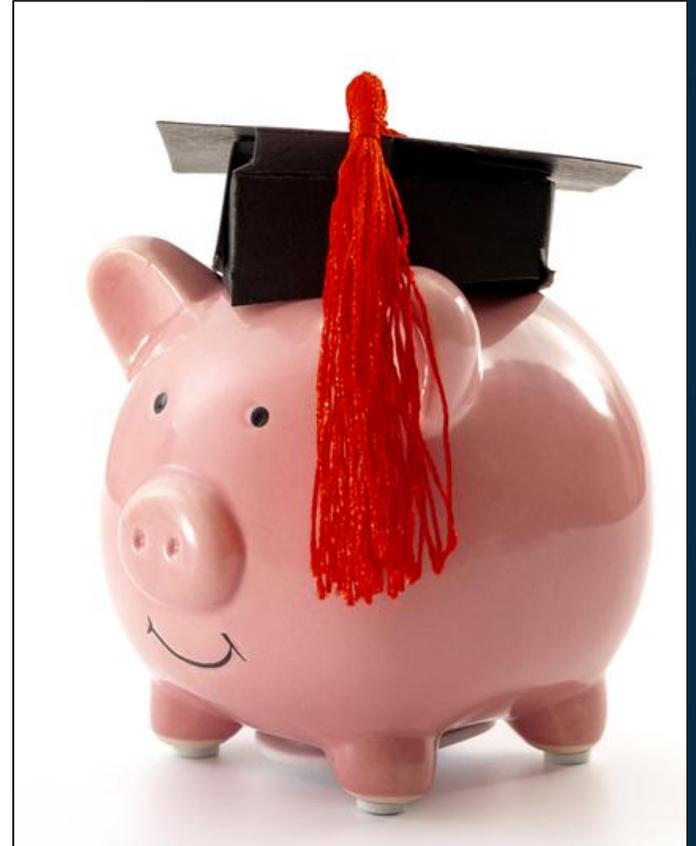


WHAT'S BEST FOR THEIR CHILD

Parents will most likely remain enrolled when they believe that your school is providing the best educational experiences and opportunities for their child.

ABILITY AND WILLINGNESS TO PAY

Parents will most likely keep their children enrolled when they have the ability and willingness to pay tuition.





PERCEIVED VALUE MATCH EXPERIENCE

Parents will most likely remain enrolled when the perceived value matches the actual educational experience. As a result, there is a commitment to stay and pay.

★ Perceived Value (PV) = Educational Experience (EE) ★

THE REAL COST OF ATTRITION

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“It is more cost effective to retain a family than it is to recruit a new replacement.”

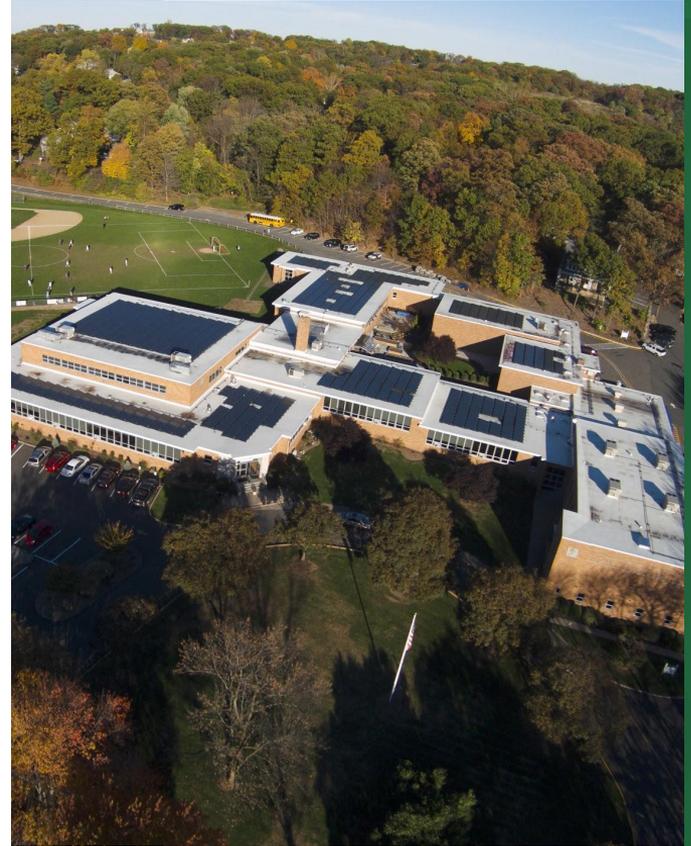
Everyone



THE VALUE OF YOUR FAMILIES

Have you considered the value of the students enrolled at your school?

- Opportunity to fulfill your mission
- Opportunity make a life changing impact on the life of a student
- Opportunity to gain revenue every year through graduation





THE VALUE OF A KINDERGARTEN STUDENT

What does a Kindergarten student represent?

- Opportunity to fulfill your mission
- A future student for every grade level
- A future graduate and alumnus
- A parent to share positive word of mouth
- Tuition revenue for the next 12 years

LOST REVENUE AS A RESULT OF ATTRITION

If your tuition is \$15,000/year, then this student will result in \$180,000+ revenue for your school from 1st to 12th grade. If this student leaves...

- After Kindergarten = lost \$180,000+
- After 5th Grade = lost \$105,000+
- After 8th Grade = lost \$60,000+



An aerial photograph of a school campus, including a large central building, a parking lot, and a baseball field, set against a backdrop of a densely wooded hill. A yellow star is placed on the central building. The entire image has a dark teal overlay.

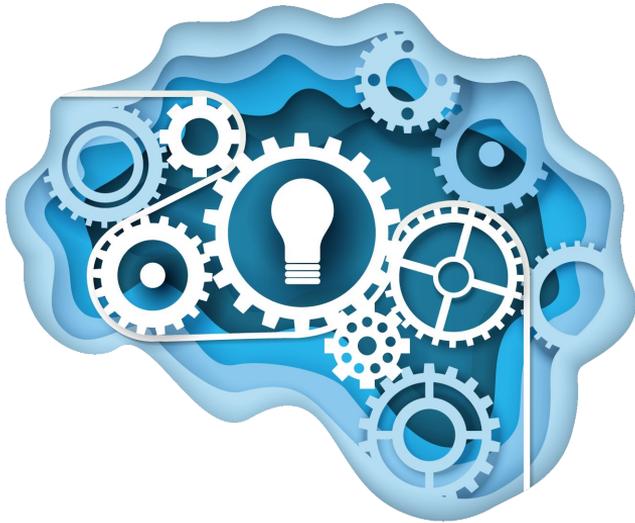
SATISFACTION MATTERS

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★ PARENT SATISFACTION ★

Parent satisfaction is the key to retention. The higher the satisfaction, the more likely a parent will keep their child enrolled.

KEY AREAS OF SATISFACTION



- Academic programs
- Arts, drama and music programs
- Athletic programs
- Class size
- Coaches
- College preparation and placement
- Communication
- Community
- Customer service
- Extracurricular activities
- Faculty
- Leadership
- Safety and security



LEADERS MUST LEAD

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***“Leadership is the pivotal force
behind successful organizations.”***

**BENNIS AND NANUS,
LEADERS: STRATEGIES FOR TAKING CHARGE**



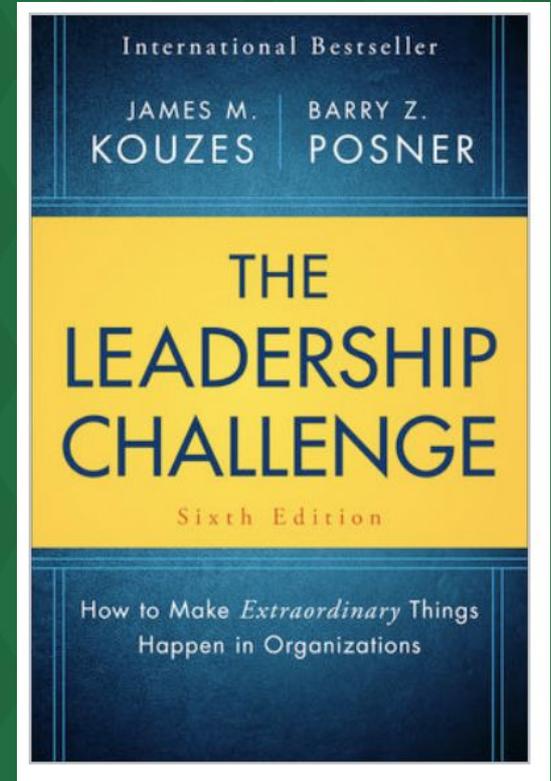


“Leadership is not about a position or title. It’s about caring, about relationships, and about what you do.”

— KOUZES AND POSNER, THE LEADERSHIP CHALLENGE

LEADERSHIP

“Leaders have a desire to make something happen, to change the way things are, to create something that no one else have ever created before.”



MEET THE FIVE PRACTICES OF EXEMPLARY LEADERSHIP®



#1

★ **MODEL THE WAY** ★

“Modeling the way is essentially about earning the right and the respect to lead through direct individual involvement and action. People first follow the person, then the plan.”

#2

★ INSPIRE A SHARED VISION ★

“Their own enthusiasm was catching; it spread from leader to constituents.” *(p. 16)*

#3

★ CHALLENGE THE PROCESS ★

“Leaders are pioneers -- people who are willing to step out into the unknown. They search for opportunities to innovate, grow and improve.” *(p. 17)*

#4

★ **ENABLE OTHERS TO ACT** ★

“When leadership is a relationship founded on trust and confidence, people take risks, make changes, keep organizations and movements alive.” *(p. 19)*

#5

★ **ENCOURAGE THE HEART** ★

“It’s part of the leaders job to show appreciation for people’s contributions and to create a culture of celebration.” *(p. 19)*

LEADERS LEAD

MODEL THE WAY

INSPIRE A SHARED VISION

CHALLENGE THE PROCESS

ENABLE OTHERS TO ACT

ENCOURAGE THE HEART

POLL

**Who is responsible
for leading the
retention strategy
at your school?**

HEAD OF SCHOOL AND ADMIN TEAM

The Head of School and the Administrative Team should lead the retention effort at your school. This is not the role of the admission director. Retention is more about what happens throughout the entire educational experience rather than a specific strategy that can be implemented.

RETENTION TEAM

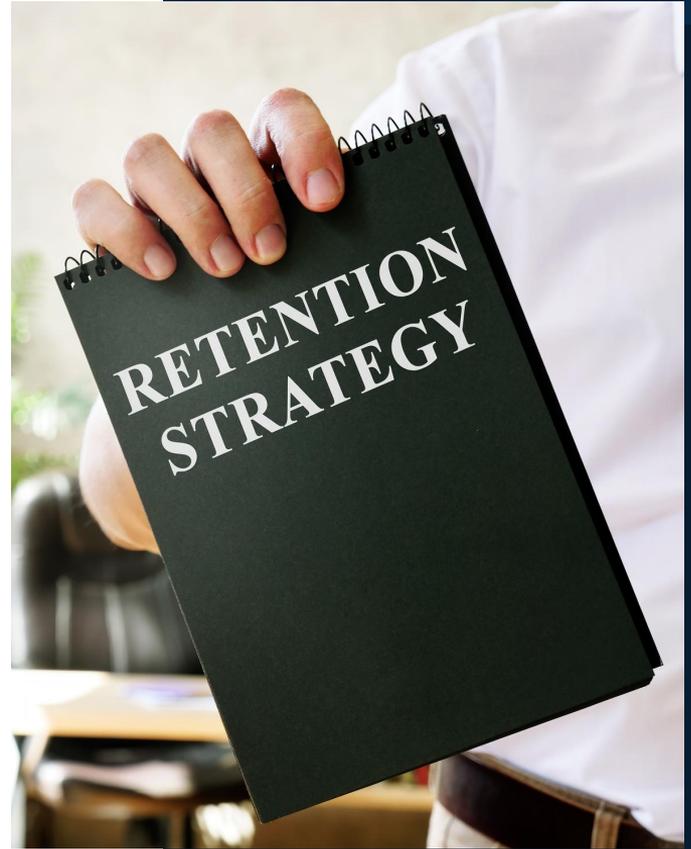
A retention team can also be instrumental in implementing the retention strategies to keep your current families enrolled.

An aerial photograph of a school campus, heavily tinted with a dark teal color. The campus features several large, multi-story buildings, a parking lot with several cars, and a baseball field. A yellow star is placed on the roof of one of the central buildings. The background is a dense forest of trees.

INSPIRING FACULTY & STAFF

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**FACULTY & STAFF
ARE KEY TO YOUR
STRATEGY**



INSPIRING RETENTION

Your school's retention plan should be the frequent focus of the leadership team. You should inspire your community to act.



in·spire

/in' spī(ə)r/

verb

1. fill (someone) with the urge or ability to do or feel something, especially to do something creative.
"his passion for romantic literature inspired him to begin writing"

Similar:

stimulate

motivate

cause

incline

persuade

encourage



POLL

**Level of
Agreement:
Faculty and Staff
at my school
understand their
role in the
retention strategy.**

POLL

**How often do you
discuss the
retention strategy
with your faculty
and staff?**

#1

★ FOCUS ON EXCELLENCE ★

The primary role of the faculty and staff is to serve the school with excellence in their area of responsibility. A school will only be as good as those who are hired and retained.

Leaders must hold faculty and staff accountable to excellence in their role.

“The brand on the outside is only as strong as the brand on the inside.”

**Karl Speak,
Beyond Marketing Thought**





★ **BE UNITED** ★

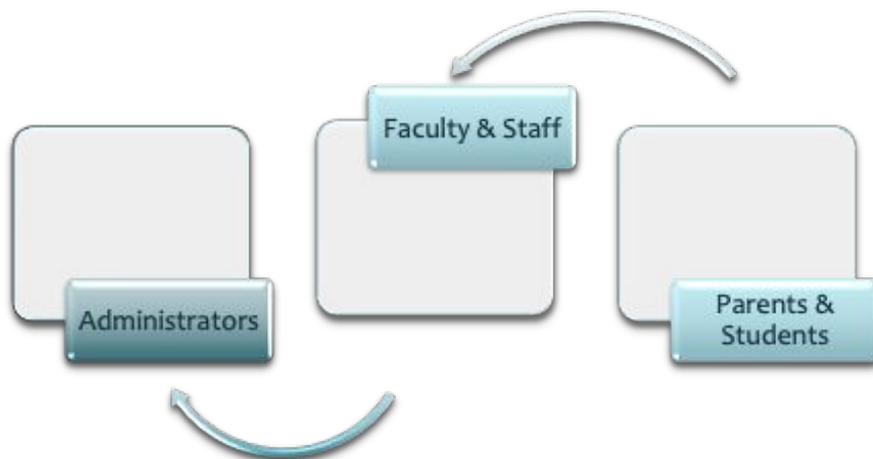
While we may not agree on everything, it is important that we are united in our purpose and message. We need to work together as a team.

UNITED IN MESSAGE

Memorizing an elevator speech is not the answer. However, your faculty and staff need direction about the overall message you are communicating to parents and students. The leadership must spend time with the faculty and staff discussing the messaging, which is rooted in the school's identity.

DIFFUSE NEGATIVES

Faculty and staff have the opportunity to turn negative conversations and gossip into positive brand moments. It is important that they do not join in the negativity. They should redirect concerns to the appropriate leadership.



ONE TEAM

The faculty and staff must work together on the same team. Silos and divisions will work against your school's retention goals.

CELEBRATE

The faculty and staff should take time to celebrate the successes of their colleagues, students, parents and alumni. This will build a positive culture and will reinforce the difference that is being made in the lives of students at the school.

#3

★ **RELATE AND COMMUNICATE** ★

The faculty and staff work to teach and serve within the context of a relationship which requires being effective communicators.

BE PERSONAL

When faculty and staff take time to be personal, relationships are formed in the context of a community. Faculty and staff can be personal in many ways:

- Birthday cards
- Personal emails and text messages
- Phone calls
- Thanksgiving card

POSITIVE NOTES

The power of a personal note of encouragement about a child can go a long way in making a positive connection with a parent:

- 50 faculty and staff each write 5 positive notes a week.
- This results in 250 positive notes a week and 13,000 for the entire year.
- Every parent wants to hear positive feedback.

COMMUNICATE

Faculty and staff should intentionally communicate what students are learning in their specific class, group or team.

#4

★ TELL STORIES ★

There are countless stories that could be shared about your school. Faculty and staff have a two-fold opportunity to tell stories to their students and parents while sharing stories with the administrative team.

INTERNAL STORYTELLING

It is important for the faculty and staff to share stories of the school to their students and parents. Some stories include:

- Alumni success stories
- Stories about their colleagues
- Stories about what to expect at the next grade level or division

CAPTURE THE MOMENT

Every class, team, group or club has moments that are worth sharing in a story. However, the marketing staff can't be everywhere to capture all of the great stories.

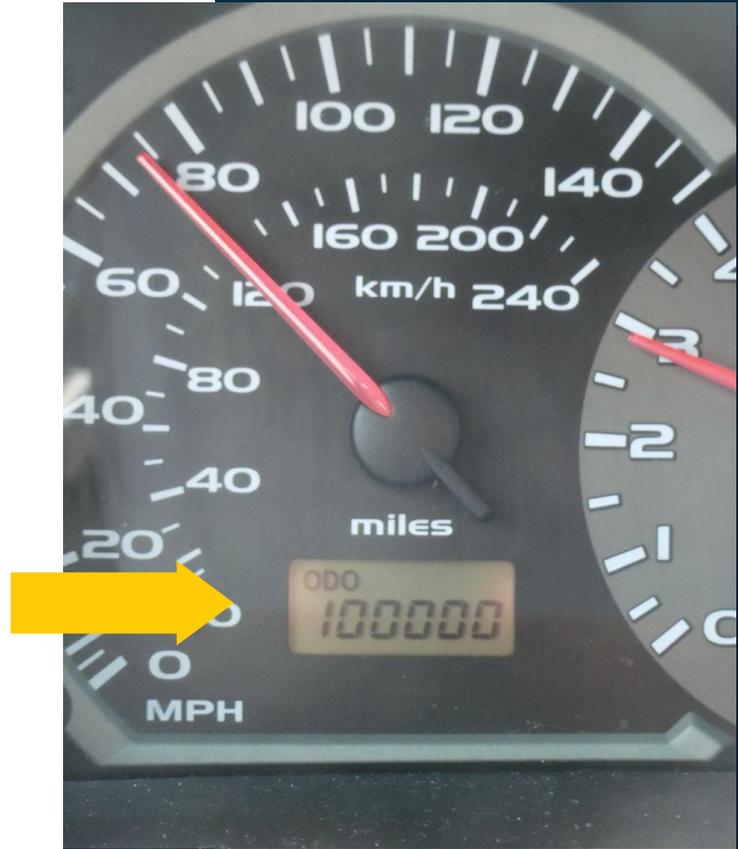
BRAKE



ODO
100000

x 1000 r/min

- What if every faculty and staff member at your school captured one moment every month in their area?
- What is one story that they can share from their area each month?
- Three bullet points and a few pictures would make it possible to reinforce the story of the school to the internal market.



[PLAN A VISIT](#)[APPLY](#)[GIVING](#)[CALENDAR](#)[RENWEB](#)[CONTACT US](#)[SEARCH](#)[ALUMNI](#)[CURRENT FAMILIES](#)[About Us](#)[Stories](#)[Admissions](#)[Academics](#)[Spiritual Life](#)[Arts](#)[Athletics](#)

Preparing Students to Thrive

We are a Christian, international preparatory school with more than 700 students in Pre-K through 12th grade.

[PLAN A VISIT TODAY](#)



MEET OUR TEACHERS
MR. DAVID RIOS

Teaches: Computer Science Principles, AP Computer Science, Programming Fundamentals, Robotics Fundamentals, Advanced Robotics

Other Responsibilities: FTC Robotics Coach

Tell us about your family. My wife, Cassie, and I live in Lexington and have four children: two sons (Jonathan, grade 7, and Jayson, grade 6) and two daughters (Abby-Claire, grade 2, and Amy, K5). We were missionaries and teachers in Belize prior to joining Ben Lippen.

What do you like to do in your free time? I love music and am a worship leader at my church in Lexington, Riverbend Community Church: training worship leaders, building worship teams, writing songs and music, etc...

I also love learning! I get bored if I am not learning something completely new and mastering it, like photography, repairing guitars, building things...

What is something most people don't know about you? I played soccer at Nyack College as a forward. I owned two businesses (Network Engineer Consultant and Wedding Photographer) while working at Ben Lippen.



What are you passionate about? I love teaching and I love our students! I love helping students realize that they are more than capable of accomplishing hard tasks, like winning robotic competitions, creating apps and games, being proficient at spreadsheets and presentations, and more. It excites me to see students be successful while at Ben Lippen and beyond. I love to see our students get to know more about themselves and Jesus as we do classes together.



MEET OUR TEACHERS
MS. TORI THOMPSON

Teaches: 5th Grade



Tell us a little about your family. My family is rooted in Christ. I grew up with parents who were real in Christ, thus paving my road to Jesus with sincerity. I also grew up in a house filled with music. I would often wake up Saturday or Sunday mornings with my dad playing the piano, practicing for the praise band at church, and come home to my mom teaching singing voice lessons. I have two siblings: an older brother and a younger sister. I now have a wonderful sister-in-law, and 5 awesome nephews, and one awesome niece.

What do you like to do in your free time? I love reading books and will consume them in frightening amounts if given the opportunity. I love movies and radio dramas as well--really anything with a story. And then I love discussing those stories with others and finding God in them. I love a good hike or walk in the woods, and sometimes ache for the outdoors when rain or travel restricts me for too long. You will also often catch me singing or humming a tune.

What else would you like readers to know about you? I'm passionate about social justice and have been blessed to travel to 23 different countries doing different ministries, with a few that worked with orphanages.

What is something most people don't know about you? I am a Brazilian citizen. I was 2008's fencing champion at my college, and I collect swords that represent my favorite pieces of literature and film. I also collect music boxes.

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About Us Stories Admissions Academics Spiritual Life



Meet Our Teachers

CATEGORIES

- BEN LIPPEN LIFE
- FAMILY EXPERIENCES
- FEATURED ALUMNI
- MEET OUR TEACHERS
- STUDENT HIGHLIGHTS



MEET OUR TEACHERS
MR. REINOLD WINTERHALTER

Teaches: High School Art (Drawing, 2D Art & Design, AP 2D Art & Design, 3D Art & Design, AP 3D...

VIEW THE STORY →



MEET OUR TEACHERS
MRS. CALLIE SMITH

Teaches: Pre-Algebra, Honors Algebra 1 Tell us about your family. My parents live in Winston-Salem, North Carolina, where I mostly...

VIEW THE STORY →

#5

★ **BE SERVICE MINDED** ★

Whether we like it or not, we have to serve our parents well. This requires that your faculty and staff are personable, responsive, and relational.

RESPOND AND COMMUNICATE

It is essential for your faculty and staff to respond to questions, concerns and issues that are raised by our parents.

Responding within 24 hours might not be good enough today. The goal should be to respond on the same day.

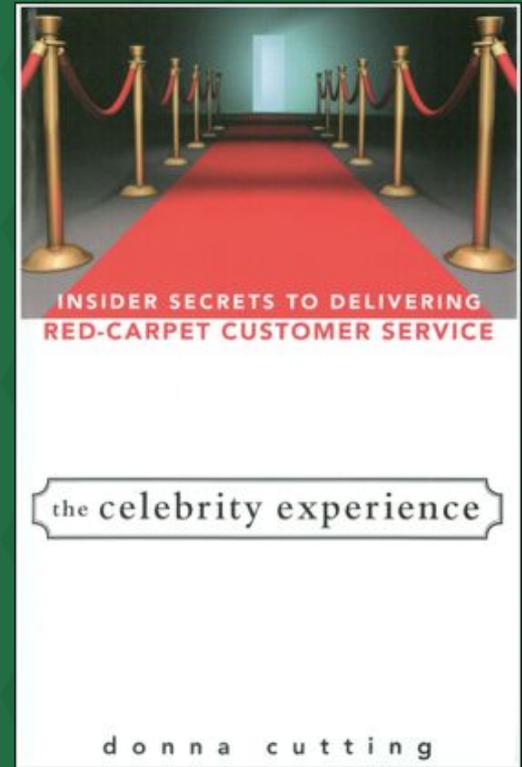
COMMITMENT TO SERVICE

It is important to have a customer service approach when working with parents:

- Take the time to listen
- Respond to questions and issues
- Always demonstrate care and concern
- Hold employees accountable
- Provide training
- Treat your parents like celebrities

“You can develop a slick marketing campaign that includes a catchy slogan and a fabulous website, but if you and everyone involved with your [school] do not deliver the goods, you might as well throw the marketing materials in the wastebasket.”

DONNA CUTTING,
THE CELEBRITY EXPERIENCE



BE UNFORGETTABLE

When you serve your parents or students in an exceptional way or do something that is memorable, this creates a moment that will be shared by word of mouth.

#6

★ **BUILD COMMUNITY** ★

Being connected to a community is a critical component of a successful retention strategy.

CONNECTEDNESS

Every faculty and staff member must work together to make sure that students and parents are connected in a community at your school.

AMBASSADORS

One of the roles of parent and student ambassadors is to work to build community and connections within your school.

NEW FAMILIES

Building community begins with your new families before their child begins class on the first day of school and continues throughout their first year and beyond.



★ FOCUS ON TRANSITION GRADES ★

You will most likely lose students in your transition grades. Consider how your faculty and staff can be involved in promoting the next level.

VIRTUAL TRANSITION GRADE EVENTS

Hold virtual grade level meetings to provide important information and to reinforce the value of continuing their child's enrollment at the next level.



Join Us For One of Our Virtual Step-Up Nights!

Do you have a rising Kindergarten, 4th, 5th, 6th, or 9th grade student? Transition grades can be an exciting time for students and their parents! We invite you to join us virtually and gain practical information on how to make the transition grades as smooth as possible for your student!

Register Today!



Transition grades can be an exciting time for students and their parents! We have created a special series of Virtual Parent Meetings to help you gain practical information on how to make these grade transitions as smooth as possible for your family! You can now check this series out "On Demand" if you have a student making one of these transitions for the 2021-2022 school year! **Registration is required, so sign up today!**

Rising 6th Grade Virtual Parent Meeting - On Demand - **Register Here!**

Rising 4th & 5th Grade Virtual Parent Meeting - On Demand - **Register Here!**

Rising Kindergarten Virtual Parent Meeting - On Demand - **Register Here!**

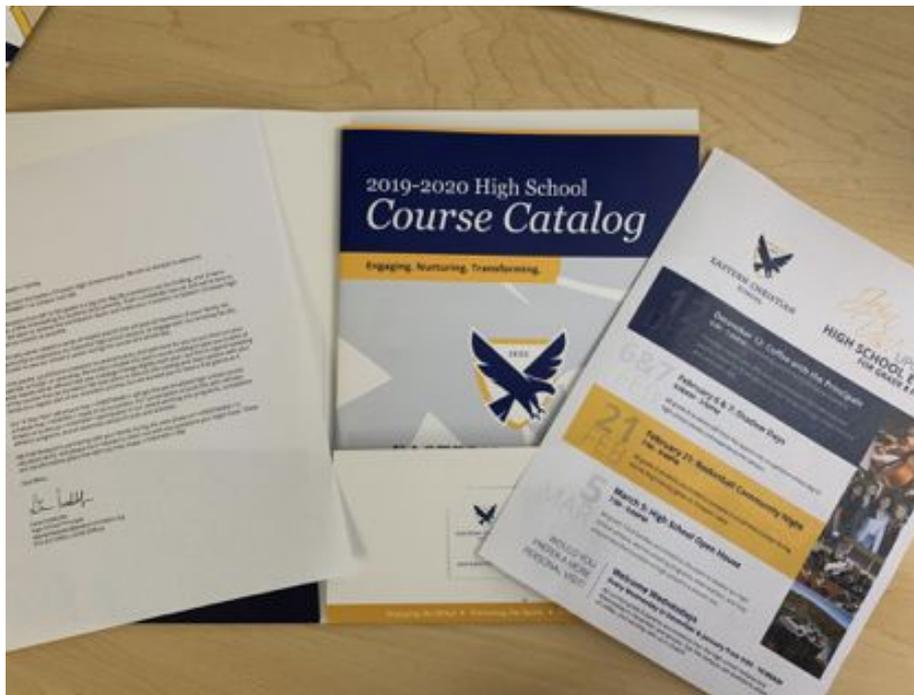
Rising 9th Grade Virtual Parent Meeting - On Demand - **Register Here!**

FACULTY IN TRANSITION GRADES

Remind the faculty in the transition grades to promote and reinforce the next level.

EMAIL MESSAGING

Develop a series of emails to communicate key messages and stories about the next level. These emails should be sent frequently throughout the transition year.



AN EXAMPLE

Eastern Christian took an intentional focus on retention from 8th to 9th grade.

ANOTHER EXAMPLE



Nardin Academy took an intentional approach to retention in the following ways:

- Personal contacts by principals
- Transition grade preview event
- Positive notes from faculty
- Series of email messages/stories
- Storytelling on social media
- Faculty stories
- Why Nardin? campaign

#8

★ INTENTIONAL RETENTION ★

Every faculty and staff member must work within their sphere of influence to be intentional about retention.

INTENTIONAL RETENTION

IDENTIFY

ENCOURAGE

REINFORCE

PROMOTE

IDENTIFY

Faculty and staff should identify students and parents that are on the fence or there are issues that may affect their continuous enrollment.

ENCOURAGE

Faculty and staff should encourage students and parents to continue at your school. This encouragement comes through relationships that are developed over time.

REINFORCE

Faculty and staff should reinforce the messages and stories about the school within their own sphere of influence.

PROMOTE

Faculty and staff should promote the next grade level and division at your school.

RETENTION EARLY ALERT SYSTEM



R.E.A.S.

Implementing a Retention Early Alert System will provide an opportunity to proactively and intentionally address issues related to the continued enrollment of your families.



#1

★ KEY INDICATORS ★

Develop a spreadsheet of your students/families and identify any key indicators (predictors) that may affect their continued enrollment.

KEY INDICATORS (PREDICTORS)

- Academic performance
- Connectedness in a group/community
- Disciplinary issues
- Dissatisfaction/Disgruntled
- Family situation
- Financial issues
- Health issues
- Involvement on a team
- Potential relocation
- Social issues

#2

★ GRADE YOUR PARENTS ★

You will need to implement a system to grade your parents on the likelihood that they will continue their enrollment at your school.

GRADING SYSTEM

FIRM



=

Parent/student will continue their enrollment at your school. There are no indicators of concern.

MODERATE



=

Parent/student has one or more indicators of concern that may affect their continued enrollment.

SHAKY



=

Parent/student have indicated that they likely won't continue their enrollment.

GRADES

- The administration should manage the overall grading process.
- Faculty and staff should have input based on what they know about the family.
- This information could be recorded in your school's database or on a spreadsheet.

#3

★ PLAN INTERVENTIONS ★

Plan interventions to work with at-risk families and students to explore solutions to keep them enrolled.



INTERVENTIONS

Assign a point person to facilitate a conversation or interaction with the family to address the issue. Work to provide a solution to the issue by focusing on ways to keep the family enrolled.

ONE-FAMILY- AT-A-TIME

- Retention comes down to relationships and conversations to find solutions.
- Hold personal meetings with the families graded “M” to deal with the specific issue(s) that may be affecting their continued enrollment.
- An effective R.E.A.S. is dependent on this key step to reach one family at a time.

#9

★ CONTINUOUS ENROLLMENT ★

Implement Continuous Enrollment instead of the traditional, annual re-enrollment process.

POLL

**Have you
implemented
Continuous
Enrollment at your
School?**

OPT-IN

Re-enrollment is the traditional process of asking your parents to opt-in annually by asking them to complete a process to return.

OPT-OUT

Continuous Enrollment assumes that your families will return next year. Families choosing to leave are asked to opt-out while everyone else continues their enrollment and pays a deposit/fee.

ADVANTAGES

- **Messaging is positive instead of planting seeds of doubt**
- **Eliminates a redundant process year after year**
- **Allows you to focus on families that choose to opt-out**

#10

★ FEEDBACK STRATEGY ★

Implement a strategy to provide feedback from your parents and employees throughout the year.

SCHOOL SURVEY SOLUTIONS

— FROM —

enrollment catalyst

#1

The graphic features a dark blue rounded rectangle with a white checkmark over the word 'SURVEY'. It is surrounded by six circular icons: a red circle with a signpost, a teal circle with a family of three, a teal circle with a megaphone, a yellow circle with a clipboard, a grey circle with a hand pointing up and '#1', and a grey circle with a circular arrow.

FIVE ANNUAL SURVEYS

- **New Parent Survey (Aug/Sept)**
- **Net Promoter Score Survey (Oct/Nov)**
- **Parent Satisfaction Survey (Spring)**
- **Employee Satisfaction Survey (Spring)**
- **Exit Survey (Summer)**

An aerial photograph of a school campus, including a large multi-story building, a parking lot, and a baseball field, set against a backdrop of a densely wooded hill. A yellow star is placed on the central building. The entire image has a dark teal color overlay.

CONCLUDING THOUGHTS

ENROLLMENT MARKETING
Spring Training
★ WEBINAR SERIES ★

RETENTION IS EVERYONE'S JOB

**Retention must be the focus of every
faculty and staff member at your school.**

LEADERS MUST LEAD THE WAY

MODEL THE WAY

INSPIRE A SHARED VISION

CHALLENGE THE PROCESS

ENABLE OTHERS TO ACT

ENCOURAGE THE HEART

INSPIRING YOUR COMMUNITY

What do you need to do to inspire your school community to keep your families enrolled?

Questions?



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Enrollment Catalyst

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Thursday, April 22

1:00 EDT

**Awareness to
Advocacy**

Helping Prospective
Parents Navigate the
Buyer's Journey



WITH



Awareness to ADVOCACY



Thursday, April 22

REGISTER NOW



Thank you!