Comprehensive Enrollment Strategy Presentation

CRAIG CASON, EXECUTIVE DIRECTOR

DUBOIS INTEGRITY ACADEMY, RIVERDALE GA.



Conversion Funnel

Families go through a decision-making journey in choosing a school. Each step in the journey has its own actions, goals, and tools.

| ACTION | GOAL | TOOLS |
|---------|------------|--|
| ATTRACT | Inquire | Website Digital Ads Social Media Community Events Friends & Families |
| EDUCATE | Apply | Phone Calls Emails Mailings Re-Targeted Digital Ads School Tours/Info Sessions |
| CLOSE | Enroll | Phone Calls Emails School Events Home Visits (if needed) |
| DELIGHT | SHOW UP | Phone Calls Emails Mailings Home Visits Social Events Current Families |

Understand Your Community Environment



District vs Charter

Parent Interest in Charter



Research Attendance Zone School Patterns

Mid-year Withdrawal Rates
Summer Withdrawal Rates
Grade Level Class Size
School Enrollment Historical Information
Zip Codes / Bus Routes / Walkers

Marketing



Flyers / Palm Cards
Information Sessions
Street Teams
Churches
Community Events

Strategic Enrollment Plan



Website

Customer Service Center
Paperwork Process Straight Forward & Simplified
Personalized Family Communication Plan
Calculate Matriculation Patterns Into Student Count
Consider Sibling Priority Plan



Cultivate Always Your Biggest Recruiting Tool

Current Students / Parents / Staff

CULTURE!!!!!!!!



QUESTIONS?

Craig Cason, Executive Director 6504 Church St. Suites 1 & 2 Riverdale, Ga. 30274

ccason@duboisintegrityacademy.com

770-629-1534