



ARCHDIOCESE
of PHILADELPHIA
SCHOOLS
AMERICA'S FIRST CATHOLIC SCHOOLS

ENROLLMENT MANAGEMENT STRATEGIES

International Catholic Stewardship Council
September 2017

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THE CUSTOMER



Millennials and Technology

Newsjacking

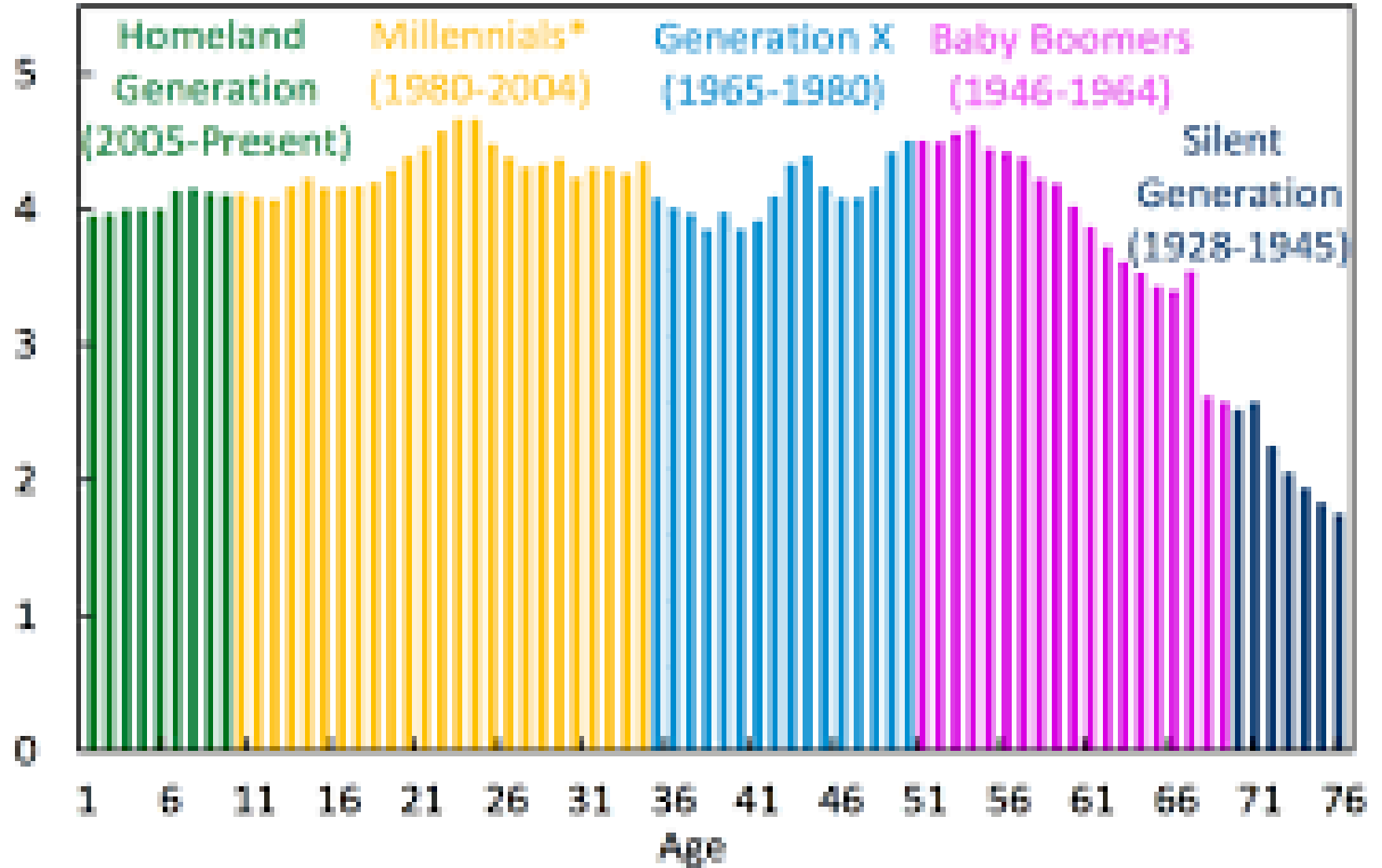
Attention Span

Twitter and Brand

90% Consumers Trust Peer Recommendations



Millions



OUR CHANGING CUSTOMER – MILLENNIAL MOMS

50% think it important to live close to their friends and family, compared with 29% of Baby Boomers and 40% of Gen Xers

More Millennials have a college degree than any other generation of young adults

Want to make a positive social impact on their own children and communities

Value having free time for recreation, and working in creative jobs



OUR CHANGING CUSTOMER – MILLENNIAL MOMS

72% say they closely monitor their children's diet

Appreciate that unstructured playtime just as important as other activities, providing kids with much-needed space for independent learning and growth

More are “stay-at-home parents” than past generations (23.2%, compared to 16% of Gen-X and 22% of Baby Boomers)

Twice as likely to look to Google for advice



OUR CHANGING CUSTOMER

Moms Born 1980-2004

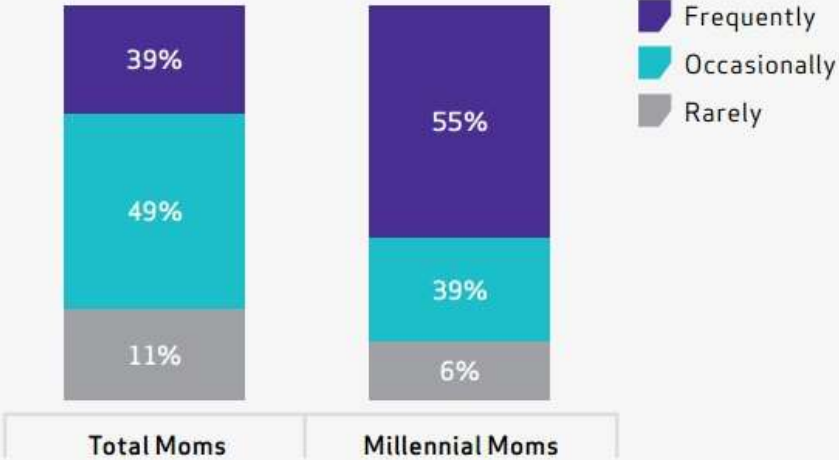
Highly Connected

Highly Influential

Share Info about Products and Services



How often do other people ask you for your opinion when they are making a decision to buy a product?



OUR CHANGING CUSTOMER



About 62% search online for reviews and information before purchasing a product and 90% believe brand recommendations from friends.

More than 90% of the conversations about products, services, and brands that take place every day in America happen offline.





ENROLLMENT PLAN

Prep Work – Set Goals

STEPS

Check Area Demographics

Review History

Consider Net Retention

Study Interactions

Review Financial Aid

Set Attainable but Stretch Goal



AREA

PS Enrollment

Baptism

Religious Ed



HISTORY

	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
K	44	33	29	24	26	19	29
1	43	32	24	25	16	23	15
2	43	39	32	23	26	16	22
3	39	42	35	31	21	24	15
4	34	37	42	33	34	22	24
5	40	24	32	40	30	32	20
6	34	36	18	25	37	31	29
7	24	33	36	17	24	33	29
8	40	24	33	37	18	25	34
TOTAL	341	300	281	255	232	225	216

K-1: -22%
1-2: -2.3%
2-3: -5.3%
3-4: 0.6%
4-5: -11.2%
5-6: -10.6%
6-7: -6.8%
7-8: 2.6%

History Does Not Equal the Future



INTERACTIONS

Prospect	Visit Day	Spring OH	7th Gr Tst	Pract Test	Part Sch Vis	HS Night	Fall OH	Shadow	App	Total
Student		1	1	1	1	1	1	1	1	8
Student	1	1	1	1	1	1	1			7
Student		1		1	1	1	1	1		6
Student	1		1	1	1		1			5
Student	1		1				1	1		4

What is the next step?



FINANCIAL AID

Grade	# Apps	Cal Need	Avg Need	# Award	% Award	Amt Award	Avg Award
9	120	300,000	2,500	44	37%	83,600	1,900
10	100	200,000	2,000	35	35%	63,000	1,800
11	90	180,000	2,000	28	31%	42,000	1,500
12	80	160,000	2,000	20	25%	28,000	1,400
Total	390	840,000	2,154	127	32.5%	216,600	1,650

Define Trends

Define Budget Needs





ENROLLMENT PLAN

Prep Work – Set Calendar

Class of 20__		June	July	August	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	
	Website Updates	[Blue]													
	Admissions Material Preparation	[Blue]													
	Admissions Material to Printer	[Blue]	[Blue]	[Blue]											
[Blue]	Marketing														
	Admissions Material Delivered			[Blue]											
	Event Invitations			[Blue]	[Blue]										
	Local School Advertising				[Blue]	[Blue]	[Blue]	[Blue]		[Blue]	[Blue]	[Blue]			
	Fall Feeder School Visits				[Blue]	[Blue]	[Blue]	[Blue]							
	Spring Feeder School Visits										[Blue]	[Blue]	[Blue]		
	School Tours	[Red]													
	School Shadow Programs				[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	
	Open Houses				[Red]	[Red]	[Red]	[Red]				[Red]	[Red]	[Red]	
[Red]	Recruiting														
	Visitation Day										[Red]	[Red]	[Red]	[Red]	
	Applications				[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	
	Re-enrollment				[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	[Red]	
	School Scholarship/Placement Tests				[Red]	[Red]	[Red]	[Red]							
	High School Nights/Fair				[Red]	[Red]	[Red]	[Red]							
	Tuition Assistance App Deadline							[Green]	[Green]		[Green]	[Green]	[Green]	[Green]	
	Merit Scholarship Notification							[Green]	[Green]	[Green]	[Green]	[Green]	[Green]	[Green]	
[Green]	Enrollment														
	Tuition Assistance Notification							[Green]	[Green]	[Green]	[Green]	[Green]	[Green]	[Green]	
	Acceptance Letters							[Green]	[Green]	[Green]	[Green]	[Green]	[Green]	[Green]	
	New Student Registration/Enrollment							[Green]	[Green]	[Green]	[Green]	[Green]	[Green]	[Green]	
	1st Quarter Honor Roll Mailing							[Yellow]	[Yellow]						
	1st Semester Honor Roll Mailing									[Yellow]	[Yellow]				
[Yellow]	Retention														
	3rd Quarter Honor Roll Mailing											[Yellow]	[Yellow]	[Yellow]	
	2nd Semester Honor Roll Mailing													[Yellow]	
	ES Principal/Teacher/Guidance event								[Yellow]	[Yellow]	[Yellow]	[Yellow]	[Yellow]	[Yellow]	



WORK PLAN

Month	What	When	Who	Notes
June	Create Goals			# K students, # total enrollment, % retent.
	Draft Plan			
	Meet with Advancement (Enrollment) Committee			Share plan and get buy-in, ask for help
July	Update prospect database			Siblings, baptismal list, campers, rel. ed.
	Review and update marketing materials			Branding, quantity, professional photo
	Assess and update website			Branding, messaging, navigation
	Plan kindergarten and preschool Back to School Night			Welcome messaging, volunteers
	Promote and prep for Story Hour			Invites, web, flyers, bulletins, daycares...





ENROLLMENT MANAGEMENT

Enrollment Management 101

Marketing

- **Increase Awareness**
- **Promote Quality**
- **Sell Visit**

Recruitment

- **Close the Sale**
- **Establish Relationship**

Retention

- **Keep the customer**
- **Maintain Relationship**



Customer Service



REVISED AND UPDATED EDITION

BE OUR GUEST

Perfecting the Art of Customer Service



Quality Service Compass





MARKETING





Features vs. Benefits

What benefits do these features offer students?

The Cow goes Moo

What are the features your school offers?





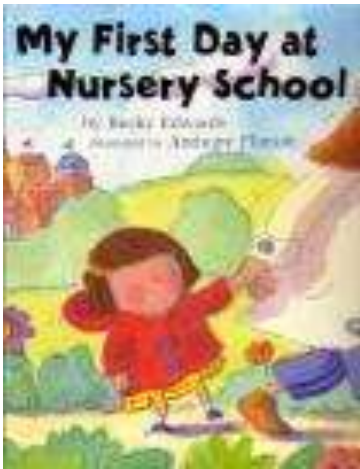
Feature: what school offers enrolling students

Technology at Catholic School includes a computer lab that allows teachers to integrate technology into their classroom lessons expanding the learning opportunities for our students while also ensuring our students a strong comfort level with evolving technology.

Benefit: expounds on how the feature improves school experience for family



Brochure Distribution



Nursery School



Laundromat



Pediatrician



Hair Salons



Barber Shops



Community

**Allow boys
scouts / girl
scouts to use
facility**

**Consider adult
education in
computer lab**

**Be a presence at
town and parish
events**

**Consider adopt-
a-highway
involvement**

**Host holiday
story hours**

**Join the local
chamber of
commerce**



Create School Corner

- ✓ Weekly, top right
- ✓ Highlight with border



A grid of various local business advertisements. The ads include: 'Dorinda Rose Dental Centre', 'HUNT CLUB MARY', 'Shallowford', 'GRACE WOMEN'S', 'GRACE', 'Gabriel', 'Ks On The Keys Restaurant - Bar - Cafe', 'Smt', 'Southway', 'Keeffe', 'Gargates', and 'PA ACCOUNTING SERVICES'. Each ad typically includes a logo, contact information, and a brief description of services.

Consider school ad in open ad space

Always include school web address



Parish



**Priest – Great
Credibility**



**The
Pulpit**



**Parent – Greater
Credibility**



**Student –
Greatest
Credibility**





Church

- Table top display in lobby
- Staffed every week
- Provide timely, accurate information
- Brochure, event details, school news, student visit program details



Baptism

Include email address on baptism registration card

Create a database

Send welcome card to family of baptized child within one week of baptism

Send family 2-3 personalized school updates per year





- Audience priority
- Consistent with printed material
- Timely and proximate
- Mobile enabled
- Click simplicity
- Parish links



About Us

Admissions

Academics

Invite



Click here to search JP2RS

Search

Request Information



- About Us
- Admissions
- Academics
- Current Families
- Support
- Athletics
- Arts
- Alumni
- Links

Thank You For Visiting!

Year of Mercy

Our school community is celebrating the Year of Mercy this year with many class and school-wide projects. Visit us to hear more of the wonderful ways our students are making a difference in our world!



- Mission
- Press Coverage
- History
- Principal's Message
- Faculty and Administration
- Governance
- Facilities
- Accreditation
- Directions
- Contact

Quality

About Us

Beginning its seventh year, St. John Paul II Regional is a premier Catholic school serving students from Preschool Three to Eight Grade. What was originally the product of three merged schools (Our Lady of Grace, St. Luke and St. Lawrence), is now widely regarded and accepted as a community resource for academic excellence, high school preparedness and well-rounded young men and women that truly live the values they are taught. Through a faith-based approach, students learn self-respect, respect for others and commitment to a better society. St. John Paul II Regional School is a thriving school community, evidenced by increased enrollment. With help from Our Lady of Guadalupe Parish, strong leadership from the church as well as the school Principal and administrators, St. John Paul II continues to meet its goals and to set standards even higher.



Helen Persing Named Camden Diocese Principal of the Year

Visit us at our upcoming Open Houses in 2016!

Invite

Hear More About Us!



Video

[View Larger](#)

Testimonials

"I feel that my daughter has started out her school career with PHENOMENAL teachers and I am looking forward to her continuing her education here at JPII."

- Preschool Parent

Customer Satisfaction



Opportunities to Visit Us

Nurses' Office

Admission Process

Tuition

Financial Aid

Testimonials

"Our daughter loves going to JPII, and as parents we agree!"

- JPII Parent

Admissions

Welcome to John Paul II Admissions!

Please call our Advancement Director, Christine Willard at (856) 783-3088 or email at cwillard@jp2rs.org if you would like more information about our program and admissions process, would like to visit our school, schedule a shadow day for your child, or have questions.

We look forward to speaking with you!

Visit us at our upcoming Open Houses in 2016!

Tuesday, February 23rd 6:30-8:00 pm

LEAP on over for our Kindergarten Preview Night-2/29

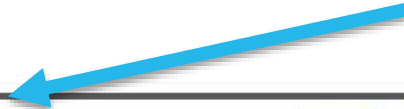
Thursday, March 10th 9:00-11:00 am



Invite



Invite



Academics

Curriculum

Co-Curriculum

Preschool

Kindergarten

Elementary (1-5)

Middle School (6-8)

Extra Curricular

Educational Services

Visit us at our upcoming Open Houses in 2016!

St. John Paul II Regional School provides a well-rounded, rigorous academic program aligned with the philosophy, beliefs, and goals of the Diocese of Camden and with New Jersey core curriculum standards and testing.

Our students consistently score in the 80th and 90th percentiles on the IOWA standardized test. We know this is a direct result of the learning environment that our faculty and staff strive to create each day. Individual attention, parent involvement and a faith-based approach are the keys to our success.



Testimonials

"We are so pleased with our experience at JPII. The staff, teachers and principal have made such an amazing impact on our lives as well as our son's. Thank You!"

~ JPII Parent





Billboard



Newspaper



Digital



Radio/TV



Objective: Increase recall of school among individuals who have visited school website

Strategy: Serve banner advertising to previous site visitors as they navigate throughout the internet, via the Google Display Network

- More than 2 million sites that reach over 90% of Internet users worldwide
- Ads served at a maximum rate of 10x per week to each user
- Account charged only when a user clicks – impressions are free



Sample Ads



Send your daughter to the school with 113 legacy students!

Little Flower Start the tradition ▶
Catholic High School



We prepare leaders.

CARDINAL
O'HARA
HIGH SCHOOL

Raise a leader ▶



Expect the best from Ryan.

AR ARCHBISHOP RYAN
HIGH SCHOOL

Join us today ▶



Come for the diploma.
Stay for the education.

 **LANSDALE CATHOLIC**
HIGH SCHOOL

Visit us today ▶



Grow in Excellence
at Bishop Shanahan

bshs Bishop Shanahan
High School

Visit us today ▶



Academics • Athletics
Arts • Achievement

Give your daughter straight A's.

 **ST. HUBERT CATHOLIC**
HIGH SCHOOL FOR GIRLS





Get academics AND ethics!
aop Catholicschools.org

RADICAL IDEA: "Who" students become is just as important as what they become. Learn more.

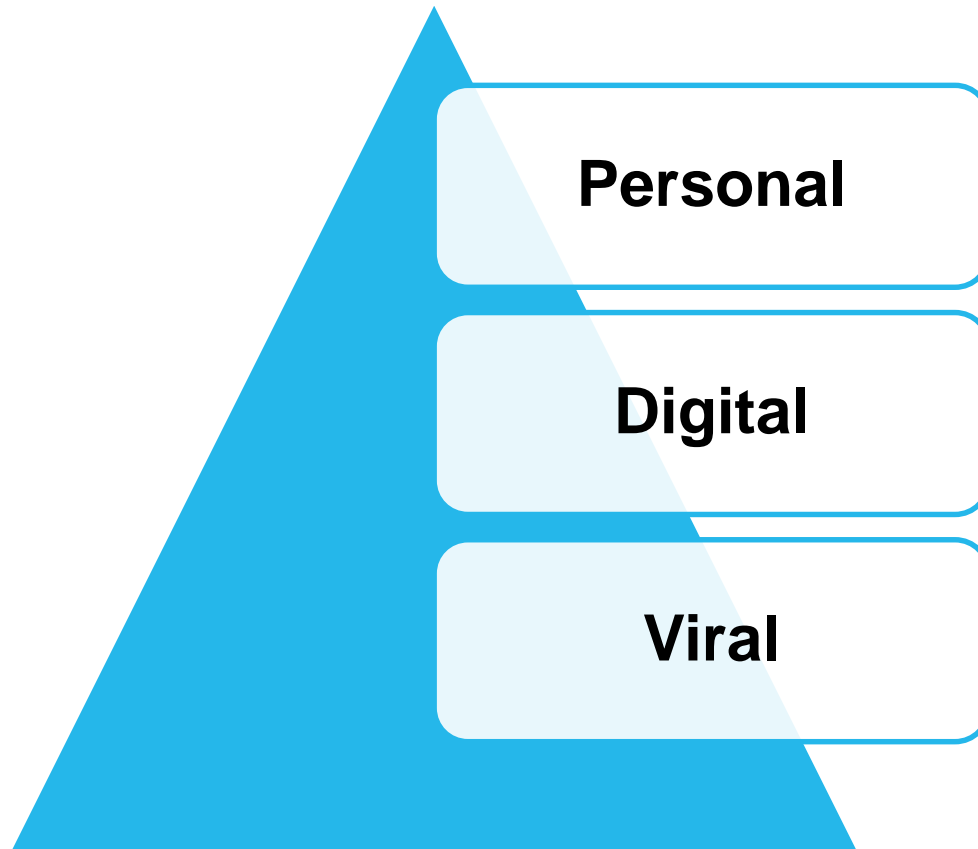


Go to AOPS and save!
aop Catholicschools.org

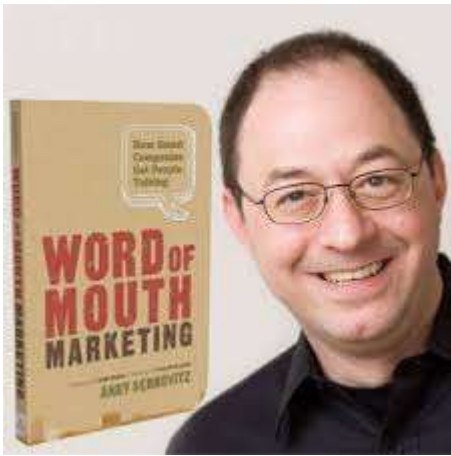
RADICAL IDEA: High School shouldn't cost as much as college. Learn more.



Types



ANDY SERNOVITZ



Talkers—who will tell their friends about you?

Topics—what will they talk about?

Tools—how can you help the message travel?

Taking Part—how should you join the conversation?

Tracking—what are people saying about you?



TALKERS

Faculty

Parents

Graduates

Board

Parish



TOPICS

Story Telling

Statistics

Memorable Moments

Personal



TOOLS

Parent Ambassadors

Social Media

Parent Communications

Online Reviews

Website

Friend Day



TAKING PART

Coffee with the Principal

Student Greeting

State of the School

New Family Welcome Program

In Home Vision Meeting

Community Events



Parent Ambassadors



5-10 Varied Grades

Understand Mission

Program Knowledge

Help with Follow-Up



MARKETING REMINDERS

Think Internal First

Public School Audience

Re-think / Revise Website

Digital / Social Media

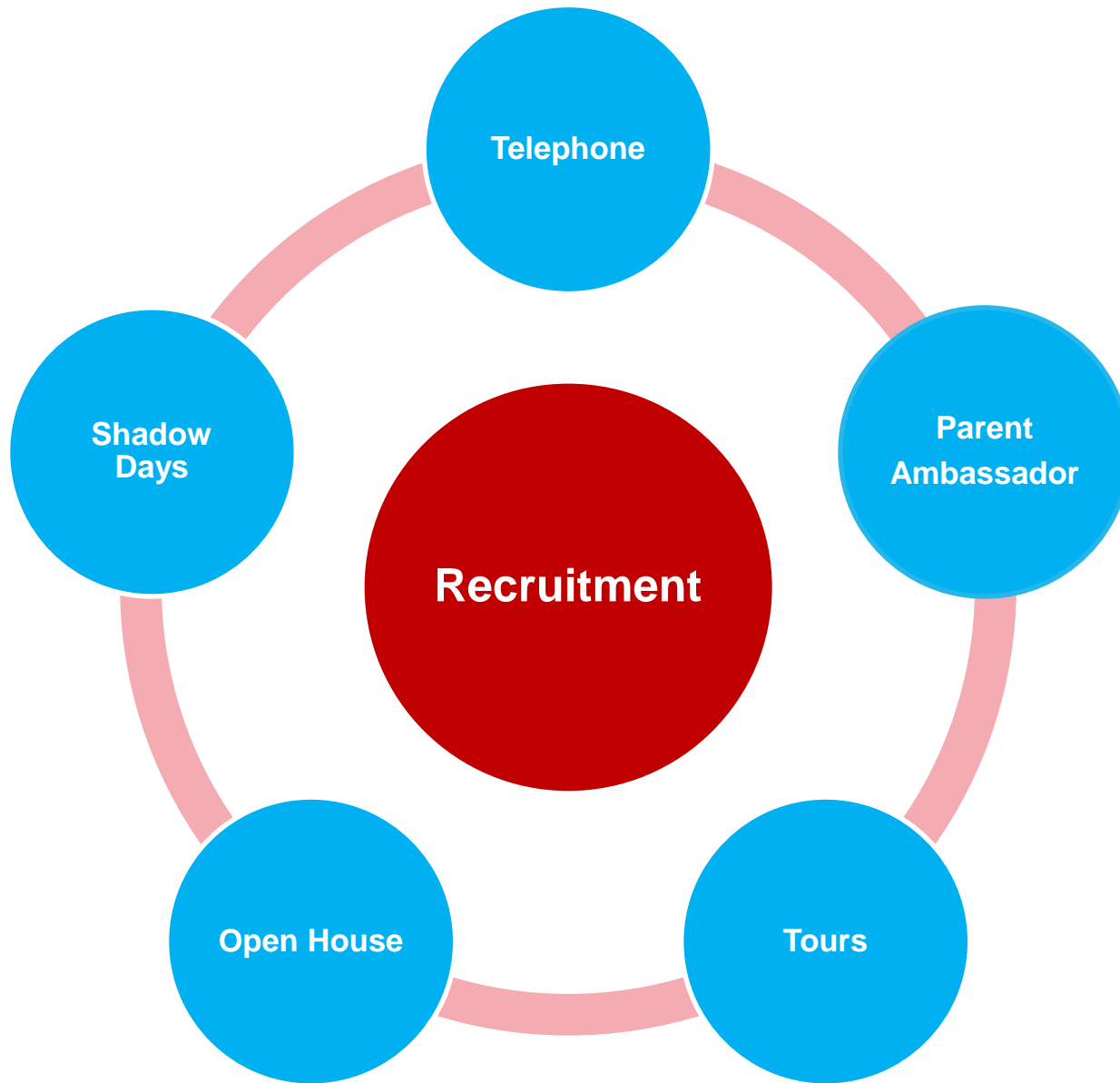
External Call to Action

Focus on Outcomes





RECRUITMENT



First Impressions



Phone Do's

Have an actual person answer the phone

Answer phone in three rings or less

Answer with a smile

Identify yourself and the school

**Thank you for calling St.
Swithen's School, this is Mary,
how can I help you?**



Tours

Accommodate the Family

Listen

Define Route

Student Ambassadors

Follow-Up



Open House



Open House

Vary Days and Times

Fall and Spring

Plan Timeline and Activities



People

Open House



Principal

Meet each family; Sell, Sell, Sell



President/Pastor

**Parish Support; Spiritual Quality;
Vision**



Staff

In Classrooms; Academic Quality



Parents

Active; Social Quality



Students

Uniform; Personal Quality



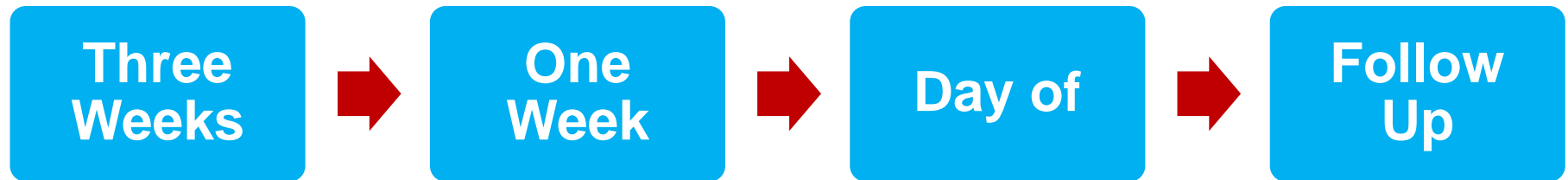
Graduates

Benefits



Open House

Calendar



Accommodate the Family

Welcome Visitors

Involve Visitors

Provide Lunch

End of Day Check In

Personalized Thank You

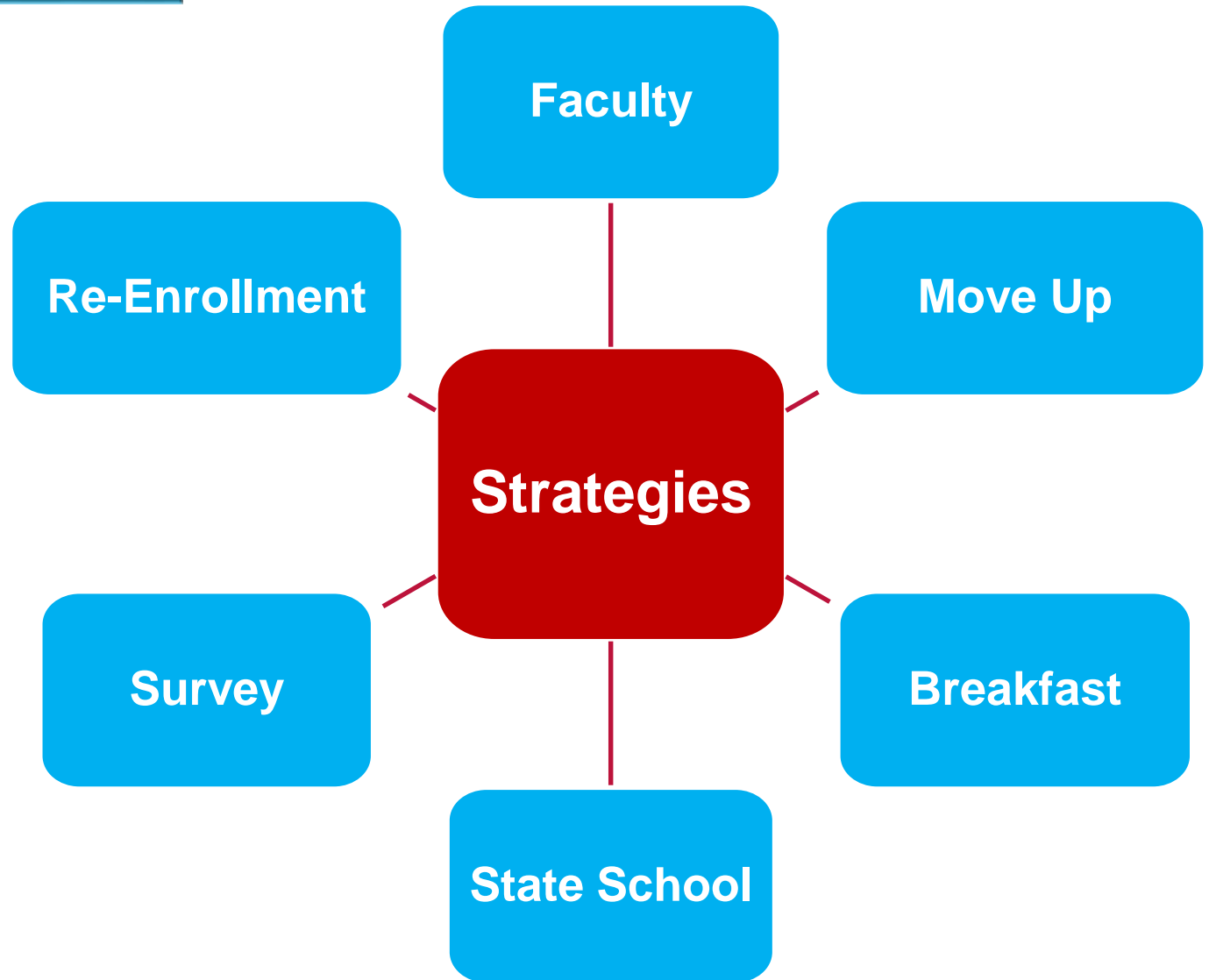
Invitations



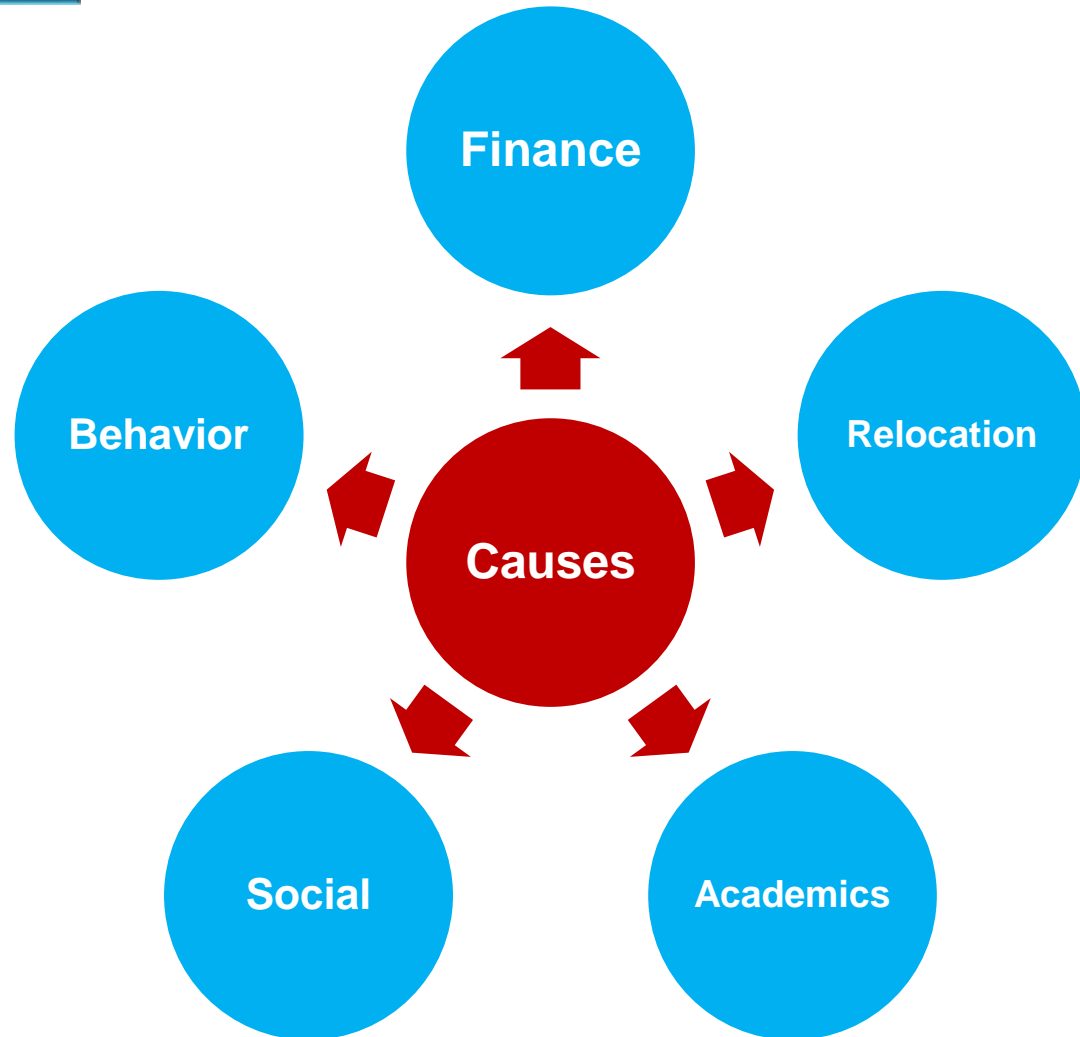


RETENTION

Retention



Attrition



Faculty

“Kind words can be short and easy to speak, but their echoes are truly endless .”



Finance

- Job Loss
- Family Changes

Relocation

- Commute
- Value

Academics

- Poor Perform
- Unmet Expect

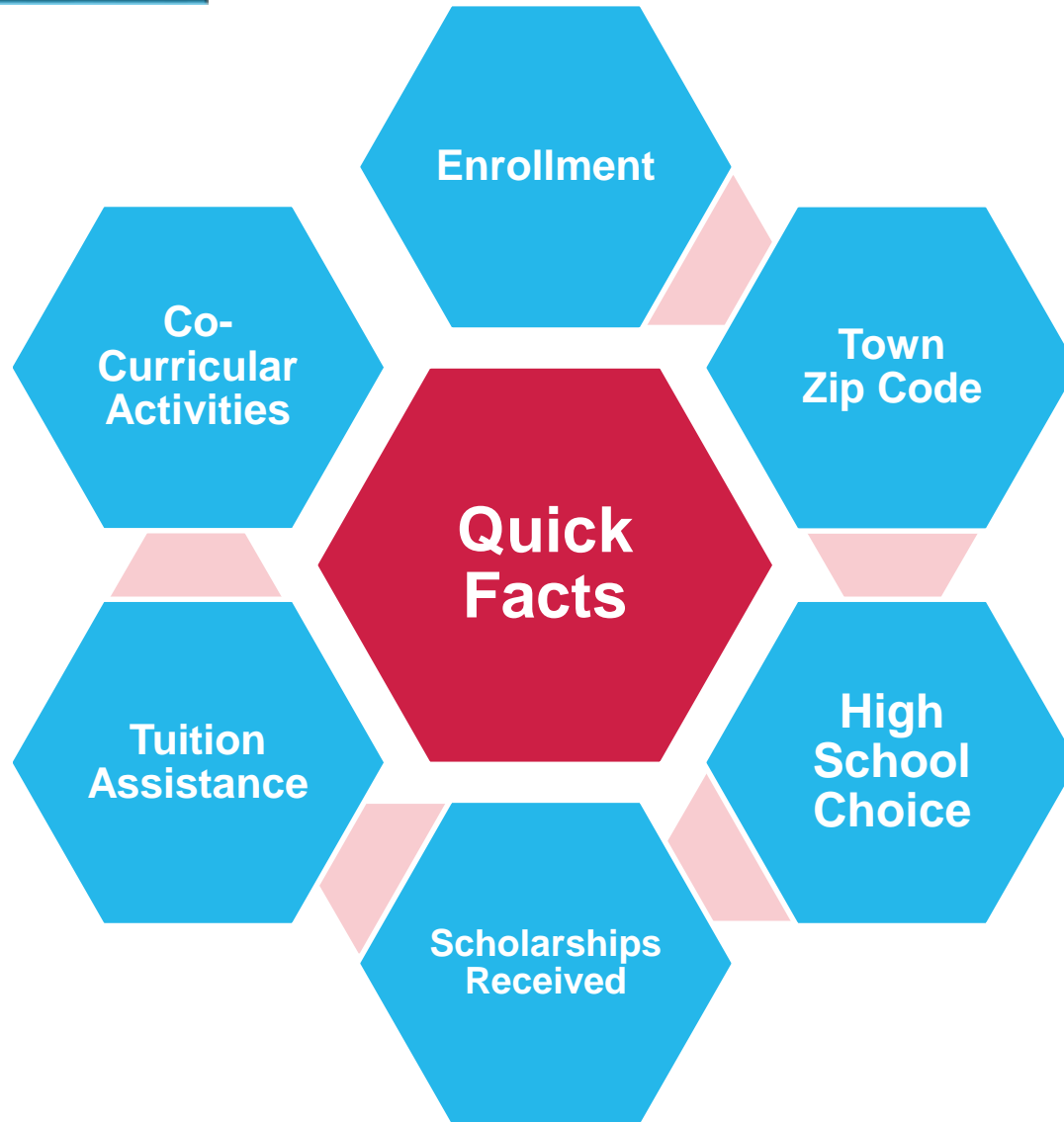
Social

- Athletics
- Activities
- Peer Pressure
- B Word

Behavior

- Peer
- Engage
- B word





Faculty

Early, consistent communication with family

Communicate good news as well as bad news

Keep school administration informed

Know the data



Move Up

All Grades

November/December and Spring

Highlight what special about grade

Take something home

Pre K Parent and Kindergarten Parent Nights



Breakfast

Grade Focused

Once per Month

Parent Interest

Criticism

Follow-Up

“Do what you do so well that they will want to do it again and bring their friends.”



State of School

“They may forget what you said,
but they will never forget how you
made them feel.”



Carl Buechner

January/February

Academic Achievement

Budget Information

Tuition Announcement

Follow-Up



Parent Survey

Gives Voice

Same Time of Year

Report Back

Three Positives

Three Opportunities

“Your most unhappy customers are your greatest source of learning.”



“It’s our job every day to make every important aspect of the customer experience a little bit better.”



Letter of Intent

Tiered Fees

Recognize early

Kindergarten Grants

WOM Rewards



Final Thought



"We think too small, like the frog at the bottom of the well. He thinks the sky is only as big as the top of the well. If he surfaced, he would have an entirely different view."



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