

# ADMISSIONS & RETENTION CALENDAR 2017-2018

Suggested guidelines for structuring a productive and efficient admissions and retention calendar

## JUNE

### **ORGANIZE INCOMING KINDERGARTEN (AND POSSIBLE PK) PLAYDATES FOR SUMMER**

Ask a current family with an incoming kindergartner to organize if possible

### **ENSURE ALL NEW FAMILIES ARE RECEIVING SCHOOL EMAIL ABOUT IMPORTANT FALL EVENTS SUCH AS SOCCER AND CC REGISTRATION**

### **FINALIZE ADMISSION CALENDAR OF EVENTS FOR NEXT YEAR BEFORE SUMMER BREAK**

## JULY

### **ENSURE ALL ADMISSION PHONE CALLS/EMAILS HAVE A POINT OF CONTACT AND ARE RETURNED PROMPTLY DURING OFFICE CLOSURE**

Ensures continuity of message if this is one person

### **SAFE ENVIRONMENT VOLUNTEER TRAINING**

Alert new families if your parish will be hosting one in August or fall

*\*Ensure mentor/buddy families are answering any questions this month such as hot lunch, carpool, different volunteer opportunities and the trainings necessary to volunteer, and any after school clubs.*

## AUGUST

### **KINDERGARTEN AND/OR PK WELCOME EVENT**

Possibles: PK parent social, kindergarten student open house, all new family/mentor family and kindergarten ice cream social  
Have used uniform pieces available for purchase

### **GRADE 6 SOCIAL - IF LARGE ENTRY POINT**

Could be combined with all new families or as separate event

### **KINDERGARTEN PARENT INFORMATION NIGHT**

Could be productive the week before school begins instead after school begins

### **CONTACT KEY PARENTS TO JOIN A PARENT AMBASSADOR GROUP TO PARTICIPATE IN SPREADING MESSAGE AND WORKING EVENTS**

## SEPTEMBER

### **FIRST DAY OF SCHOOL COFFEE SOCIAL**

Possibly led by Parents' Club; good time to have stations set up to take care of school business (scrip, form turn in, spirit gear sales, hot lunch questions, etc)

### **BACK TO SCHOOL INFORMATION NIGHTS FOR ALL GRADES**

Good time to get a unified message to the majority of families

### **WEEKLY SCHOOL COLUMN IN PARISH BULLETIN FOR ENTIRE YEAR (EXCEPT JULY)**

### **INTRODUCE MIDDLE SCHOOL AMBASSADOR PROGRAM TO GRADES 7-8 AND PROVIDE APPLICATIONS**

Use students at all admission events

## OCTOBER

### **USED UNIFORM SALE**

Enlist parents to organize and run

### **POSSIBLE HALLOWEEN EVENT**

Such as a Trunk or Treat for preschool and school families

### **PRESCHOOL PARENT ROUNDTABLE WITH PRINCIPAL ABOUT KINDERGARTEN READINESS AND APPLICATIONS**

### **ENSURE WEBSITE IS UPDATED WITH ALL EVENTS AND DEADLINES**

## NOVEMBER

### **ADMISSIONS EMAIL AND/OR MAIL POSTCARD WITH DATES OF TOURS AND EVENTS**

Database export from parish of all families with children 0-11 that do not attend preschool/school

### **ADVERTISE ALL DATES IN PARISH BULLETIN**

### **FIVE YEAR PROJECTED KINDERGARTEN SIBLING FORM**

Send to all current families to return to office

### **POSSIBLE MID MONTH INFORMATION NIGHT/ OPEN HOUSE/TABLE AT MASSES**

Parent Ambassadors are very useful here

### **GRANDPARENT/GRANDFRIEND EVENT**

May is also a good month for this when scheduled around First Communion dates

## DECEMBER

### **SCHOOL ADVENT/CHRISTMAS PROGRAM**

Invite your email list and all prospects

### **CHRISTMAS CARD TO ENTIRE PARISH AND ALL DONORS - NO ASK**

See if parish will split the cost - use student art

### **LARGE STREET FENCE BANNER WITH ADMISSION DEADLINE AND SLOGAN/MISSION**

Appropriate if great street visibility

## JANUARY

### **POST APPLICATIONS ONLINE & IN OFFICE WHEN RETURN FROM CHRISTMAS BREAK**

### **OPEN HOUSE/TOURS/INFO NIGHT ADS IN PARISH BULLETIN AND TO EMAIL LIST**

### **ALL SCHOOL OPEN HOUSE**

### **POSSIBLE INDIVIDUAL INFO NIGHTS FOR PRESCHOOL, KINDERGARTEN AND GRADE 6**

### **FUTURE KINDERGARTNER NIGHT**

Invite families and possible kindergarten students to open house in K room/s with teachers, parent and middle school ambassadors

### **SEND KINDERGARTEN APP PACKETS TO CURRENT FAMILIES**

Based on family info from November kindergarten projection form

## FEBRUARY

### **ADVERTISE APPLICATION DEADLINE**

### **STATE OF THE SCHOOL**

End of January or Beginning of February - Set tuition before this so can include these numbers on returning family contracts

### **CURRENT FAMILY CONTRACT PACKET**

Send home with a firm deadline - this can be same as new family application deadline, at State of School, or prior to new family deadline - Include Annual Fund ask with re-registration.

### **KINDERGARTEN SCREENINGS OF CURRENT AND NEW FAMILY APPLICANTS**

Then send kindergarten acceptance/wait/etc letters and schedule registration meetings

## MARCH

### **SPRING EVENTS - MUSICAL, PLAY, SCIENCE FAIR**

Invite your email list and all prospects if you have any appropriate spring events

### **GRADES 1-8 SCREENINGS OF CURRENT AND NEW FAMILY APPLICANTS**

Then send acceptance/wait/etc letters and schedule registration meetings

### **ASSIGN MENTOR/BUDDY FAMILIES TO ALL NEW FAMILIES**

Mail program info packets to new families, email packets to mentor/buddy families

## APRIL

### **AUCTION**

If you have one be sure to invite all new families

### **EMAIL ANY REMAINING OPENINGS TO LIST**

Include point-of-contact info and how to schedule a tour/find out more info

### **NEW FAMILY EMAIL LETTER**

Important events and school info to make new families excited and feel a part of the school

## MAY

### **WELCOME NIGHT FOR ALL NEW FAMILIES**

This can be a parent only night or entire family night - include mentor/buddy families, parent ambassadors, etc