

Partners in Mission
Diocese of Fort Wayne - South Bend

Capitalizing on your Differentiators

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Presented by Kevin Dougherty, Partner

PARTNERS IN MISSION



Kevin Dougherty

- Vice President of Enrollment Services at La Salle College High School
- Oversee the Admissions and Financial Aid Office at the largest all-boys, private, independent Catholic School in the Philadelphia area
- Live in Ambler, PA with my wife, daughter, son, and dogs

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

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.

Micro- Marketing as a tool for Recruitment

Recruitment

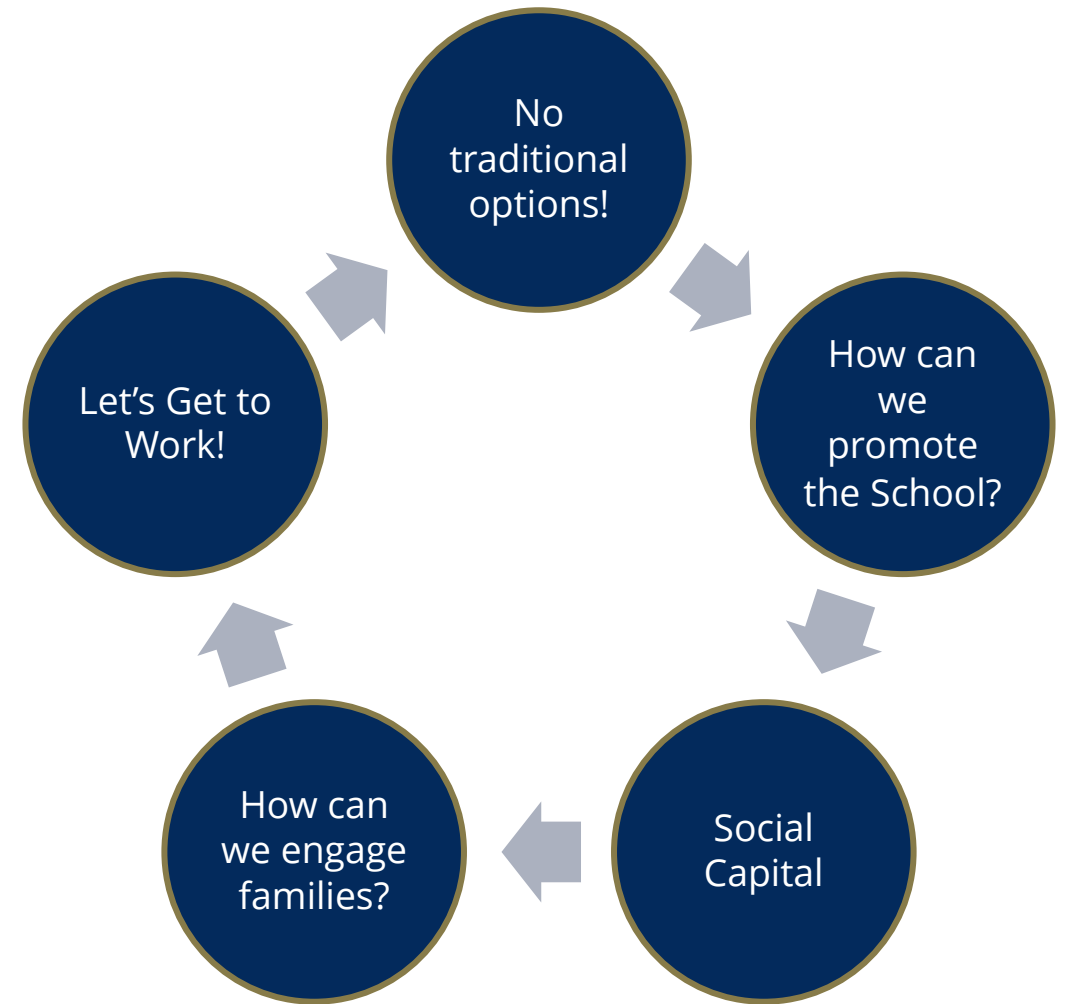
Enrollment Management

What is Micromarketing?

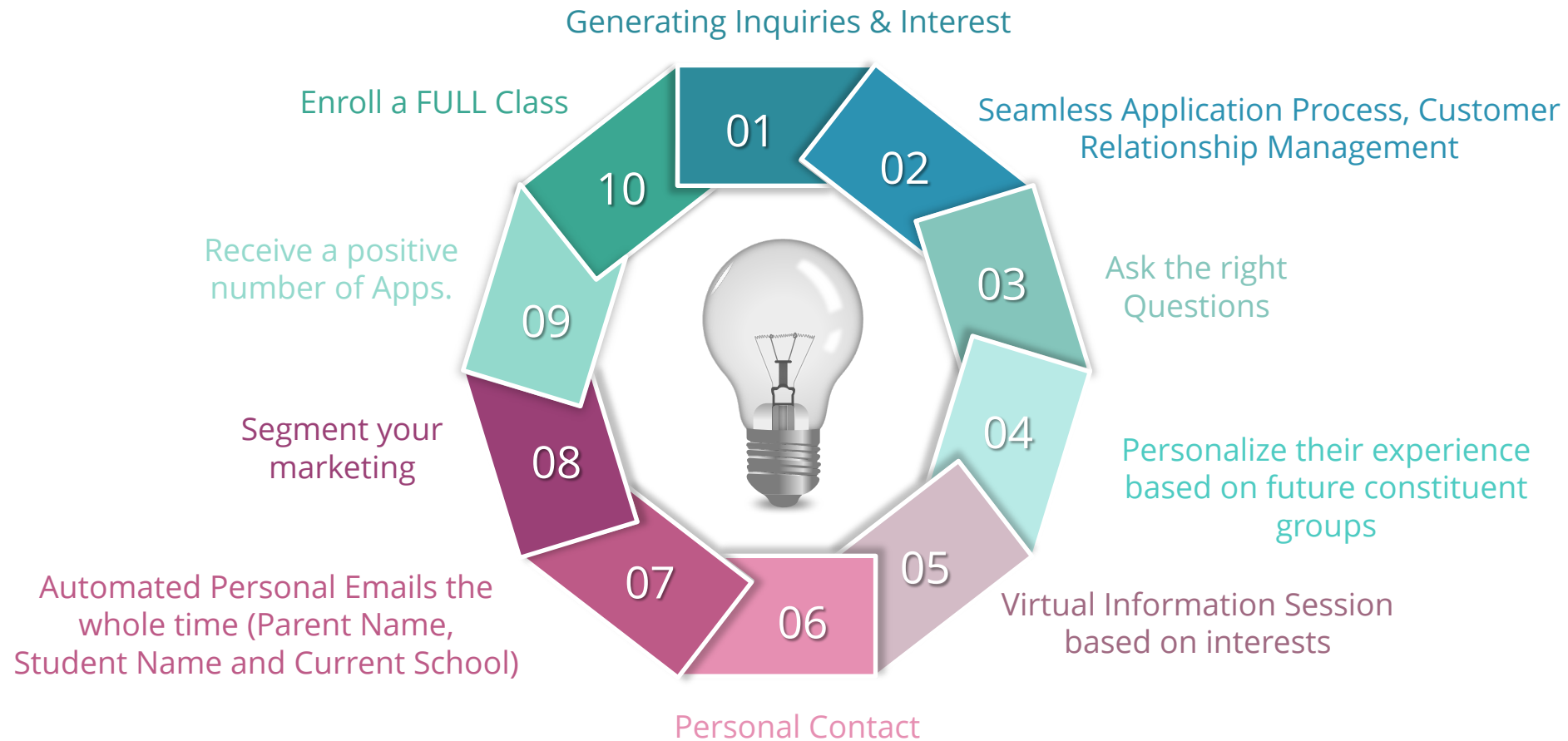
Micromarketing is a type of marketing that targets a small group of your customer base. These are highly-targeted customers who share very specific traits, such as their location, age, **interests**, household income, shopping behaviors, or occupation. In essence, micromarketing targets specific individuals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

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

Responding & Adapting to Covid-19



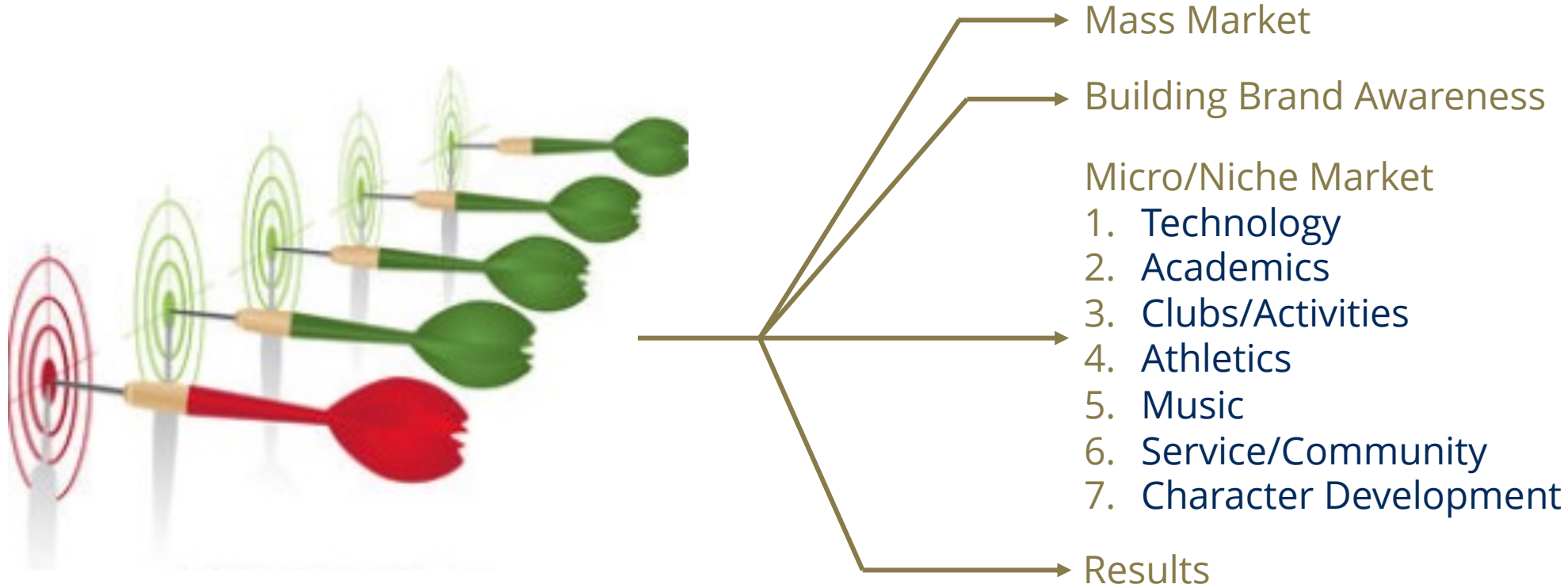
What a successful Admission Year could look like



Market Segmentation

Process of dividing a large market into more similar groups of people who have similar wants, needs, or demographic profiles, to whom a product may be targeted

Targeting Options



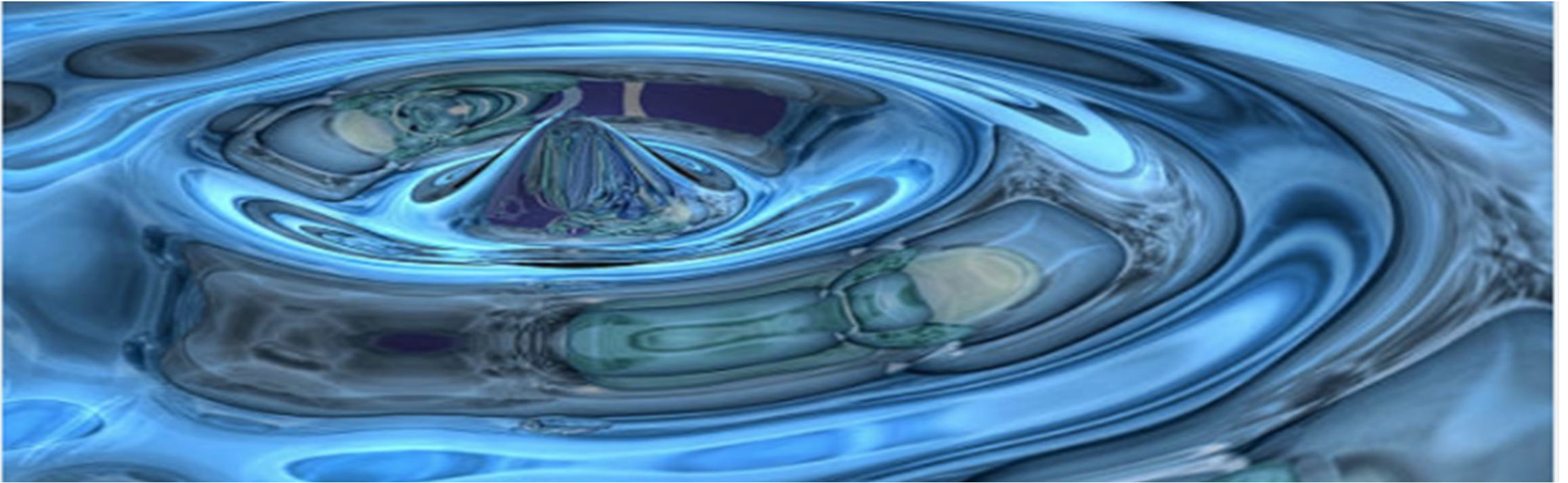
Where can you get creative in the next few months?

- Processing Applications
- Building Data Based 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



- What can you do to differentiate your prospective students experience?
- How do you connect them with future constituents in your community?
- After deposits come in, what are you doing to minimize the melt?
- How can you start to build community?
- 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



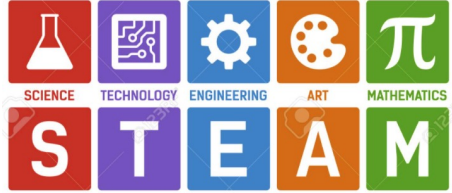
Pivoting Spring Virtual Open House

Results

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



Differentiating and Micromarketing this year for STEAM

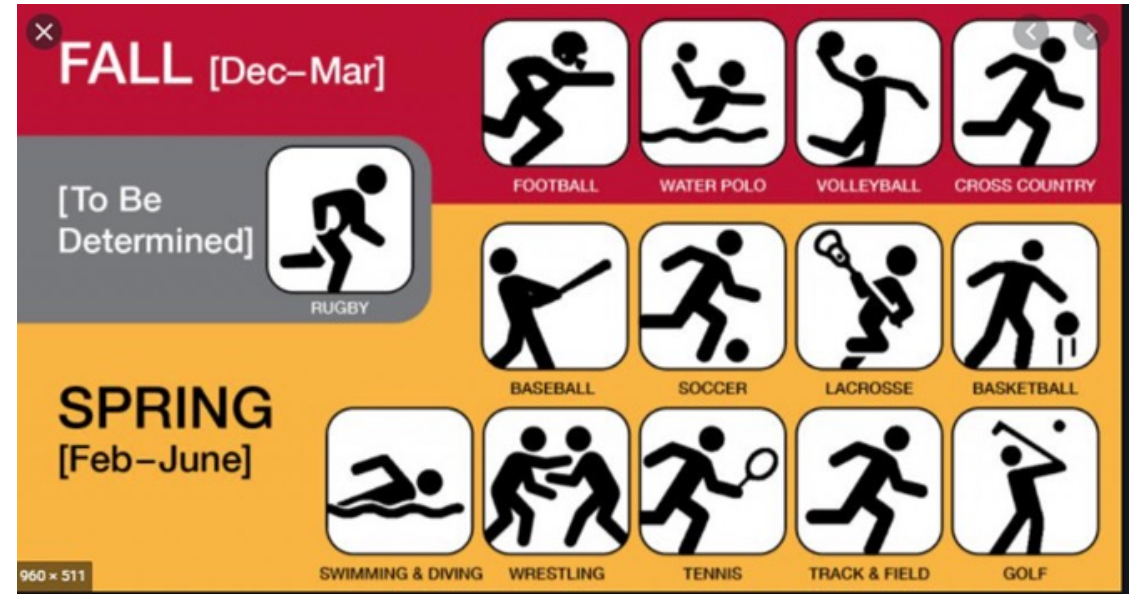


Micromarketing for our Performing Arts Students



Differentiating and Micromarketing for Student Athletes

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



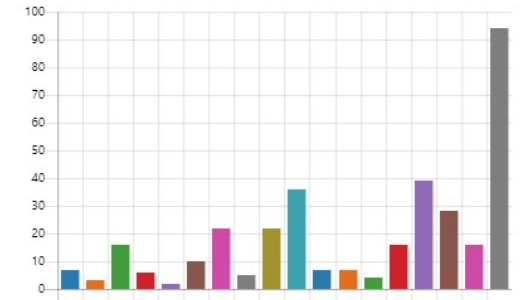
How do we best prepare ourselves for the future?

Do you currently use surveys?

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

[More Details](#)

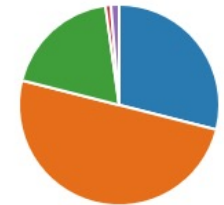
Archbishop Carroll	7
Bishop McDevitt	3
Chestnut Hill Academy	16
Devon Prep	6
Episcopal Academy	2
Father Judge	10
Germantown Academy	22
The Haverford School	5
Holy Ghost Prep	22
Lansdale Catholic	36
Malvern Prep	7
Pope John Paul II	7
Archbishop Ryan	4
Roman Catholic	16
St. Joseph's Prep	39
Archbishop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

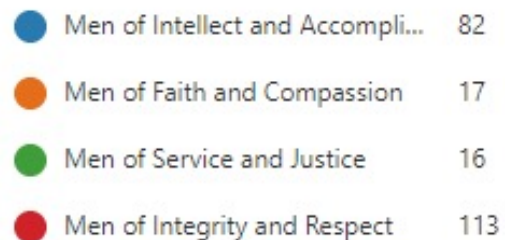


You have existing paying customers whose insights could help in the future

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

[More Details](#)

 Insights



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

[More Details](#)

 Insights



The Planning and Details Never Stop!

Class of 2025 Onboarding Roadmap

	February	March	April	May	June	July
Tasks for families to complete			Online Tasks <ul style="list-style-type: none"> Family profile Transportation Legacy data Guidance transition Gym uniform order <p>Parents need a video for email/passwords</p> <p>Students need a video for email and passwords</p>	Online Task <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, 3/15 3/23, 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	
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/activities DEI 		Online Boost workshops <ul style="list-style-type: none"> Math 6/7 – 6/18 Spanish 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 onboarding Sign-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 confirmation Summer Assignment instructions
		Engagement emails: <ul style="list-style-type: none"> every two weeks Same day of the week, if practical Prior to all events/tasks. Include 1 piece of content for engagement. 				

Q&R

PARTNERS IN MISSION



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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