

Diocese of Fort Wayne-South Bend

Tying Past Presentations to Your Plan: a Checklist

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Kathy Link, Partner



Kathy Link



- 10th year of consulting to Catholic schools on issues of sustainability
- Former Senior Director of Schools for the Healey Education Foundation
- Extensive experience in enrollment management, advancement, governance and work planning
- National presenter on recruitment and retention

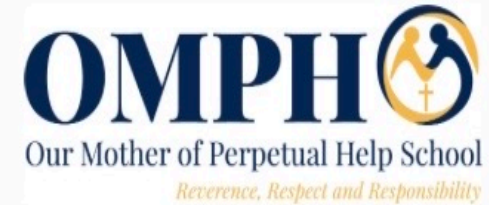
It's been a while...



BRANDING: Identity

Big Concepts:

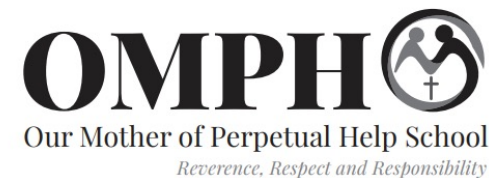
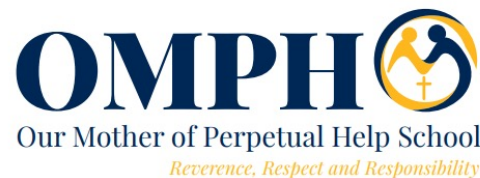
- Logo
- Tagline
- Key Messages
- Style Guide
- Consistency
- Brand Promise/Value Proposition



Brand Sheets and Style Guides

OUR MOTHER OF PERPETUAL HELP SCHOOL

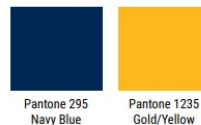
Logo Identity and Branding Guidelines



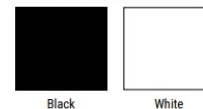
Two Color Logo: For use online and full color marketing materials.

Grayscale Logo: For use on materials that only require photocopies.

LOGO COLORS: PRIMARY



SECONDARY COLORS: MARKETING MATERIALS



OMPH SCHOOL COLORS:

Navy Blue (Pantone 295): The color of royalty to welcome the coming of a King. Symbolizes the night sky in which the star appeared to announce the birth of Jesus. Represents the sky or heaven, where heralds proclaimed Jesus' birth as well as Mary, "the Queen of Heaven." It can also symbolize the waters of Genesis 1, the beginning of a new creation.

Gold/Yellow (Pantone 1235): Symbolizes what is precious and valuable — majesty, joy, and celebration. Because of its brightness, gold represents the presence of God.

OMPH LOGO MEANING:

The icon of the OMPH logo represents Mother and child, student and teacher, parent and educator; together hand in hand for the greater good of the child/student.

The shape mirrors the "O" and the "M" of Our Mother. The circular shape surrounds the figures, a symbol of family, safety and community. The figures face each and hold hands in communion, prayer or active learning; showing support, guidance, love and care.

The cross appears underneath the figures; representing the foundation of faith, God, and Catholic principles.

OMPH LOGO - PROPER USAGE:

Used for all official school correspondence including (but not limited to) stationery, documents, forms, announcements, e-newsletters, social media, press releases or anything pertaining to the school identity as a whole. Always keep the icon with the school initials and name in text.



Black Logo: For use on promotional items (shirts, waterbottles, lanyards, etc.) where a one color imprint is needed.

OMPH FONTS:

"Playfair Display" font was created in a time of enlightenment in the late 18th century when broad nib quills were replaced by pointed steel pens. It is representative of the development of innovative printing technology, ink, and paper making; with letters of high contrast and delicate hairlines.

LOGO/HEADLINES:

Playfair Display Regular
Playfair Display Regular Italic
Playfair Display Bold
Playfair Display Bold Italic

BODY COPY ON LETTERS, FORMS, GENERAL COMMUNICATION, ETC:

Times Roman Regular
Times Roman Regular Italic
Times Roman Bold
Times Roman Bold Italic

Download a free version here:

<https://www.fontsquirrel.com/fonts/playfair-display>

FILE FORMAT GUIDE:

EPS and PDF: These are "vectors" meaning they can be enlarged to any size indefinitely and never lose their print quality. These formats are to be used for screenprinting, promotional items, and large format signs or banners.

JPG and PNG: These are for online use, social media, and Word/Google documents. The JPG will have a white background. The PNG has a transparent background.

GENERAL AWARENESS MARKETING: Attention



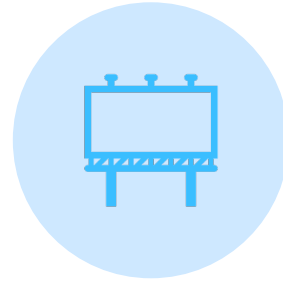
ROBUST SOCIAL MEDIA



AN UP-TO-DATE, ENGAGING,
INTERACTIVE, INTUITIVE
WEBSITE



PRINT

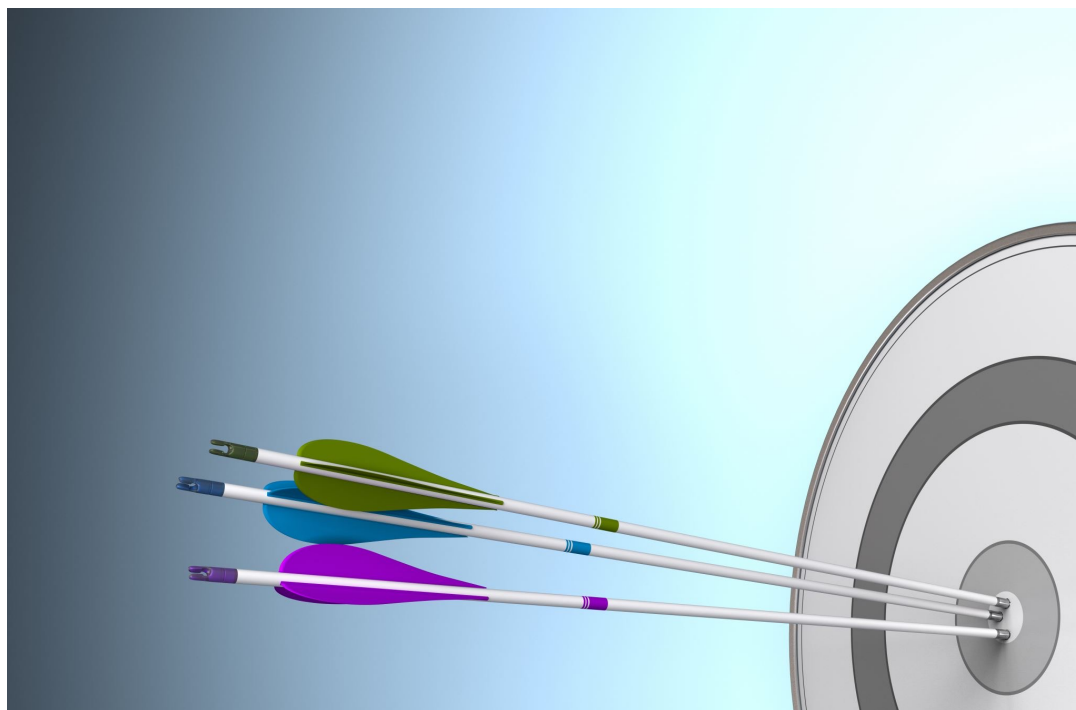


BILLBOARDS, RADIO, TV



BUDGET

TARGET MARKETING: Attraction



- Primary Markets
- Secondary Markets
- Emerging/Potential Markets

What do they need/want?

How can you meet those needs/wants?

Focus on Benefits

- How/where/when do you reach these audiences?
- What are your key messages that align with wants/needs?
- Why is it “worth it”?

MICRO- MARKETING: Relationship



RECRUITMENT: Action

EVENTS Information Sessions, Open House

VISITS Tours and Shadow Days

TEAMS Enrollment is everyone's job

VOLUNTEERS Parent and Student Ambassadors

DATA Inquiry Management and Next Steps

APPLICATION: Interest

Process

Ease

Deadlines

Integration of Financial Aid

ACCEPTANCE: Invitation



- How are you deciding?
- How are you informing?
- What are your yields?
 - Leads
 - Inquiries
 - Applications
 - Acceptances
 - Enrollments

ENROLLMENT: Decision

- Enrollment Reports
 - Setting goals
 - Three Big Numbers
- Ongoing Communication
 - Don't forget the summer
- Connecting Parents
 - Events
 - "Angel" Families

RETENTION: Fulfillment

- Retention begins at the moment of enrollment
- Why do families choose our schools? (4 big reasons)
- Why do families leave our schools? (4 attrition flags)
- Best practice rates
- Creating the exceptional student experience

GRADUATION: Celebration!





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