

# A Checklist for Effective Enrollment Management Planning

Diocese of Ft. Wayne-South Bend  
June 9, 2021

# PARTNERS IN MISSION TEAM



Cathy Donahue



COLLEGE OF THE  
Holy Cross



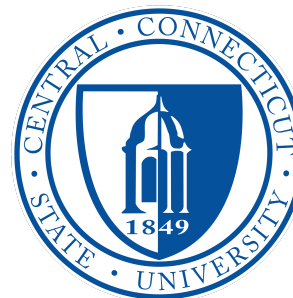
Archdiocese  
of Hartford



SAINT JOSEPH'S  
UNIVERSITY



DIOCESE OF BRIDGEPORT  
CATHOLIC SCHOOLS  
FORMING hearts. INFORMING minds. TRANSFORMING lives.



Partners  
in Mission

Advancement and Leadership  
Services for Catholic Education

Here's what we learned  
about your diocese:

Catholic education is a  
*real and meaningful*  
priority



Diocesan Marketing &  
Enrollment Management Plan



Significant marketing support



Enrollment Management  
Software



School Choice Expansion

Here's what you told us  
about your schools in  
March:

We are doing some things  
well; we have room for  
growth.



Enrollment  
management 3.2



Retention 3.2



Recruitment 3.1

## **March Enrollment Management Workshop Highlights Reel**

SESSION 101: THE SCIENCE OF ENROLLMENT MANAGEMENT:  
THE ENROLLMENT MANAGEMENT FUNNEL  
Presenter: Cathy Donahue

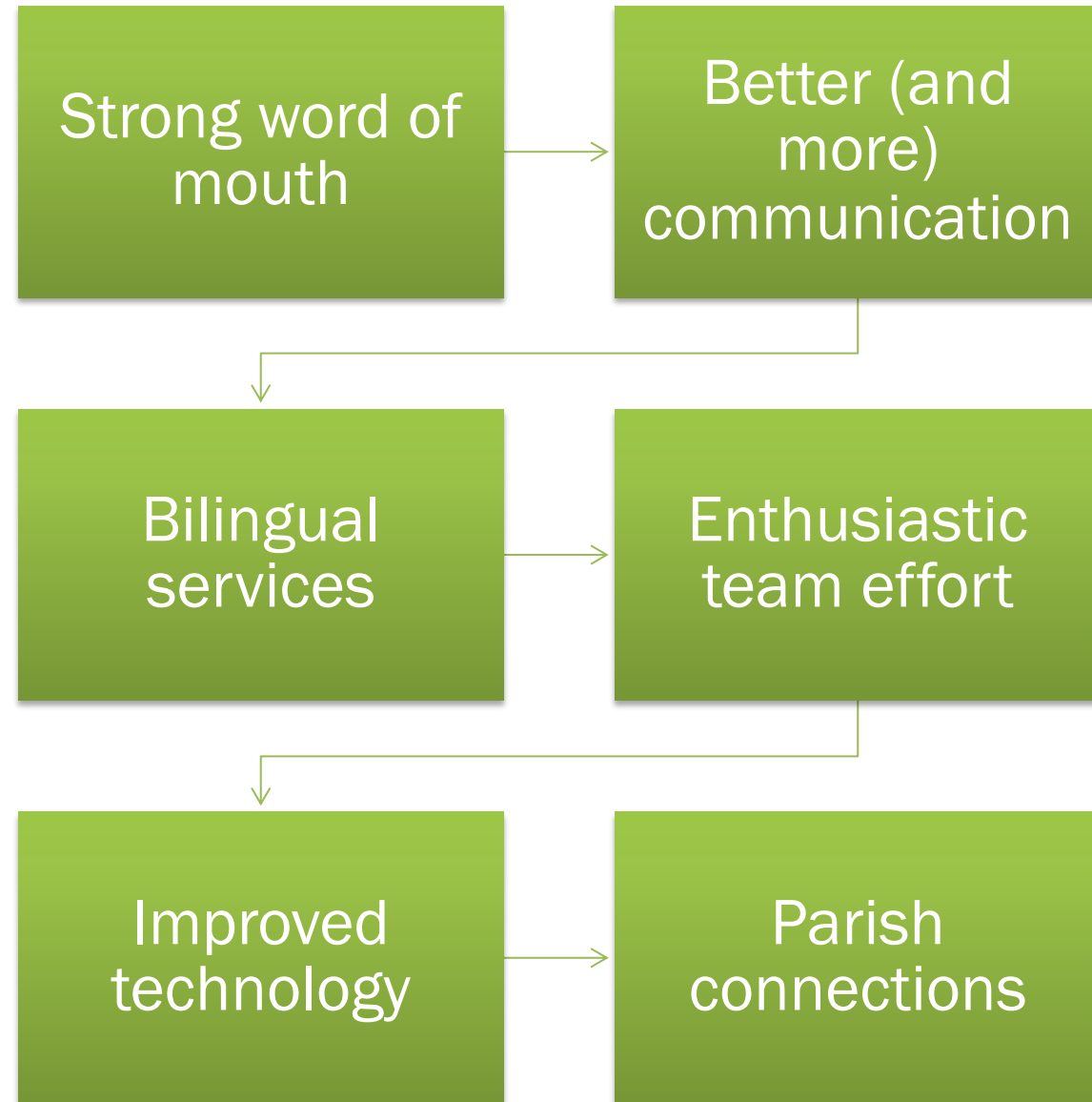
SESSION 102: MANAGING INQUIRIES, Presenter: Maria Ippolito

SESSION 103: APPLICATION AND ACCEPTANCE, Presenter: Kevin  
Dougherty

SESSION 104: RETENTION: THE SINGLE MOST EFFECTIVE MEANS  
OF GROWING ENROLLMENT, Presenter: Kathy Link

SESSION 105: THE THREE C'S FOR ENGAGING HISPANIC FAMILIES  
Presenter: Erika Gallardo, Archdiocese of Chicago

Here's what you  
told us about the  
**STRENGTHS** of your  
EM programs...



## Here's what you told us about the WEAKNESSES of your EM programs...

Not enough  
word of mouth

Not enough  
help

Competition  
with peers

Decreasing  
enrollment from  
partner schools

Lack of parish  
support

Lack of  
marketing  
budget

Here's what you  
told us about the  
**NEW INITIATIVES** of  
your EM programs...



Virtual Open House  
tour



Multiple testing  
dates



Personalized  
scheduling



Early applicant  
lower admission  
fees



Incentives for  
referrals



Earlier contact



# More NEW INITIATIVES of your EM programs...



Student led tours



Postcards



New website



More follow up



More community  
outreach



More social  
media

## Here's what you told us about the new initiatives in RETENTION...

Defining at risk  
students  
earlier

Earlier  
registration

Summer camp  
for at-risk

Parent  
satisfaction  
surveys

Parent exit  
interviews

More  
communication

## NEW EFFORTS FOR NEXT YEAR...

Adding multiple  
programs to  
advertise to  
families

Parent surveys

Tracking  
spreadsheet

More social  
media

Earlier outreach

New  
stakeholders  
included in  
outreach

More follow up

Fine tuning  
online  
enrollment

What do you wish  
your school was  
better at doing in  
terms of in EM?...

Enrolling  
students before  
class  
registrations

Support bilingual  
families

More community  
outreach

Better first  
contact

More staff

More tuition  
assistance

Help targeting  
African American  
community

Recruiting new  
families

Waiting lists

Q: How would you  
define a successful  
Catholic school model?



Work Smarter,  
Not Harder.



# Your Enrollment Management Plan



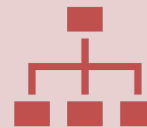
Data Gathering  
(Session 201, 202)



Smart Goals  
(Session 202)



Key Strategies  
(Session 202, 203, 204)



Lead/Team Accountability,  
Start Date/Benchmark Data,  
End Date/ Benchmark Goal,  
Resources,  
(On your own)

# School Team Assignment #5

## Your Enrollment Management Plan

Formalize your 2021-22 plan to include:

1. Goals
2. Objectives/Key Strategies
3. Lead/Team Members
4. Start Date/Benchmark Data; End Date/ Benchmark Goal
5. Resources Required

Due Date: July 20, 2021



# Data Gathering

What do we already have that can inform  
our plan?

# Data Drives Strategy

1. Historical Enrollment Data by grade, partner school, parish
2. Retention Data
3. Funnel data
4. Visitors/Event Attendees
5. Demographics, Legacy
6. Target Market Data
7. Legacy enrollment
8. Survey results: satisfaction/exit
9. Tuition Assistance total resources (funded & unfunded)
10. Families registered for tuition payment plans
11. Delinquent tuition rates
12. Budgets: Marketing, Admissions, Retention
13. Staff Resources
14. Website analytics
15. Social Media followers
16. School communications open rates (enews, invites)

# Enrollment Management Funnel



# School Team Assignment #1

## Data Gathering

List the data you can use to inform your enrollment management plan. Consider:

1. marketing analytics
2. recruitment and retention historical data
3. survey results
4. demographic information