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.

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?

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