

## **SAMPLE COMMITTEE MEETING AGENDA FOR A FULL SCHOOL YEAR**

The following is a sample agenda for the phases of planning and execution to help a school develop a local plan to improve enrollment. The agenda are organized with the assumption that a school is only now addressing marketing, recruitment, and retention in a comprehensive manner, but are also adaptable for schools looking to improve current practices.

Supporting each phase of committee agenda are “Committee Focus” areas, outlining in greater detail the work of the Committee. It is highly recommended that the Principal, Committee Lead, and School Commission gain a familiarity with the elements available OCS resources on MyCatholicSchool.org and create an agenda for the school year before the first meeting of the Committee.

**Phase 1: Current Situation Analysis and Goal Setting**

**Phase 2: Parent Ambassadors**

**Phase 3: Driving Admissions & Handling Objections**

**Phase 4: Ensuring Retention of Current Students**

**Phase 5: Ongoing Progress Evaluation and Plan Optimization**

## **Phase 1: Current Situation Analysis and Goal Setting**

This initial phase will require the greatest amount of preparation, attention, and follow up compared to all other phases. In order to set the foundation for Committee success, it is advised that the Committee meet frequently over a short period of time to complete this phase, leaving ample time for subsequent meetings.

### **Pre-Meeting Preparation:**

- Principal assigns a Committee Lead.
- Committee Lead reviews the Enrollment Management and Marketing sections of MyCatholicSchool.org to plot out Committee action for the year.
- Committee Lead and Principal set the school's Enrollment Targets for the year, leveraging the Snapshot and Enrollment Tracking Spreadsheet. (See Appendix for blank templates and Committee Focus: Marketing section for examples)
- Committee Lead sets a preliminary committee agenda to cover marketing, recruitment, and retention.
- Committee Lead personally invites prospective Committee members.
- Blank copies of both the Value Proposition, SWOT Analysis, Communication Map, and Audience Profile worksheets are printed for distribution at appropriate times in the meeting (Each resource available on MyCatholicSchool.org under Marketing and Enrollment Management resources.)

### **Agenda for Meeting(s):**

- I. Vision for School and Committee Shared by Leadership
- II. Introduction of Committee Members
- III. Situation Analysis
  - a. School History and Current Status
  - b. Enrollment Data (contact OCS if unable to locate historical enrollment)
  - c. Demographics of Current Families
- IV. Work Session
  - a. SWOT Analysis
  - b. Value Proposition Development
  - c. Target Audiences
  - d. Communication Plan
- V. Develop Calendar of Recruitment and Retention Events for Year

### **Follow up work by Lead:**

- Follow up with committee members on any tasks delegated during meetings.
- Ensure completion of the worksheets used during committee meetings.
- Refine calendar of recruitment and retention activities.

## **Phase 2: Parent Ambassadors**

### **Pre-Meeting Preparation:**

- Refine calendar of recruitment and retention events.
- Review Parent Ambassador Program and associated templates in Recruitment Section and Appendix.
- Principal and Committee Lead determine Parent Ambassador Areas of Focus for year.

### **Agenda for Meeting(s):**

- I. Introduce Parent Ambassador Program
- II. Propose, discuss and select areas of focus for Parent Ambassadors
- III. Create game plan and assign responsibility for recruiting Parent Ambassadors
- IV. Discuss sample calendar of events for the year, ensure that timing works for committee members including the Parent Ambassador Kickoff Event.

### **Follow up work by Lead:**

- Check in with committee members on Parent Ambassador recruitment efforts.
- Track recruitment progress.
- Plan the first Parent Ambassador meeting agenda and content.
- Begin sending invitations for first meeting of the Parent Ambassador Program.

### **Phase 3: Driving Admissions & Handling Objections**

#### **Pre-Meeting Preparation:**

- Review admissions progress to date and share successes.
- Refine calendar of recruitment and retention events.

#### **Agenda for Meeting(s):**

- I. Re-visit calendar of recruitment and retention events for the year
- II. Discuss resources needed for events such as signage, marketing packets, FAQ sheets, tour guides, and registration forms
- III. Brainstorm strategies to ensure new families attend planned events
- IV. Create answers to frequently asked questions and common objections from prospective parents.

#### **Follow up work by Lead:**

- Adjust and update Admissions Events as necessary.
- Begin preparing resources for events – consider both materials and staffing.
- Ensure that event staff receives proper training to confidently answer frequently asked questions and common objections.
- Reach out to prospective parents when appropriate. Consider various channels of communication that may make sense for who you are trying to attract.

#### **Phase 4: Ensuring Retention of Current Students**

##### **Pre-Meeting Preparations:**

- Refine calendar of recruitment and retention events.
- Plan, in greater detail, a retention program for the school year.

##### **Agenda for Meeting(s):**

- I. Understand retention goals set by Principal and Committee Lead
- II. Discuss primary points of gains and losses
- III. Create content and timing of communication to current families
- IV. Discuss when and how to execute re-enrollment for best results

##### **Follow up work by Lead:**

- Plan and execute ongoing communications with current parents.
- Create materials for answering common re-enrollment objections and concerns.
- Lead Re-enrollment efforts and staff training.

## **Phase 5: Ongoing Progress Evaluation and Plan Optimization**

*The Committee Lead is responsible to evaluate the year's enrollment management activities. It is critical that the Committee celebrate any progress to goal, even if an enrollment target is not met. Enrollment management is only effective when it receives proper attention and energy.*

### **Pre-Meeting Preparations:**

- Prepare a recap of the year's progress.
- Plan a year-end event, to thank the Committee for time and effort.
- Acknowledge and celebrate success stories and articulate goals for the coming year that will ensure continued success and address opportunities for continued growth.
- Prepare to personally ask each committee member to be a part of the team again during the next school year. If committee members are unable to attend, reach them via phone.

### **Agenda for Meeting(s):**

- I. Year-End Review
  - a. Progress to Goal
  - b. Celebrate Successes and Acknowledge Leaders
    - i. Strategic Planning
    - ii. Good News Stories (Enrollment Growth or Value Propositions)
    - iii. Parent Ambassadors
    - iv. Admissions Events
    - v. Re-Registration
  - c. Prepare for the next year
    - i. Discussion of what will be required for ongoing success
    - ii. Honest assessment of any challenges and opportunities for growth

### **Follow up work by Lead:**

- Capture and record areas to improve and to build
- Begin planning process for next year