

Diocese of Fort Wayne – South Bend

Session 103: Application and Acceptance

Inquiry to Application to Acceptance

March 12, 2021

Presented by Kevin Dougherty, Partner

PARTNERS IN MISSION



Kevin Dougherty

- Vice President of Enrollment Services at La Salle College High School
- Oversees the Admissions and Financial Aid Office at the largest All-Boys Private Independent Catholic School in the Philadelphia area
- Lives in Ambler, PA with his wife, daughter, son, and dogs

What are your current highlights of your admissions process? What are the top three things you do?



YOUR QUESTIONS

- What are the basic principles of Enrollment Management and how do I complete the process with a heavy workload
- I would like to come away with more ideas to reach out to prospective students, especially during COVID, that we haven't thought of before.
- How to automate and personalize
- How can I be much more intentional and programmatic while also tending to all my other duties as principal?
- Our greatest weakness is our digital presence, and the poor quality of our school web page. Do you have resources available to help us improve our digital presence and improve our school web-site.
- How do we make it better and more personal to families coming in
- Best practices for getting families to inquiry with the school for a tour/information.
- How to compete with surrounding school systems
- Our location often prohibits families from coming to see us, and our community is primarily made up of blue-collar middle class white families. In what ways can we be more successful in diversifying our school when the impression families have is that we cater to only one race/ethnicity?
- A follow up process for after we meet with families and our school families outreach a way to collect the information in one place so the Madrinas and I could track the process.
- Need ad slicks to personalize for enrollment as well as an advertising budget.
- "We need some concrete ways to set up a ""plan"" that we can follow to help set goals and action steps to achieve those goals."

YOUR QUESTIONS

- How to engage families and not just the students.
- How to get a higher percentage of our feeder school students. How to work smarter, not harder. How to effectively showcase our assets.
- Is there diocesan financial help available to increase our marketing abilities?
- Determine best course of action on retention of current students
- I am looking forward to hearing what other avenues are available in areas of marketing and showcasing our school. I look forward to hearing what other schools are doing.
- How to establish better contacts with pastors and parishes and with junior high teachers and principals without consuming their precious time. How to get parents to read and attend help sessions
- Looking at the Latino Enrollment Institute at Notre Dame, I think we need to look at the school environment and embracing Latino students, families and culture.
- How can we actively reach out to prospective parents/students to attract them to our school?
- How do we recruit? What is the best way?
- What works the best!
- Our school needs you to stress the value of an enrollment plan. I am tired of saying it.
- Creative solutions that will allow us to maintain our Catholic identity as well as increase enrollment.
- I'm looking for software to track prospects from first contact through online registration into Powerschool.
- would like more unique ideas on marketing/recruitment especially when large events aren't allowed, how to increase retention during tough economic times, how school boards can be more involved/helpful in the process
- I am excited to be participating in a Diocesan wide workshop. I would greatly appreciate newer insight into how the enrollment management plan begins to formulate and who needs to oversee the development of a plan. I also would like to address how to keep it moving forward with by-in from faculty, administrators and staff.
- How will we be able to help our Spanish families feel more involved and understand everything that is sent home for them to read/respond to?
- How do you plan to make it per school if this is for all Fort Wayne/South Bend Catholic schools? Do you plan to make information specific what each school offers? What is the draw to stop families from jumping from Catholic school to Catholic school, without a cost to the school losing the family?
- Is there free money available in the form of state or federal grants to help market our school? What analytic platforms are used to assess interaction with websites/marketing materials? Are there free population density survey's available to assess projected densities?
- I know there are many other ways to market our school. I am looking forward to learning what very successful schools and dioceses are doing.
- We have numerous kids who attend our church but not our elementary. We need to reach out to these kids and their parents and uncover why they are not attending. Then we need to extend the outreach to the community. The outreach is there I think we need help.



New Realities

The current Pandemic has accelerated pre-existing conditions In the landscape of Education

- ✓ Declining Demographics almost everywhere
- ✓ Cost is barrier to entry
- ✓ Different Parent Consumers vs. 10 years ago
- ✓ The high school selection process begins earlier
- ✓ Declining Catholic Elementary School Enrollment
- ✓ Don't count on things getting better

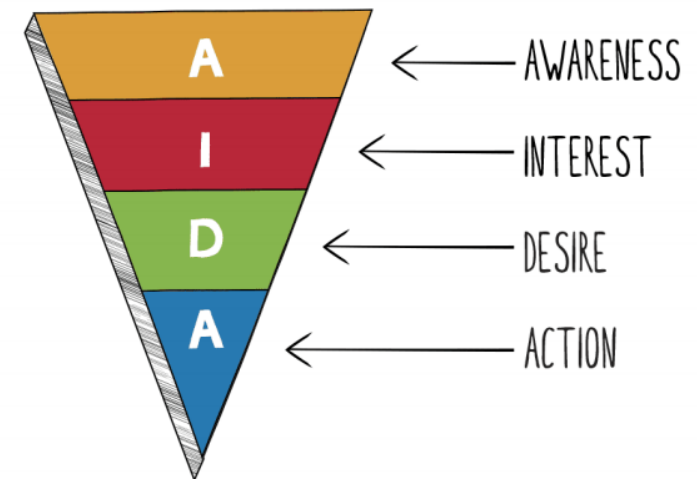
"Declines in enrollment at the primary grade levels may lead to a delayed but significant impact on secondary school enrollment within the next five to 10 years, proving potentially disastrous for secondary school viability," the NCEA said in an analysis of the new data.

Thinking
about
future
customers
always

The AIDA Model

- A → Increase **A**wareness
- I → Attract **I**nterest
- D → Arouse **D**esire
- A → Initiate **A**ction

THE AIDA MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)

Typical Approach for Our Context

Getting to Know Your School

- ✓ *Admission Events*
 - Open House
 - VIP Days
 - High School Nights/Day Visits
 - Practice Test
 - “Mornings at Your School”
- ✓ *Application Process*
 - Applying/Testing
 - Scholarships
 - Financial Aid
- ✓ *Enrollment*
 - Deposit



Evaluation of existing Visiting Day Format

- ✓ Every detail matters
 - ✓ Arrival
- ✓ Partnering Students
- ✓ Pick-up (this really depends on the age)
- ✓ PS, K, 5 or 9 each needs its own attention and approach





Visiting Day Format

Depends on Size of School but needs to be seamless

- ✓ Who greets the parent/guardian(s) and the student?
Systematic
- ✓ Does Digital Platform exist for communicating with family
(Before/After)
- ✓ Is there an opportunity for older students to provide
feedback on the day? (Host and Teachers?)
- ✓ What is the take away for the student or family?

Families experience
while investigating
your school should be
unique compared to
competitors





WELCOME TO LA SALLE HIGH SCHOOL

Name

Date

Current School

Host

Interview Time

Interviewer

Location

HOST'S ROSTER

Period	Course	Teacher
1		
2		
3		
4		
5		
6		
7		
8		
9		

INTERVIEW

Please arrive to your interview on time and be relaxed.

LUNCH

Show your lunch card before she/he rings up your meal.

NOTE

You must follow your host's schedule throughout the entire day.

ENJOY YOUR DAY AT LA SALLE!

Think about today's visit

What did the atmosphere feel like at La Salle today?

How do students treat each other at La Salle?

What were the relationships like between faculty and students?

Please visit our website to stay in touch with everything going on at La Salle College High School at www.lschs.org. Follow us on Twitter at [#ILSCHS](https://twitter.com/ILSCHS).

Personalizing the Shadow Experience

Can you take
the visit just 1
or 2 steps
further?



SURVEY

See Reverse

Name _____ Date _____

Who was your favorite teacher? _____

How was your day? 1 2 3 4 5 6 7 8 9 10



What was your favorite part of the day? _____

FREE ADMISSION

VIP PASS

The owner of this pass is a VIP at La Salle College High School and is entitled to free admission to any school sponsored event or home sporting event (see reverse side for eligible events).

Name of VIP

Brother James L. Butler, FSC
Brother James L. Butler, FSC

FREE ADMISSION

ADMIT ONE



VIP PASS

This pass is good for free admission to the following:

- Drama or Musical • Band Concert
- Choral Concert • Arts Festival • Home Football Game
- Home Basketball Game • Home Wrestling Match

Visit www.lschs.org for a calendar of all school events.

* The pass cannot be used for Playoff or Championship games regardless if La Salle is the home team. Other sporting events do not charge for admission.



Wrapping Up the Day

- Is Delegating an option?
- Who closes with student?
What is the message?
- Who closes with
parent/guardian
- What is the intent?
- Need to be explicit and
intentional with these
conversations



Enrollment Management

➤ What is Micromarketing?

- ✓ Micromarketing is a type of marketing that targets a small group of your customer base. These are highly targeted customers who share very specific traits, such as their location, age, **interests**, household income, shopping behaviors, or occupation. In essence, micromarketing targets specific individuals as opposed to general groups

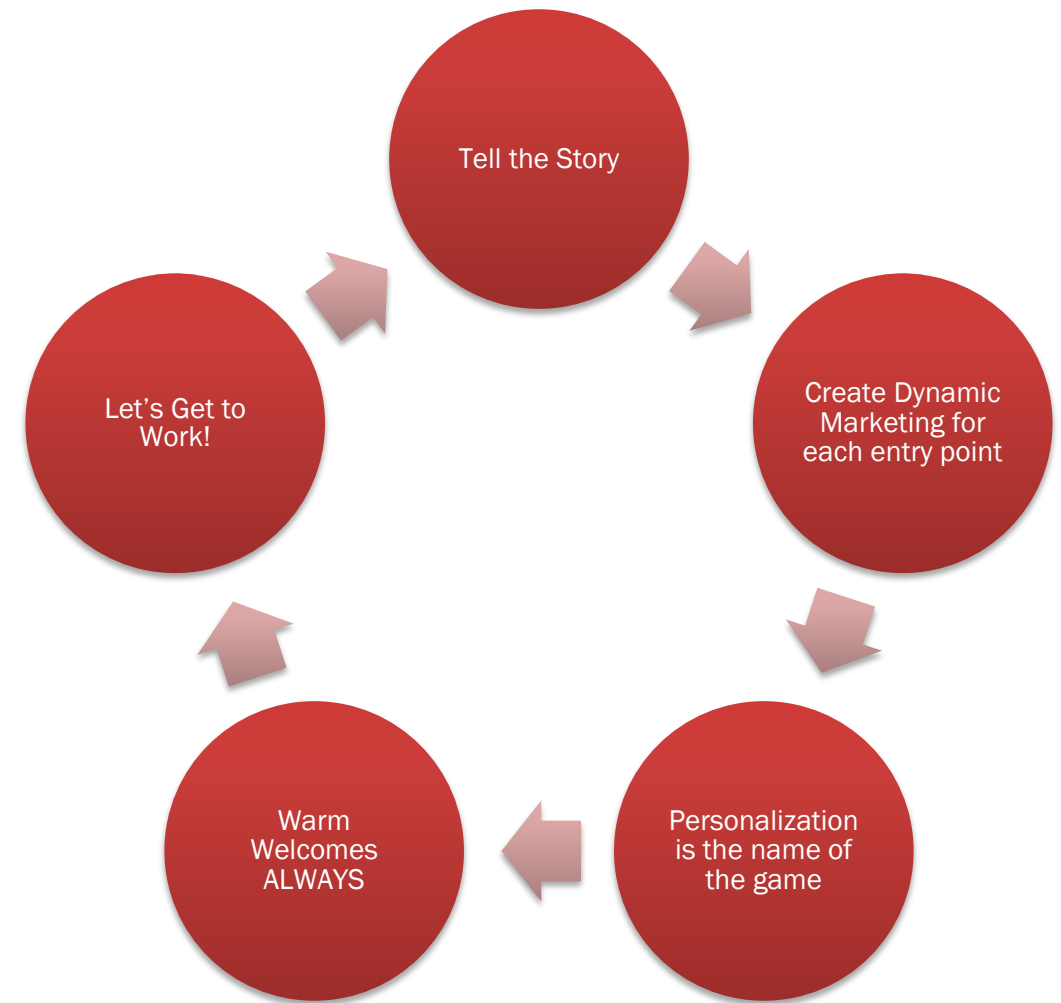
➤ How can we market our schools right now and engage with prospective families to impact enrollment in the Fall?



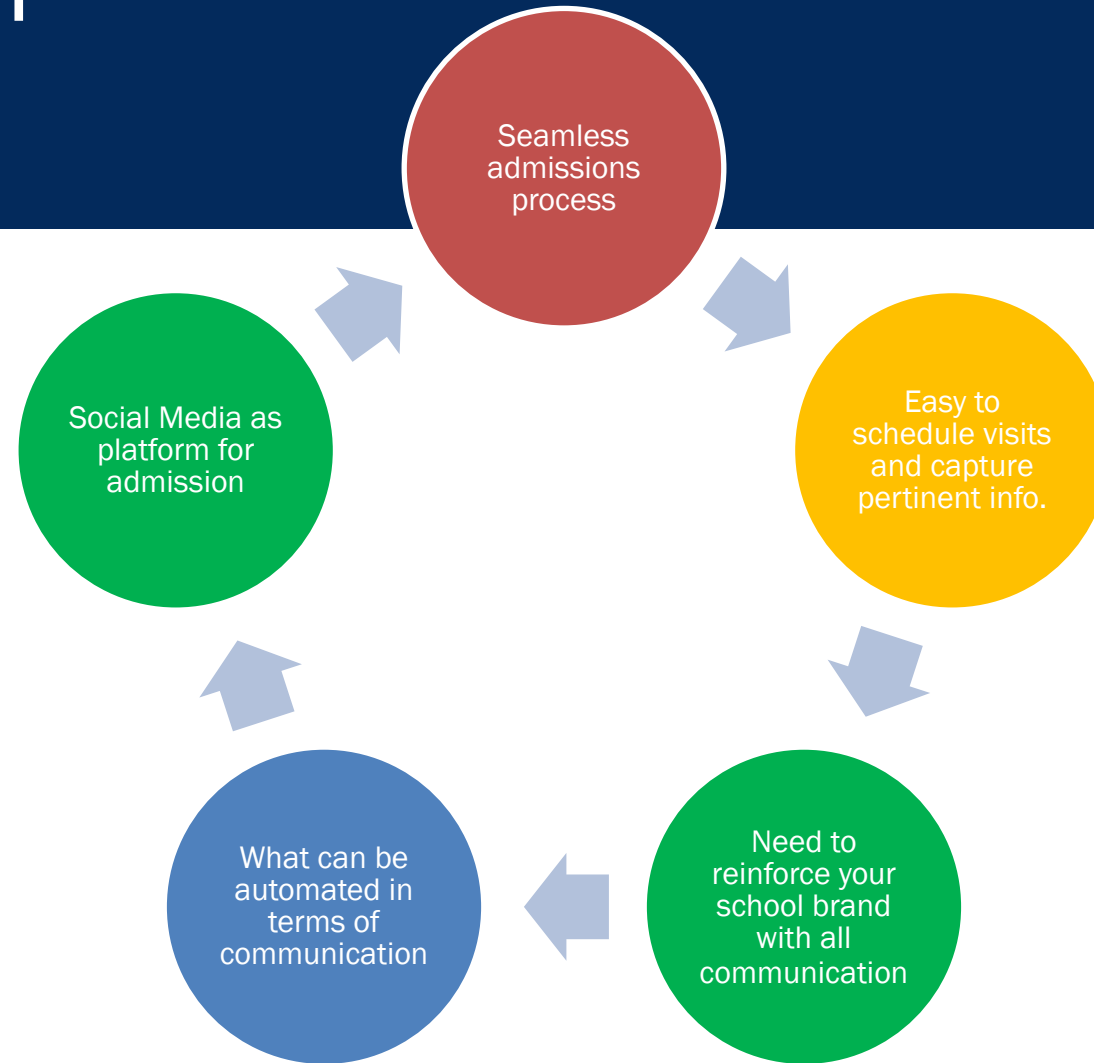
Micro-
Marketing as
a tool for
recruitment

Recruitment

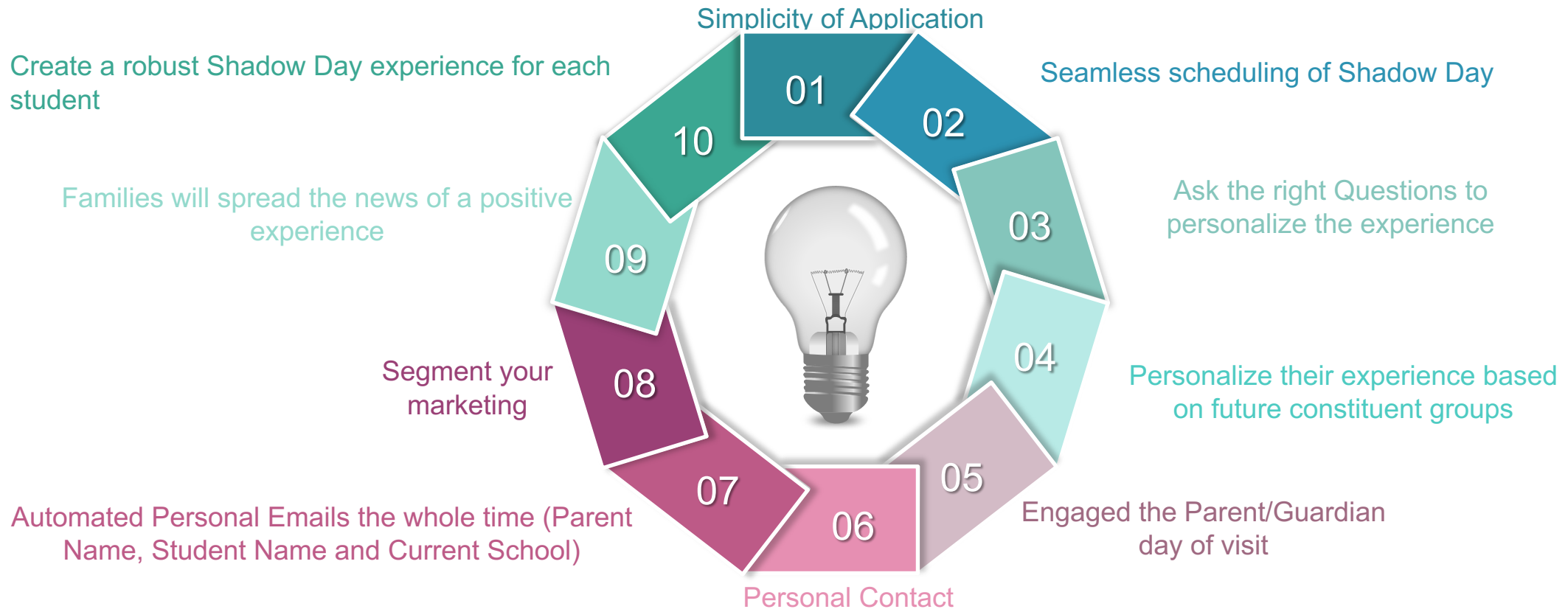
How are we
communicating with
prospective families?



Housekeeping on Communication



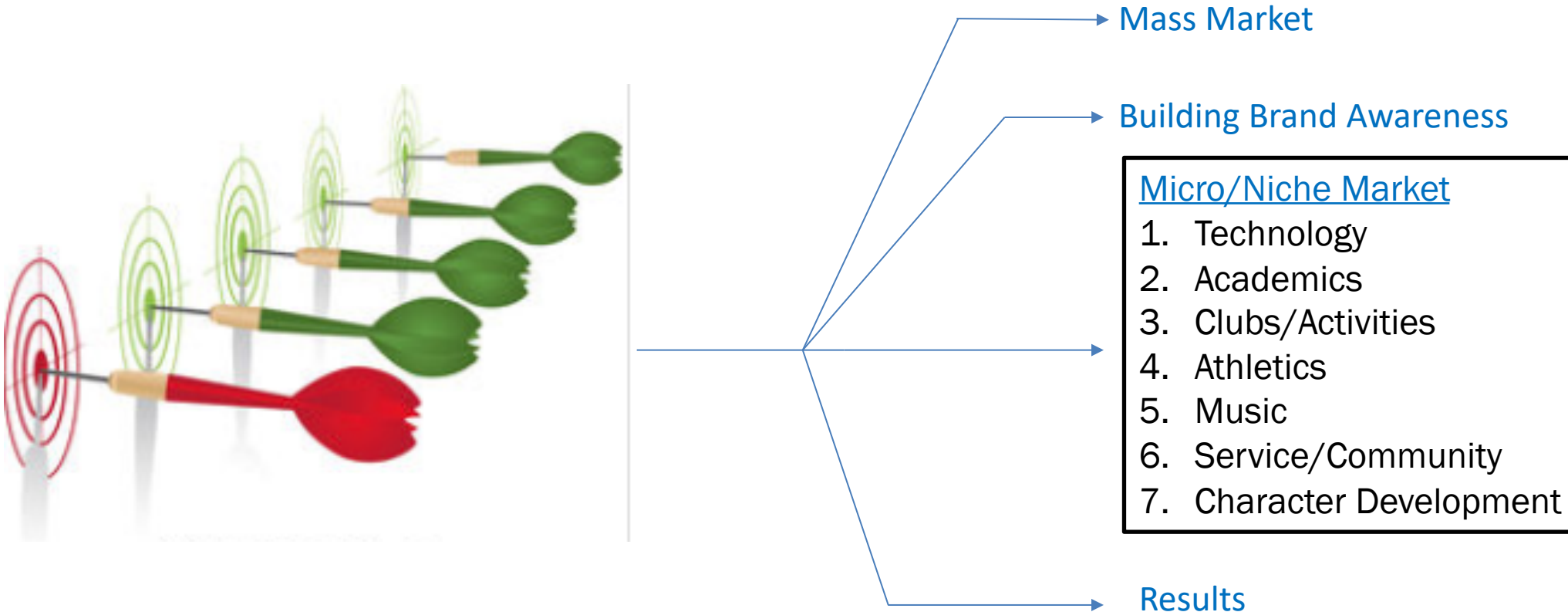
Outcomes for a successful Visit Day



Not all Visit Days are the same

- Almost every student can have a personalized day
- Responsibility is on YOU
- What is the student or family personally into?

Targeting Options

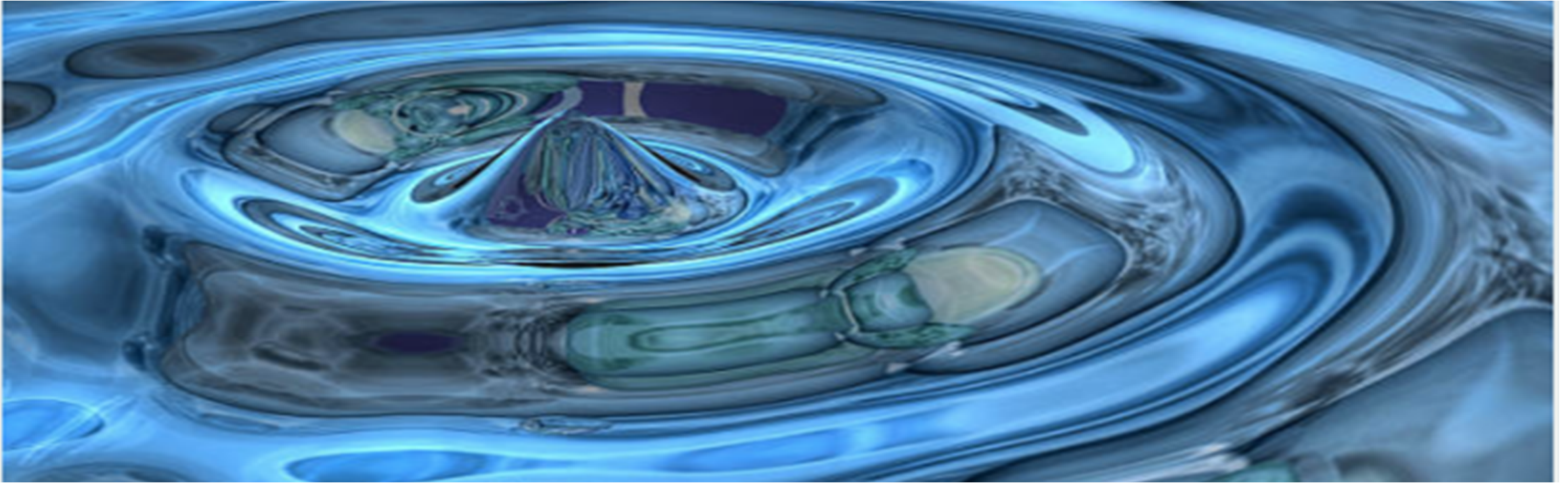


Where can you get Creative in the next few Months?

- Processing Applications
- Building Data Base on Student Interests
- Beginning to craft incoming Class of 2025
- Admissions and Financial Aid Decisions
- Think about tiering deposits
- So many schools are complacent with Calendar and Deposit Deadlines
- Can you get creative with top Academic Applicants
- Online Orientations
- Differentiating again if possible
- Helpful hints for incoming students to be successful

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	<ul style="list-style-type: none"> • What can you do to differentiate your prospective students experience • How do you connect them with future constituents in your community? 		<ul style="list-style-type: none"> • After Deposits come in, What are you doing to minimize the melt? • How can you start to build community? 	<ul style="list-style-type: none"> • Academic Course Placement • Counseling Introduction if not already completed • Boost programs for academics 	

All About the Ripple Effects!





How to adapt to the potential of no in-person events?

- ✓ Shadow Day Ideas?
- ✓ Personal Tours
- ✓ Virtual Tours
- ✓ Video Content



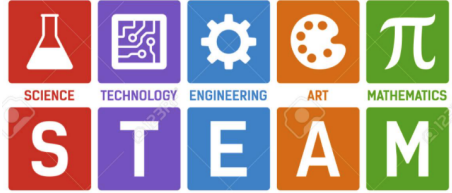
Results

- Conducted 8 Live Sessions in a week
- Hosted over 240 families
- 70 different middle schools represented

Pivoting



Differentiating and Micro-Marketing this year for STEAM



Micro-Marketing for our Performing Art Students



Differentiating and Micro-Marketing for Student Athletes

- Understand the rules
- What flexibility to have to engage this niche market



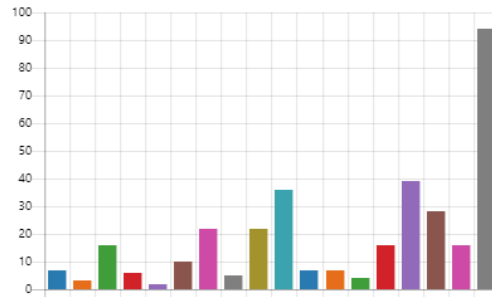
How do we best prepare ourselves for the future?

➤ Do you currently use surveys?

12. What other schools did you apply to? (Please select all that apply)

[More Details](#)

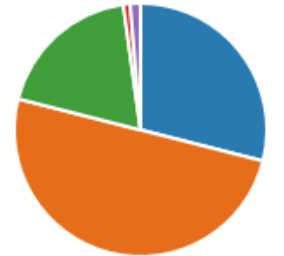
Archbishop Carroll	7
Bishop McDevitt	3
Chestnut Hill Academy	16
Devon Prep	6
Episcopal Academy	2
Father Judge	10
Germantown Academy	22
The Haverford School	5
Holy Ghost Prep	22
Lansdale Catholic	36
Malvern Prep	7
Pope John Paul II	7
Archbishop Ryan	4
Roman Catholic	16
St. Joseph's Prep	39
Archbishop Wood	28
William Penn Charter	16
Other	94



5. What type of school did you attend prior to starting at La Salle?

[More Details](#)


Public Middle School	66
Catholic Parish Grade School	114
Private Academy	43
Charter School	2
Other	3







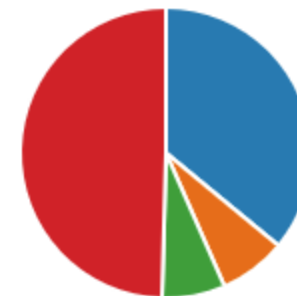
You have
existing
paying
customers
whose
insights
could help
in the future

32. Looking at our Graduate Profile (above), which of the following pillars do you identify with the most?

[More Details](#)


 Insights


	Men of Intellect and Accompli...	82
	Men of Faith and Compassion	17
	Men of Service and Justice	16
	Men of Integrity and Respect	113



31. If you need additional tutoring or academic assistance, do you typically meet with a teacher...

[More Details](#)

 Insights

	Before school	8
	After school	25
	Free period	195

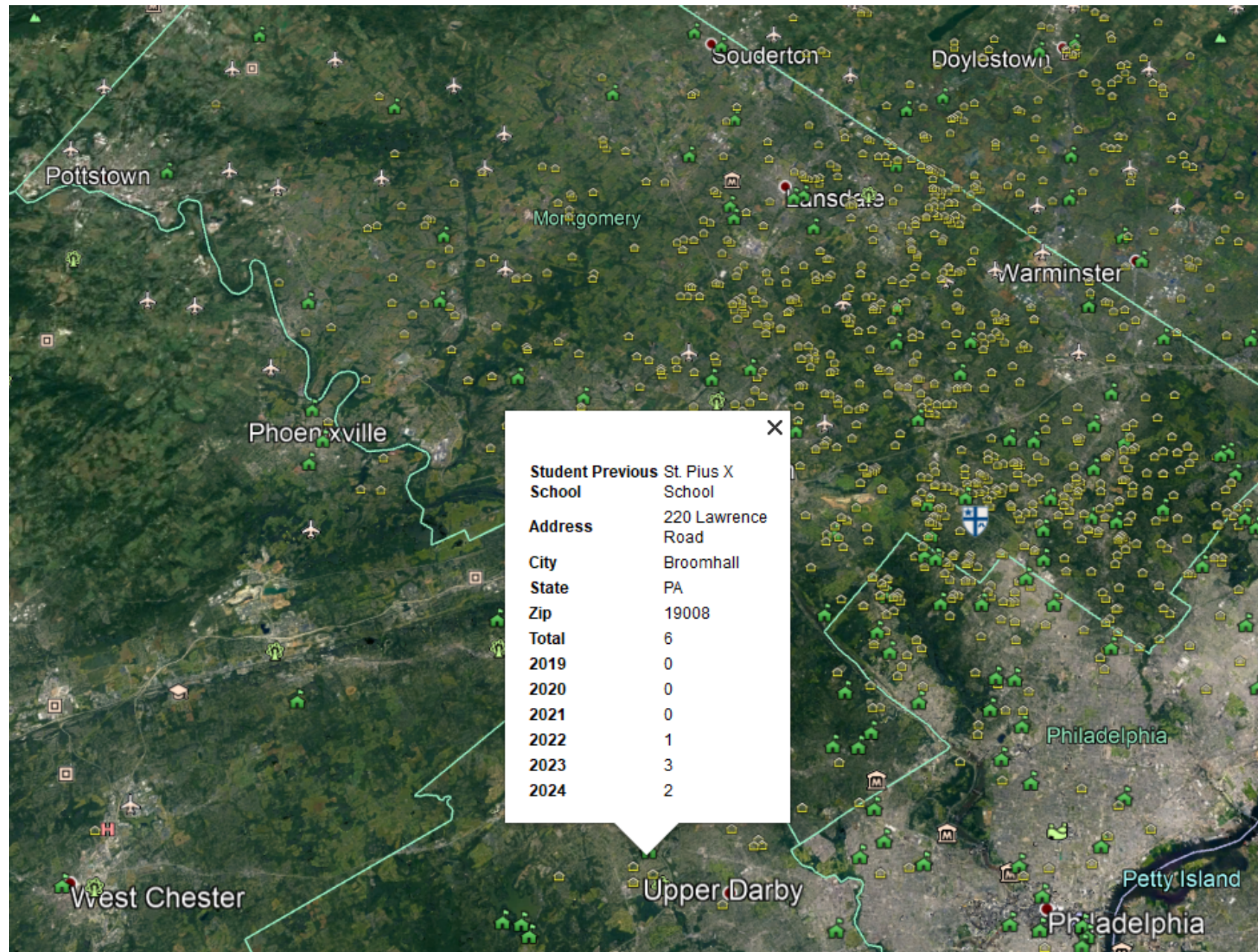


The Planning and Details never stop!

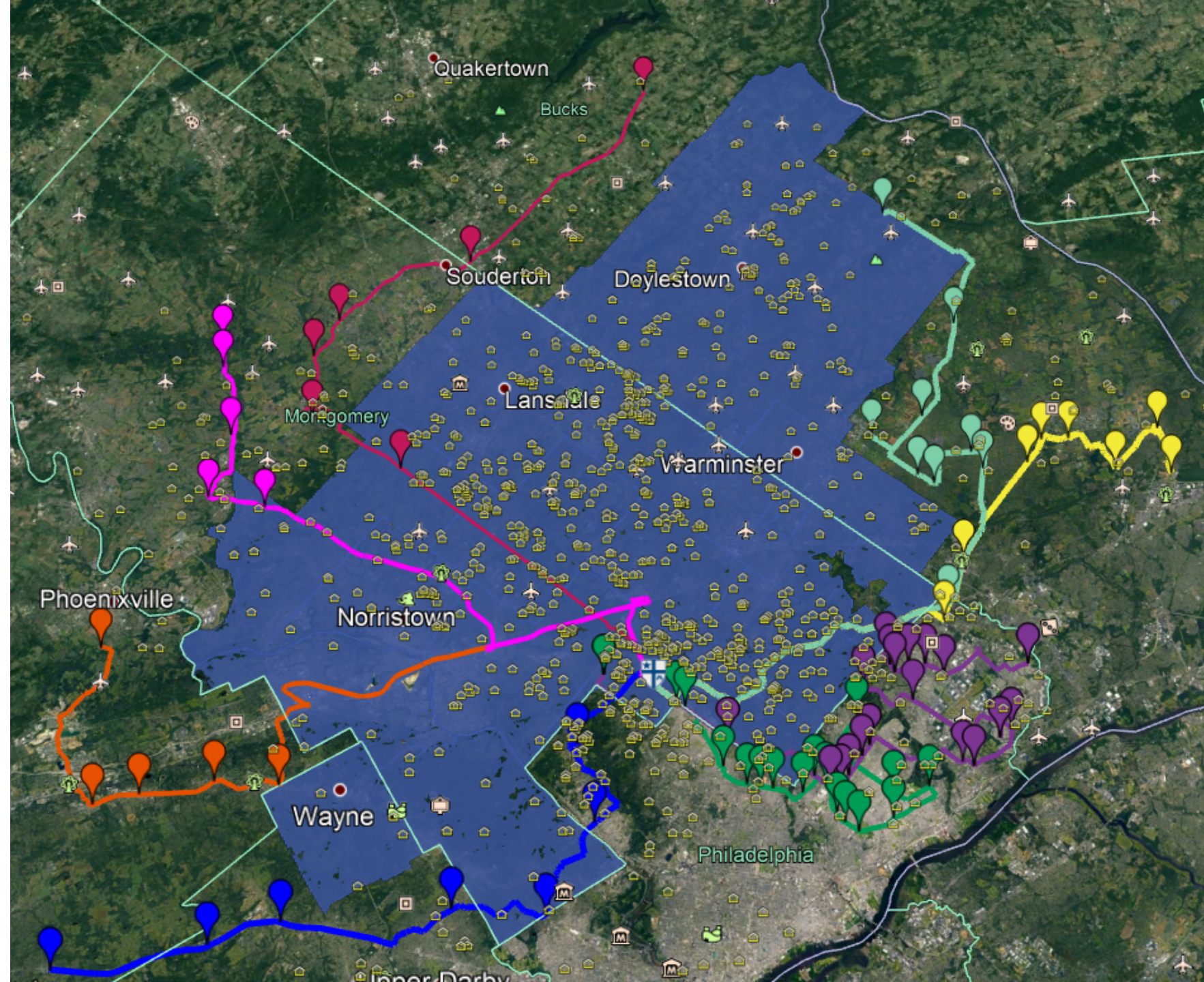
Class of 2025 Onboarding Roadmap

	February	March	April	May	June	July	
Tasks for families to complete			<u>Online Tasks</u> <ul style="list-style-type: none">Family profileTransportationLegacy dataGuidance transitionGym uniform order Parents need a video for email/passwords Students need a video for email and passwords	<u>Online Task</u> <ul style="list-style-type: none">Complete online placement test registration and course selection questionnaire (5/19)			
On-Campus Events		Class of 2025 Welcome / Academic Orientation 4:30/6:30 10:30/2:00 <ul style="list-style-type: none">3/14, 3/153/23, 3/27	Class of 2025 Hype Parade <ul style="list-style-type: none">April 25 (3-5pm)	Welcome mass & picnic <ul style="list-style-type: none">5/15 (4PM)Sunday rain date	Placement Tests Week of June 21 st		<ul style="list-style-type: none">
Virtual Events		Virtual Class of 2025 Welcome / Academic Orientation (3/18)	Virtual Information Sessions (7:00PM / 30 min) <ul style="list-style-type: none">Academic Overview (4/7)Academic Placement Tests (5/19)Technology (4/14)Athletics (4/28)Music (4/21)Counseling (5/12)Student Life (5/5)<ul style="list-style-type: none">Clubs/activitiesDEI		Online Boost workshops <ul style="list-style-type: none">Math 6/7 – 6/18Spanish 6/14 – 18 Pre-ninth (TBD)		
Email	Letter/email from Principal and Academic Affairs (Week of 2/16/21) <ul style="list-style-type: none">Comprehensive syllabus for frosh onboardingSign-ups for welcome event	(Week of 3/8)	TBD	TBD	TBD	Letter/email from Principal and Academic Affairs <ul style="list-style-type: none">Course placement confirmationSummer Assignment instructions	
		<u>Engagement emails:</u> <ul style="list-style-type: none">every two weeksSame day of the week, if practical<ul style="list-style-type: none">Prior to all events/tasks.Include 1 piece of content for engagement.					

How can
you work
smarter?



Is your
office using
technology
to its'
advantage?



Q&R

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Kevin Dougherty

Thank you and good luck!

If you have any additional questions or need more information, please contact me at:

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Visit us at:

www.partnersinmission.com