

# INTRODUCTION

## OUR COMMITMENT TO ENROLLMENT MANAGEMENT AND MARKETING

This workbook is a culmination of best practices shared from schools in the Archdiocese of Seattle and across the nation. The Office for Catholic Schools will continually update this workbook as we seek to equip our schools with best practices and to create a culture of collaborative planning.

We challenge you to ask the question “what can we do better together that we cannot do so well alone” and we will hold ourselves to the same challenge.

### Acknowledgements

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National Catholic Educational Association  
Alliance for Catholic Education, University of Notre Dame  
Office of Catholic Schools, Archdiocese of Chicago  
Office for Education, Diocese of Allentown: Office for Education  
Catholic School Office, Diocese of Providence  
Office of Catholic Schools, Diocese of Arlington  
Office of Catholic Schools, Archdiocese of Denver  
Office for Schools, Archdiocese of Milwaukee  
Office of Catholic Education, Archdiocese of St. Louis  
Catholic Schools Office, Archdiocese of Cincinnati  
Department of Catholic Schools, Archdiocese of San Antonio

## WHY THE WORKBOOK EXISTS

The Office for Catholic schools undertook a broad audit of best practices in enrollment management both locally and nationally. We found that at successful Catholic schools, enrollment management is the product of planned local teamwork among principals, teachers, parents, and the broader community. Oftentimes, the process of establishing best practices in enrollment management was born out of an enrollment crisis. Unfortunately, some Catholic schools were not able to react to such a crisis in a timely or suitable fashion. The Enrollment Management Workbook is designed to help all schools, irrespective of their current enrollment standing, to create and execute a plan for enrollment success.

The workbook is a tool that draws wisdom from schools and dioceses all over the country in order to proactively assist leadership in best practice adoption and to promote the value of a Catholic education to prospective families.

### **The Enrollment Management Workbook will help the Principal do the following:**

1. Delegate Enrollment Management activities to a committee and Enrollment Lead
2. Provide a roadmap for the Enrollment Lead and committee to institute nationally recognized best practices of enrollment management.
3. Adopt and adapt strategies to the needs, capacities, and culture of their Catholic school.

For successful Catholic schools, action is taken almost each day to support the enrollment management activities of marketing, retention, and recruitment. These practices have become ingrained in a school's culture and have taken on the unique character of each school community.

At the Office for Catholic Schools, we hope to assist you in adapting the strategies found in this workbook to the needs and realities of your community. We encourage you to contact us and to attend our Enrollment Management Training sessions (see page 5) to help you develop and work the plan for your Catholic school.

## SUPPORTING RESOURCES AND TOOLS FROM THE OFFICE FOR CATHOLIC SCHOOLS

### ARCHDIOCESAN

#### ***Enrollment Management Training:***

Dates to be Determined

Each session will be held from 10:00 AM to 12:00 PM at the Isaac Orr conference room at the Archdiocese of Seattle. Training will include steps to develop achievable enrollment targets, how to create and manage enrollment committees, examples of great Parent Ambassador Programs, successful admission event planning, and the retention of current families.

**Catholic Schools Website & Communications:** Beginning fall 2014, a new website will launch to create more access to prospective parents about Catholic education opportunities. Additionally, marketing pamphlets will be delivered to schools and parish communities to develop greater awareness of the Catholic identity, accessible environments, and excellent academic programs found in Catholic schools. All communication resources will be available in English and Spanish.

**Manager for Hispanic Enrollment:** The Archdiocese of Seattle has been awarded a Strategic Grant from the Catholic Campaign for Human Development (CCHD) for a new position in 2014-15. Schools interested and able to improve Hispanic enrollment will receive assistance in efforts to understand, engage, and enroll more Hispanic families. When hired, the manager will provide assistance in the creation of alliances within the Hispanic community, help to develop enrollment-focused teams, create outreach materials, and provide strategic guidance.

### REGIONAL

**Consultation Services:** As needed, the Assistance Superintendent of Enrollment Management is available to attend both regional and local meetings to help schools develop enrollment targets, form effective committees, start or improve Parent Ambassador Programs, hold successful admissions events, provide guidance in website development, and work to retain a school's current families.

### LOCAL

**School Snapshot:** A collection of data specific to each school that are useful in developing a strategic enrollment target for the year. Information includes the basic operational data of a school, responses from the most recent Marketing Resource Survey (OCS), demographic information from a school's surrounding area (age, race, Catholic, non-Catholic, and average income), enrollment history, local baptism information, and suggested enrollment management goals from the OCS. A custom snapshot is provided confidentially to each school principal by the OCS.

**Enrollment Management Workbook:** A collection of best practices in Enrollment Management (marketing, recruitment, and retention) for Catholic schools. The workbook provides in depth guidance to assist schools in developing enrollment committees, creating Parent Ambassador Programs, hosting successful admissions events, and strategies to retain current students.

## HOW TO USE THE ENROLLMENT MANAGEMENT WORKBOOK



### PRINCIPAL

- The principal uses the Enrollment Lead section of the Workbook and Job Description (see Appendix) to select an Enrollment Lead,
- Works with the Enrollment Lead to form the Enrollment Committee, and
- Establishes regular communication with the Enrollment Lead to approve a plan and oversee progress



### ENROLLMENT LEAD

- The enrollment lead familiarizes with The Workbook,
- Forms the Enrollment Committee as a subcommittee of the School Commission,
- Uses the "Committee Focus" sections to develop and work a plan with the Enrollment Committee, and
- Provides regular reports to the Principal and School Commission about the goals and progress of the plan
- Develops an agenda for meetings of the Enrollment Committee to take place over the course of a year



### ENROLLMENT COMMITTEE

- With direction from the Enrollment Lead, the committee follows the steps outlined in The Workbook to implement enrollment and retention tactics