The Science of Enrollment Management

Diocese of Ft. Wayne-South Bend
March 12, 2021

Welcome

Introductions

- In the Chat, please share your name, your school's name and your role at your school

- Example: Cathy Donahue, Blessed Sacrament Elementary School, Principal
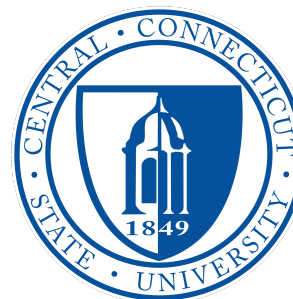
Here's what our Team learned about Catholic education in your Diocese

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FORT WAYNE-SOUTH BEND

Catholic education is a priority

Enrollment Trends

Significant marketing support

Enrollment Management Software

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Your Report Card

- Strategic enrollment management work 3.2
- Strategic retention work 3.2
- Strategic recruitment work 3.1

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More

Word of mouth reigns

New events planned

Some exit interviews, some not so much

Stronger relationships (parishes, partner schools etc) how?

Too many priorities

Work smarter

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Learning Objectives

As a result of participating in today's webinar,
you will be able to:

Define	Define Strategic Enrollment Management (SEM)
Understand	Understand the role of SEM in building a thriving school model
Identify	Identify opportunities to engage stakeholders
Work Smart	Consider how you can balance SEM work with your other responsibilities

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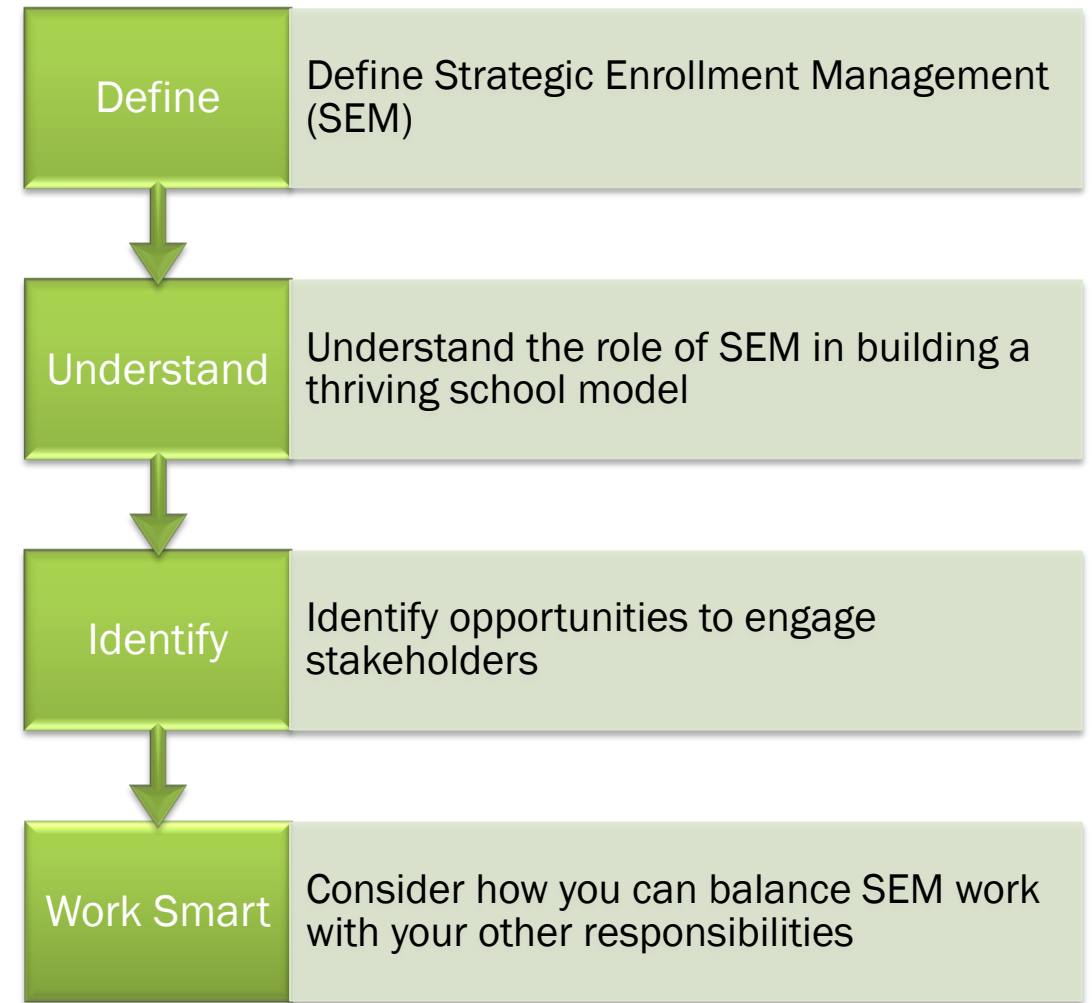
Q: How would you define a successful Catholic school model?

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Strategic Business Practices for Viability & Sustainability

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Optimize profits → Analyze current strategies for yield → Identify enhancement opportunities → Generate customer interest
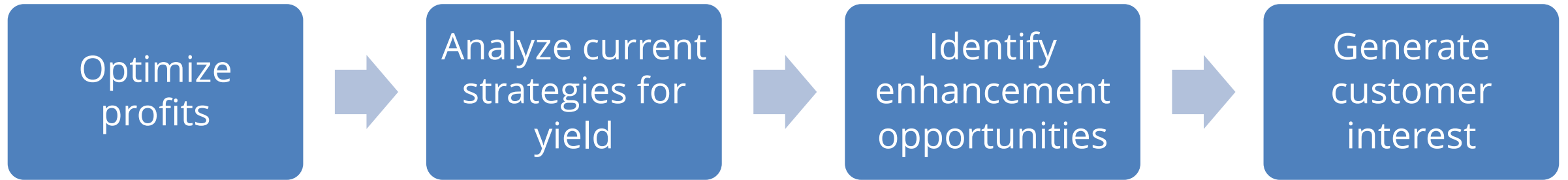
Strategic Practices for School Viability & Sustainability

Advancement → Marketing → Strategic Enrollment Management

Work Smarter,
Not Harder.

Working SMART-er

Specific

Measurable

Agreed Upon

Realistic

Timely

What is Strategic Enrollment Management?

"Strategic enrollment management is an institution's efforts to identify, recruit, enroll, retain and graduate a student body in accordance with (its) mission and goals while also maintaining fiscal sustainability."

-*Society for College & University Planning*

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Vicious Circle

Vicious Circle

Excess Capacity

Revenue Loss, Budgets Deficits

Weakened Product (Actual and Perceived)

Reduced Demand, Increased Excess Capacity

Further Weakened Product (Deferred Maintenance, Faculty/Staff Cuts)

Reduced Quality Reduced Diversity

Enrollment Management Funnel

BRANDING = IDENTITY

GENERAL MARKETING = ATTENTION

TARGET MARKETING = ATTRACTION

MICRO MARKETING = RELATIONSHIP

RECRUITMENT = ACTION

APPLICATION = INTEREST

ACCEPTANCE = INVITATION

ENROLLMENT = DECISION

RETENTION = FULFILLMENT

GRADUATION = CELEBRATION

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Another View

Awareness — I know that the school exists.

Interest — I am interested in hearing more about the school.

Consideration — I would consider sending my kids here.

Commitment — I have enrolled my kids/grandkids here.

Loyalty — I will re-enroll my kids/grandkids here.

Advocacy — I will be a champion for this school.

Branding = Identify

- ✓ Exemplify values proposition
- ✓ Confirm credibility
- ✓ Connect constituents emotionally
- ✓ Motivate the "buyer"
- ✓ Create user loyalty

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General Marketing = Attraction

Website, SEO
- Social Media
- Yard Signs
- Advertising (Print)
- Billboards

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Target Marketing = Attention

- Partner Schools
- Parishes/ Parish organizations
- Current student neighborhoods
- Daycares

Micro Marketing = Relationship

- Establish a connection and secure your place in the prospect's mind

Recruitment = Action

- Engagement
- Response strategies
- Continuous contact
- Timeline appropriate

Application = Interest

- Affirm the relationship
- Further engage the prospect and their family
- Continual cultivation

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Acceptance = Invitation

- Sense of belonging and ownership
- Student and parent/family communication
- Personalization

Enrollment = Decision

- Enrollment process
- Welcoming events
- Orientation
- Welcome to the "Family!"

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Retention = Fulfillment

- Shared responsibility
- Strategic approach
- Continuous process
- Student and family

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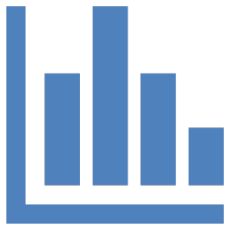
Graduation = Celebration

- Last impression = lasting impression
- Alumni are living examples of the school's mission
- WOM
- Future donors
- Legacy

SEM Report Card:
What areas can you prioritize for improvement?

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Q&R

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