

Diocese of Fort Wayne-South Bend

Framing the Day: “The Why”

September 9, 2021

Kevin Dougherty, Partner



A little about me...



Kevin Dougherty



KIPP:



Learning Objectives for our Time Together



REFLECT ON THE
CHALLENGES OF THE
PAST YEAR



DISCUSS OUR “WHY”



UNDERSTAND THE NEW
LANDSCAPE OF
ADMISSIONS



REALIZE THE
POWERFUL POTENTIAL
OF OUR COMMUNITIES

- Let's pause and reflect on the past year and the amazing work we did for our students and communities

Teachers trying to keep up with virtual teaching, parent emails, virtual department meetings, virtual school-wide meetings, their own children, & the Coronavirus, etc.



- This is not DISTANCE Teaching.
- This is not HYBRID learning.
- This is emergency remote Teaching and learning.

Dear Educators

Together my wife & I have four college degrees and over 40 years experience working with children

We have three elementary-school kids, two jobs, two computers, an old iPad, and slow internet

We have access and capability

We. Are. Still. Overwhelmed.

A person is sitting in a field, with their feet in the foreground wearing dark sneakers with white laces. The background shows a line of trees under a blue sky with some clouds. The text is overlaid on the image.

**KIDS LEARN DIFFERENTLY, KIDS ARE
MOTIVATED BY DIFFERENT THINGS,
KIDS ARE NOT ONE SIZE FITS ALL
COGS IN THE WHEEL OF SCHOOL.**

MEGHAN KESTNER
@spedteacheriam

A photograph of a newborn baby lying between a mother and a father. The mother is on the left, and the father is on the right. The baby is in the center, nestled between them. The image has a blue tint and a semi-transparent dark blue overlay. The text "And Their World Is Changing..." is centered over the image. The words "And Their World" are in white, and "Is Changing..." is in a reddish-orange color.

And Their World
Is Changing...

Our job as teachers is not to "prepare" kids for something;
our job is to help kids learn to prepare themselves for anything.



Vatican
Square only 8
years apart



the changes
Have impacted
students...

IT's never been more
important to know your
Why...

My Why





What is Your Why?

Take A Few Minutes to Write it down

Be Prepared to Discuss With Your Breakout

YOUNG PEOPLE NEED SKILLS AND EXPERIENCE FOR **JOBS OF THE FUTURE**, NOT THE PAST

70%  

of young people currently enter the workforce
in jobs that will be radically affected by

AUTOMATION

OCCUPATIONS:

ENTRY LEVEL

roles for young people are

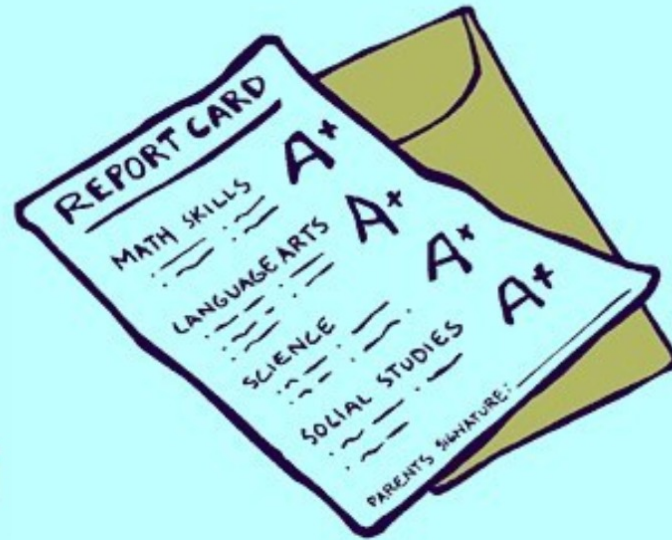
DISAPPEARING



Source: Millennial Branding & Beyond.com

2%

of employers say
that GPA is the
most important
thing they look for
when hiring.



danschawbel  • [Follow](#)

danschawbel In two separate studies I did with Beyond.com, we found that only 2% of employers said that GPA (your grade point average in college) is the most important thing they look for when hiring. Instead, they want to hire based on your attitude, personality, and work experience.

[Load more comments](#)

matthew_t_wurdeman

[@benjaminwitzling](#) Have a skill that will never be automated by robots or



474 likes

JUNE 6, 2018

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“We are currently preparing students for jobs that don’t yet exist, using technologies that haven’t been invented, in order to solve problems we don’t even know are problems yet.”

Karl Fisch

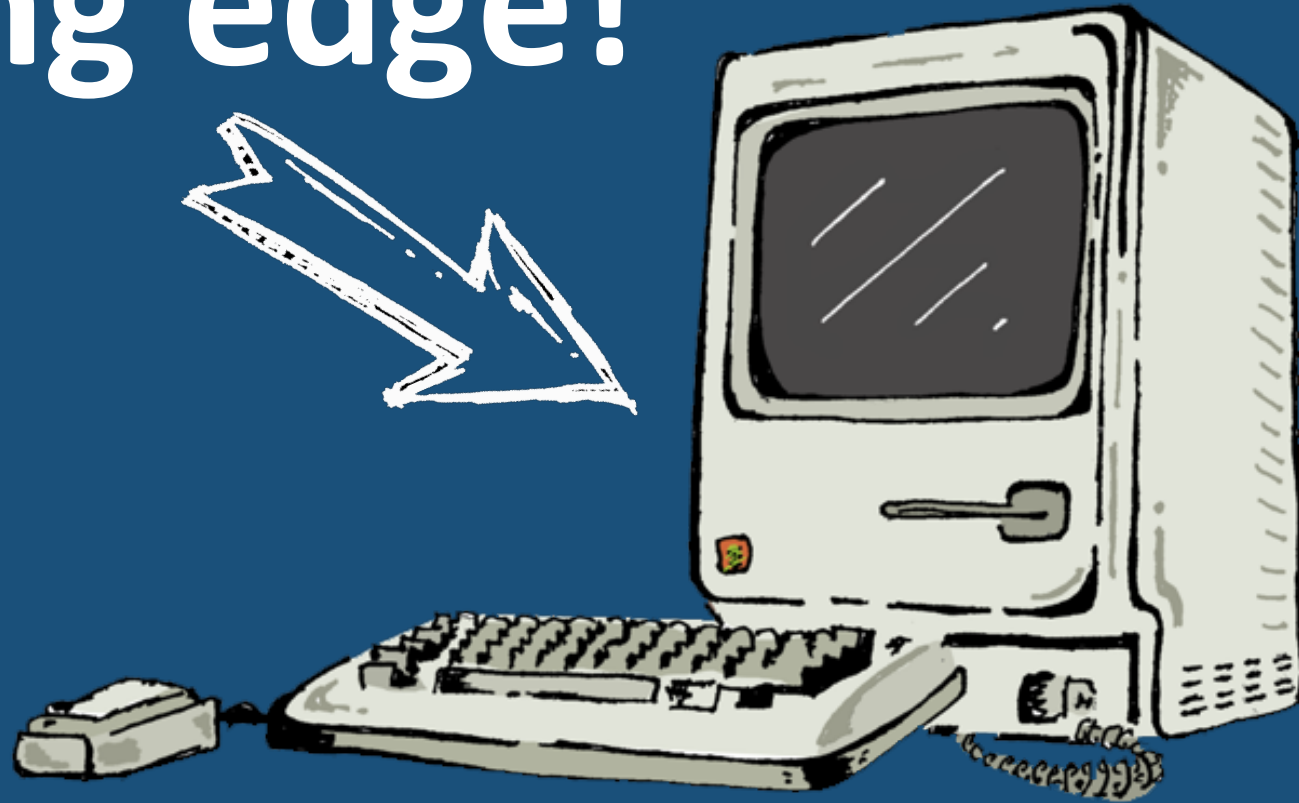
1998:

- Don't get in strangers' cars
- Don't meet ppl from internet

2017:

- Literally summon strangers from internet to get in their car

this was
cutting edge!



my biggest concern was
avoiding Dysentery



A Changing Profession...

- *Teachers are quitting their jobs at the highest Rate Ever*
- *From 2009 to 2014 the number of college students going into education dropped by 35%*

The Learning Ecosystem



Indiana Enrollment & Demographic Trends

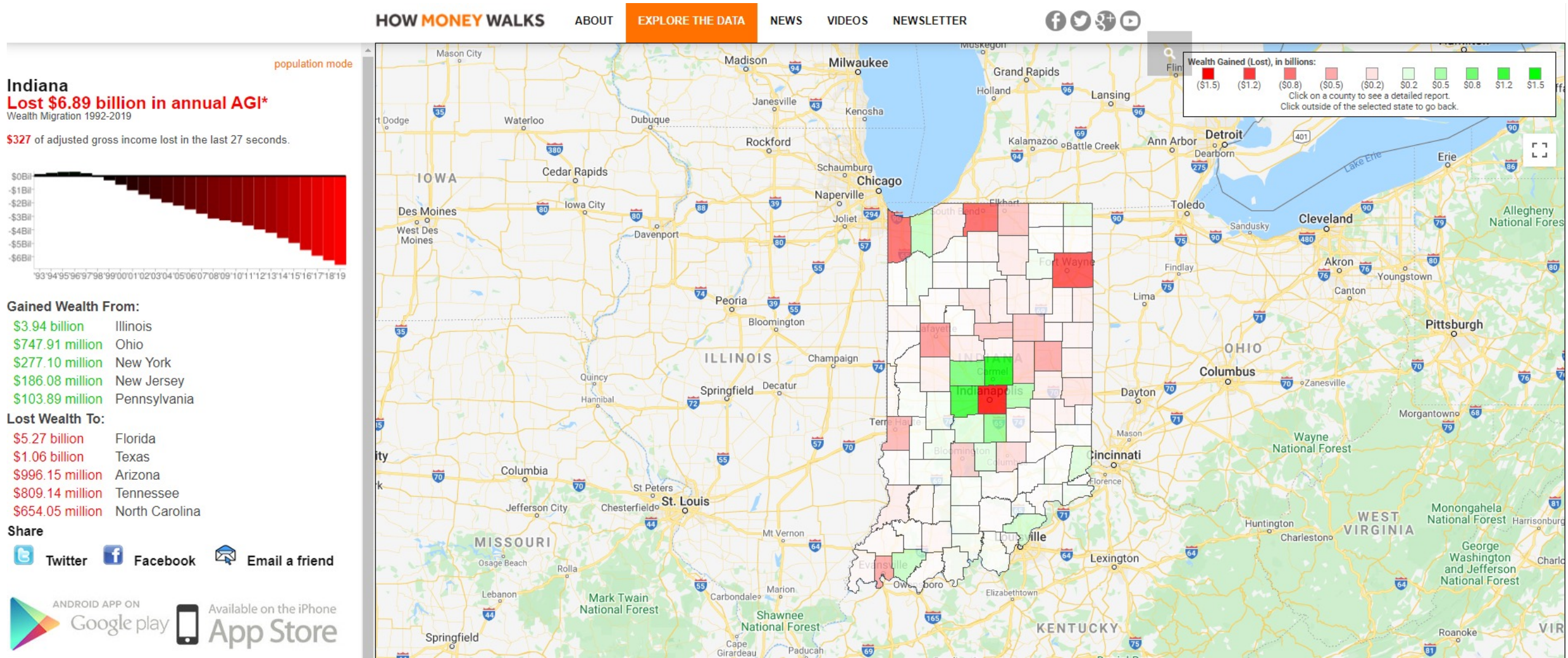
- Total South Bend Catholic School Enrollment dropped **8.3%** from 2012-2013 to 2018-2019.
- Although some schools saw a bump in enrollment for the 2020-2021 school year, many schools fear these families will return to public schools after the pandemic is over.

**Catholic School
enrollment Indiana
is declining.**

To make matters worse, wealth is leaving some areas of Indiana.

- That means schools in Indiana will need to focus on retention efforts if they want to keep enrollment consistent.

Wealth has Migrated in certain areas

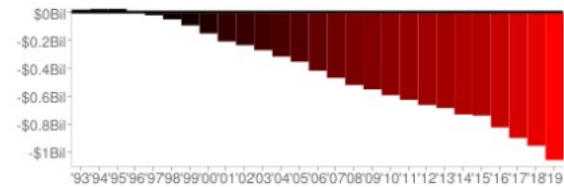


Closer look at St. Joseph County

St. Joseph County (IN) Lost \$1.10 billion in annual AGI*

Wealth Migration 1992-2019

\$70 of adjusted gross income lost in the last 36 seconds.



Gained Wealth From:

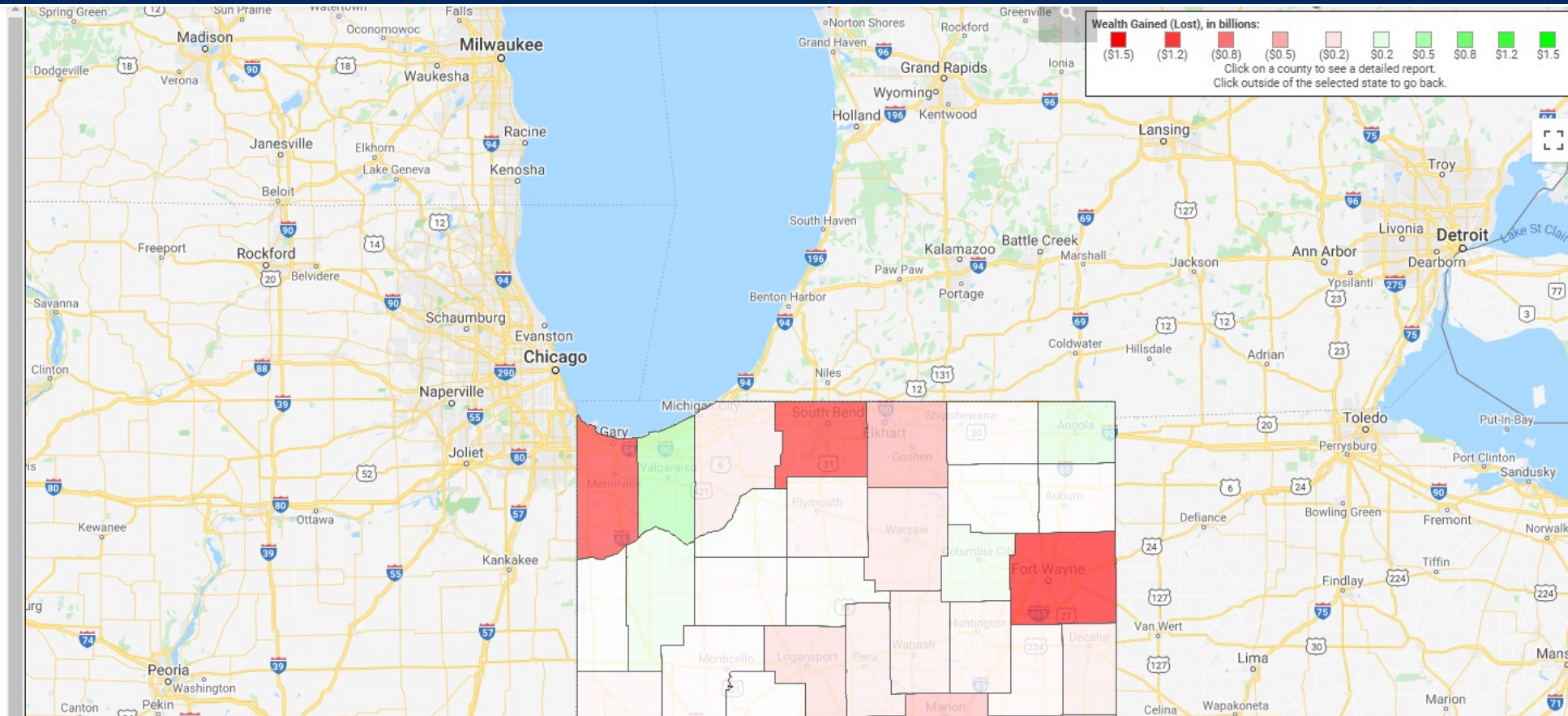
\$36.84 million LaPorte County, IN
\$14.66 million Allegheny County, PA
\$12.43 million Lake County, IN
\$10.14 million Cook County, IL
\$8.16 million Porter County, IN

Lost Wealth To:

\$159.60 million Cass County, MI
\$65.55 million Marion County, IN
\$64.05 million Hamilton County, IN
\$56.59 million Collier County, FL
\$47.20 million Elkhart County, IN

Share

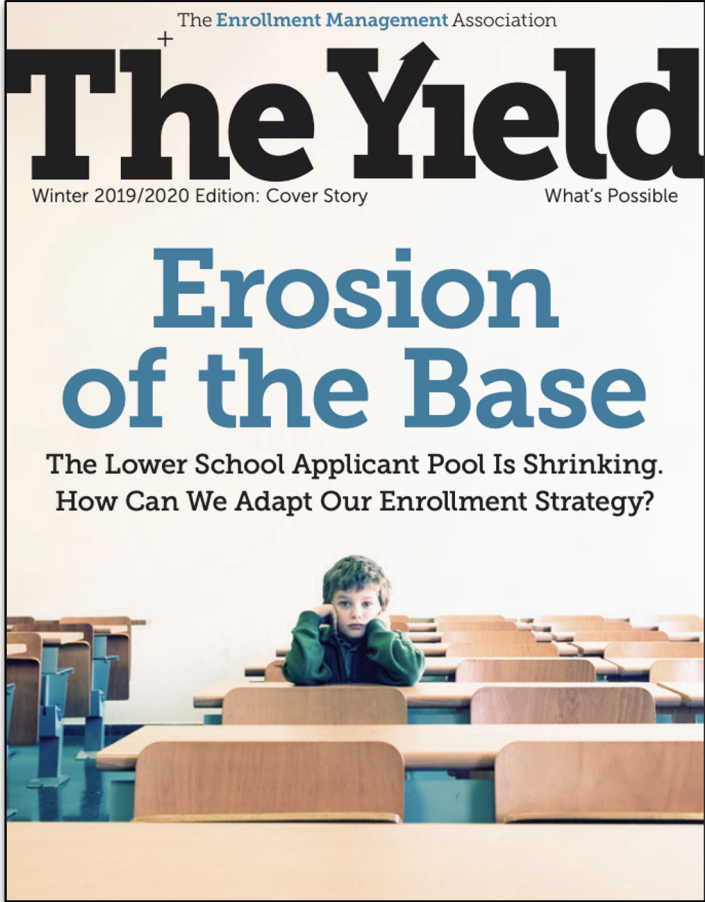
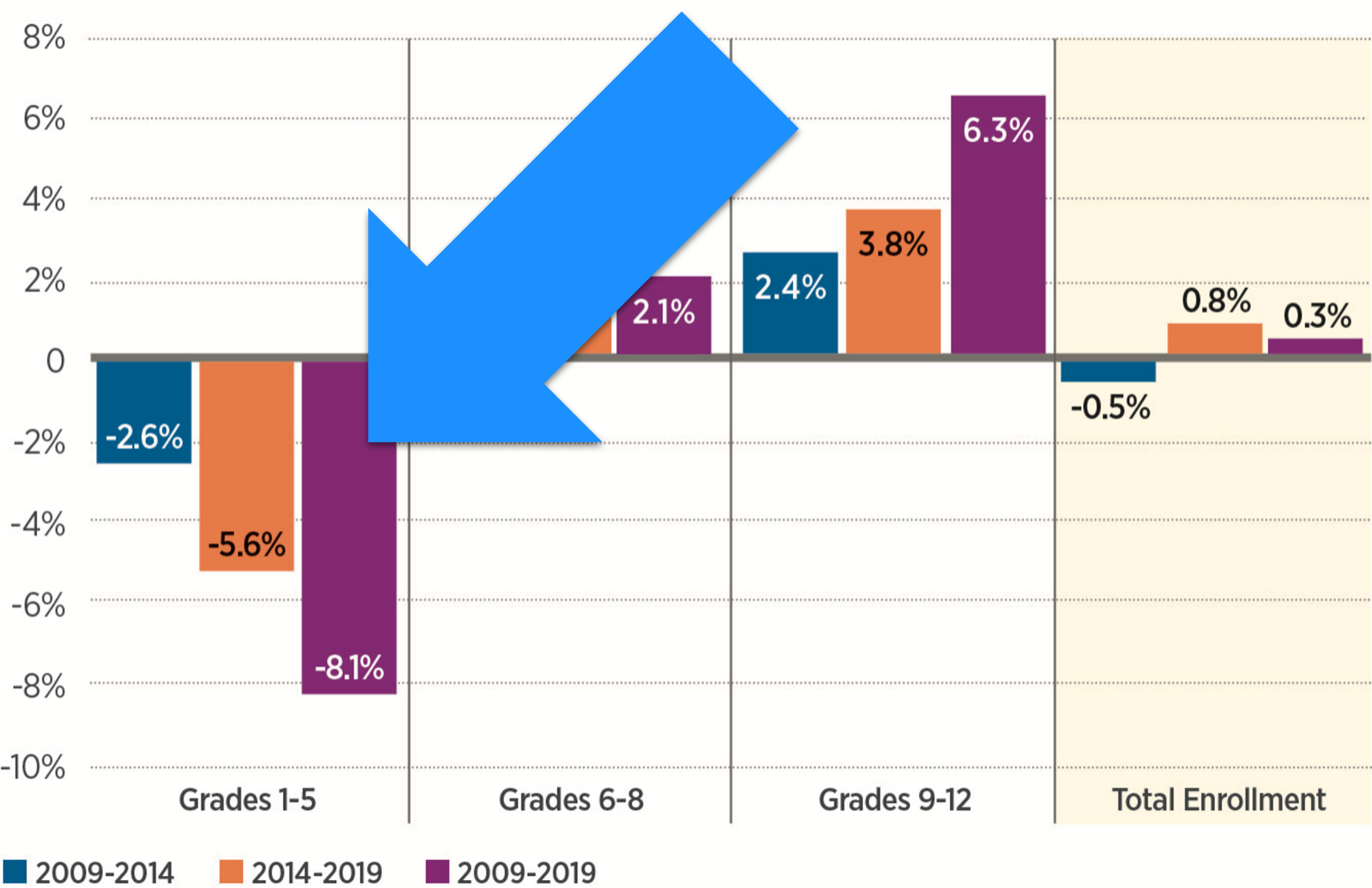
Twitter Facebook Email a friend



- Known as the "erosion of the base," this trend means downward pressure on enrollment will persist.

This trend is even worse if you have a lower school.

Enrollment Changes by Division, 2009-2019



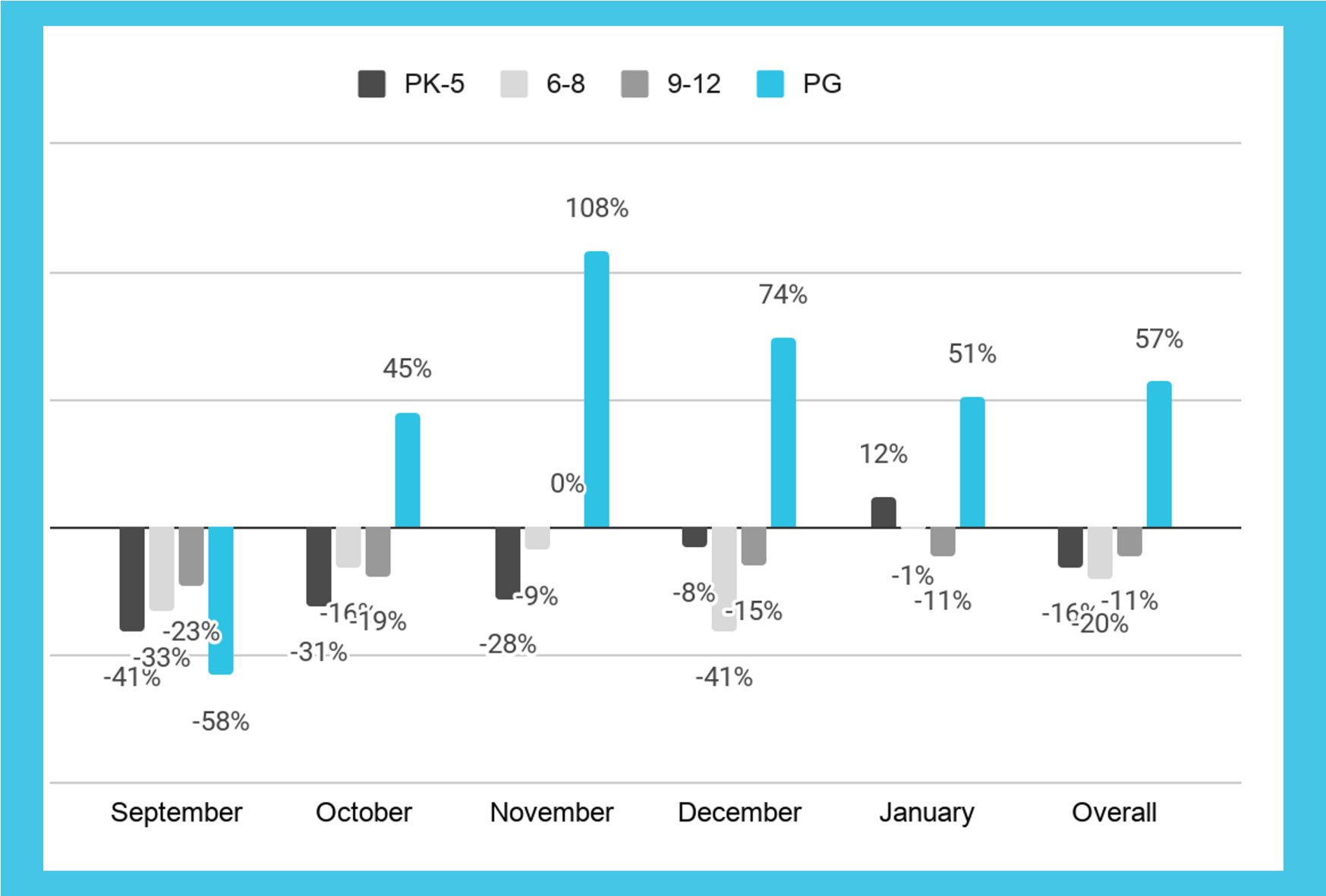
There's some good news

- Schools that stay successful see **enrollment as a whole school activity**. Does that mean teachers need to work in admission? Not really!
- When the school **does what it says it will do**, families are happy and tell other families about the school!

**There are also
some
opportunities
to serve
families
better.**

- Families have acute needs that Catholic schools are well positioned to address. Consider programs that address learning gaps and effectively prepare students for the next stage of their education.

Post Graduate Applicants Increased

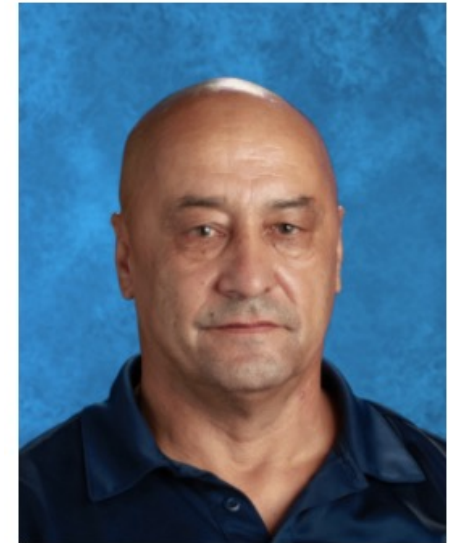
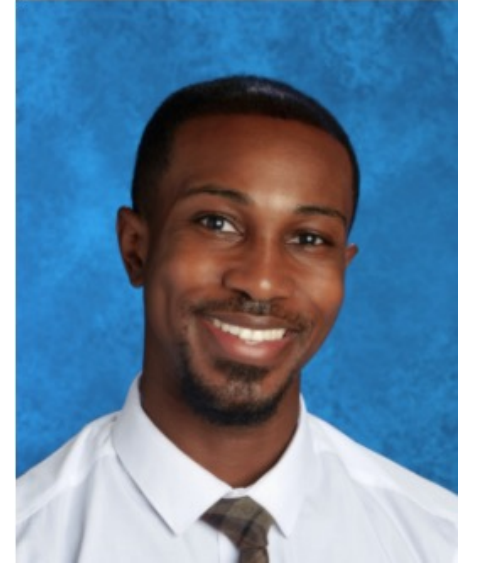


Source: EMA's Monthly Trend Analysis of Applications for School Year 2021-22: January 2021 Update

Everyone Can Help With Enrollment

- **Be a fantastic educator (you're already doing this!)**
- Communicate clearly and frequently with parents
- Welcome visiting families into your classroom
- Say "hello" to visiting families on campus or in admission
- Plan an engaging activity for open house day
- Participate in summer programming
- Let admissions know if you hear about a family thinking about departing school next year

Directors of First Impressions





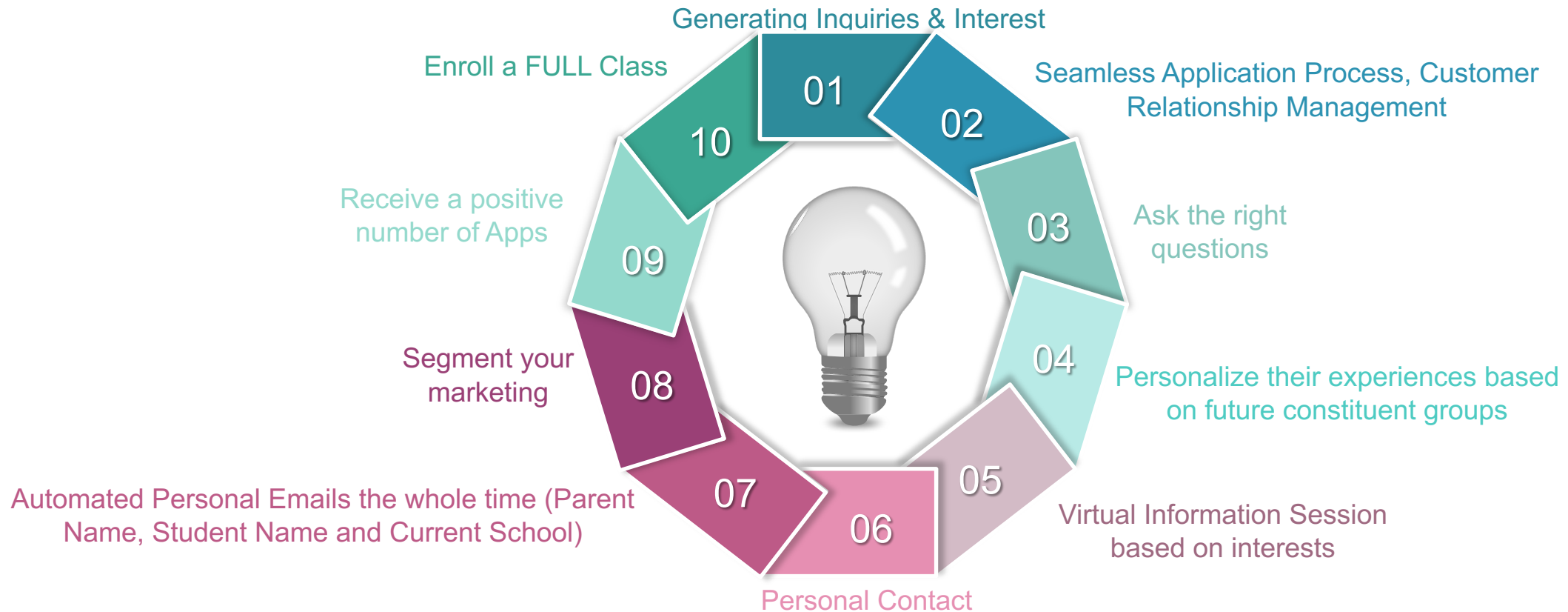
New Realities

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

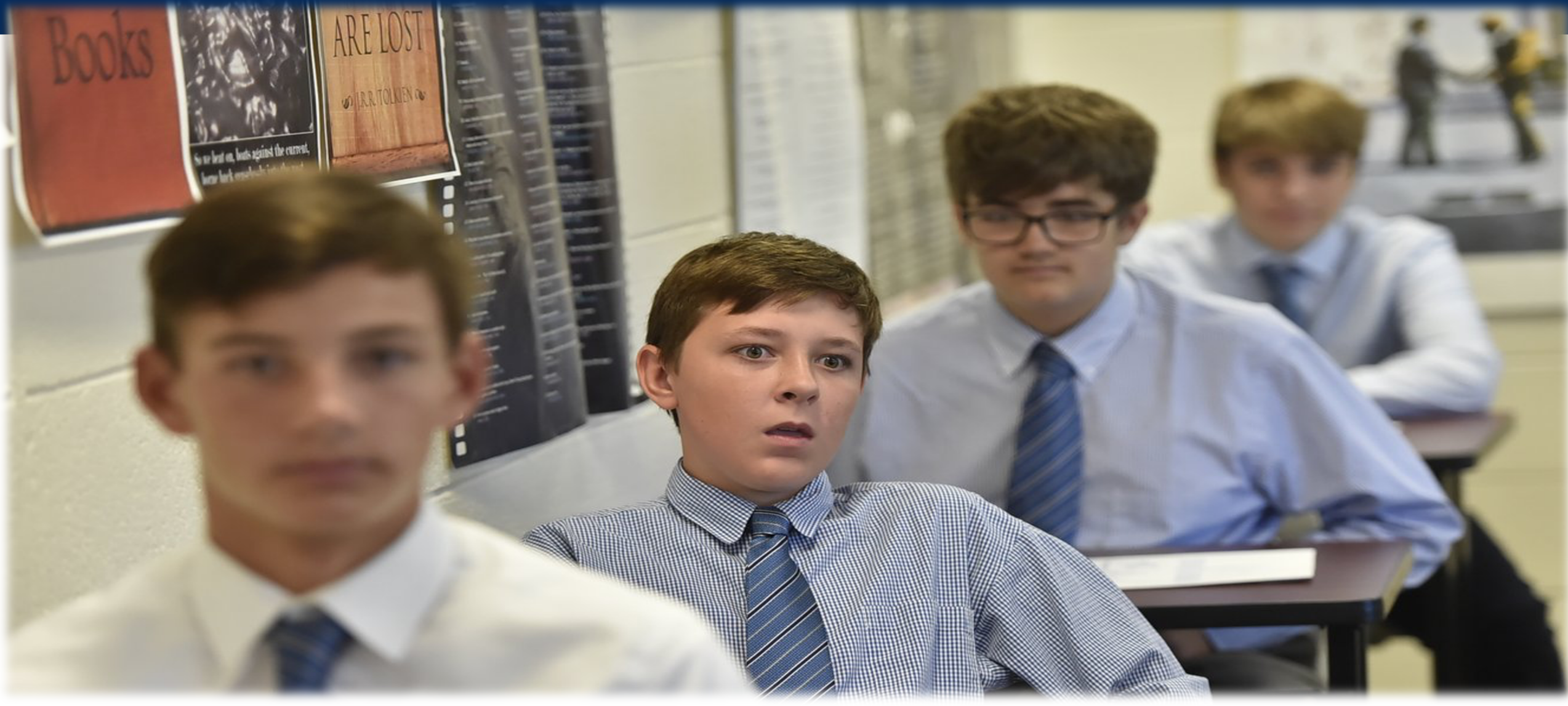
- ✓ Declining Demographics almost everywhere
- ✓ Cost is barrier to entry
- ✓ Different Parent Consumers vs. 10 years ago
- ✓ The high school selection process begins earlier
- ✓ Declining Catholic Elementary School Enrollment
- ✓ Don't count on things getting better

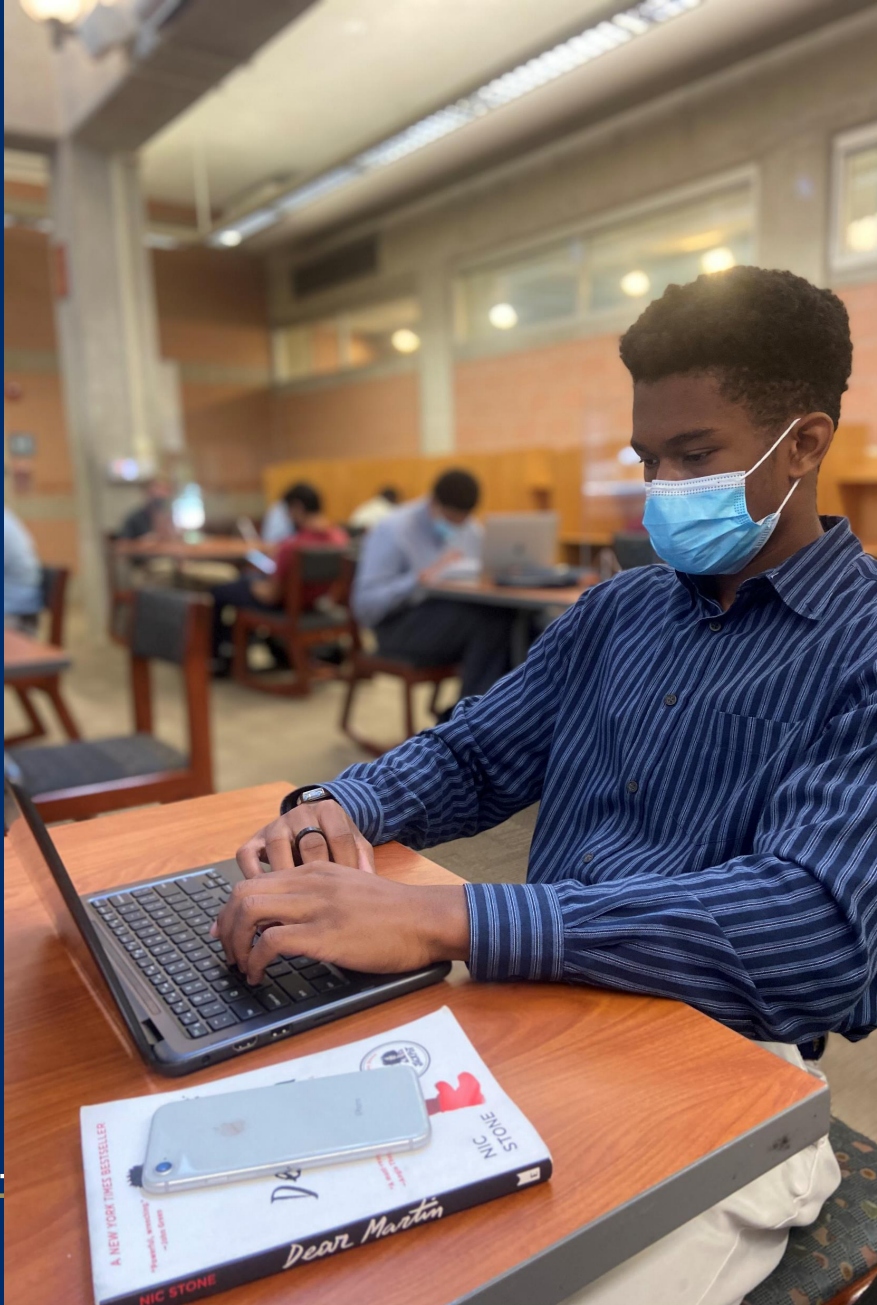
"Declines in enrollment at the primary grade levels may lead to a delayed but significant impact on secondary school enrollment within the next five to 10 years, proving potentially disastrous for secondary school viability," the NCEA said in an analysis of the new data.

What a successful Admission Year could look like



Creating an Atmosphere where every faculty/staff member is a part of Admissions is a Transformative journey





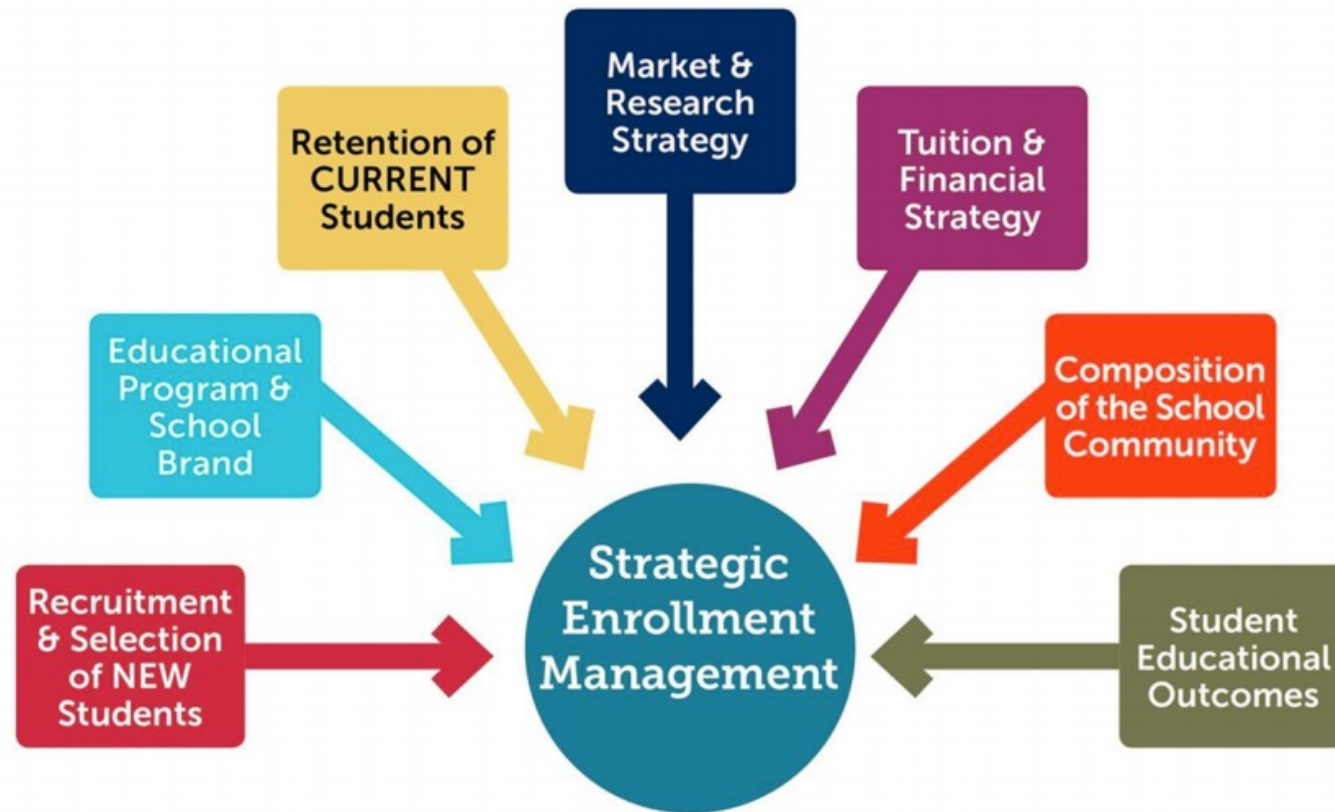
Services for Catholic Education



No road map for this

Thinking about future customers always

Key Levers for Enrollment Success





“ If you can't learn
and have fun at the
same time, I'm not
sure you have a good
understanding of either.

”

**Randy Pausch –
The Last Lecture**

It will take a
collective effort
to do this right!

The Ripple Effect



ONE SMALL CHANGE
CAN HAVE AN ENORMOUS IMPACT



Kevin Dougherty

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