



Comprehensive Enrollment Strategy Presentation

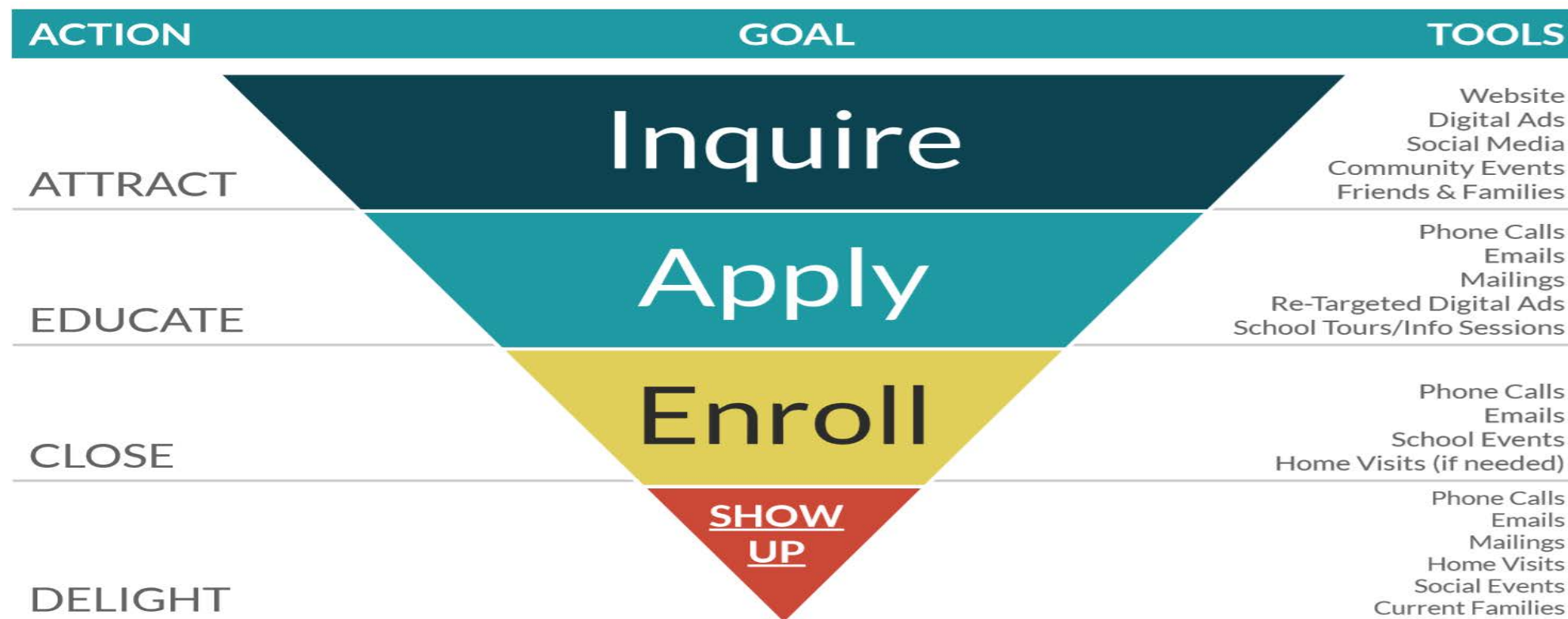
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Conversion Funnel

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



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?

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