



# Comprehensive Enrollment Strategy Presentation

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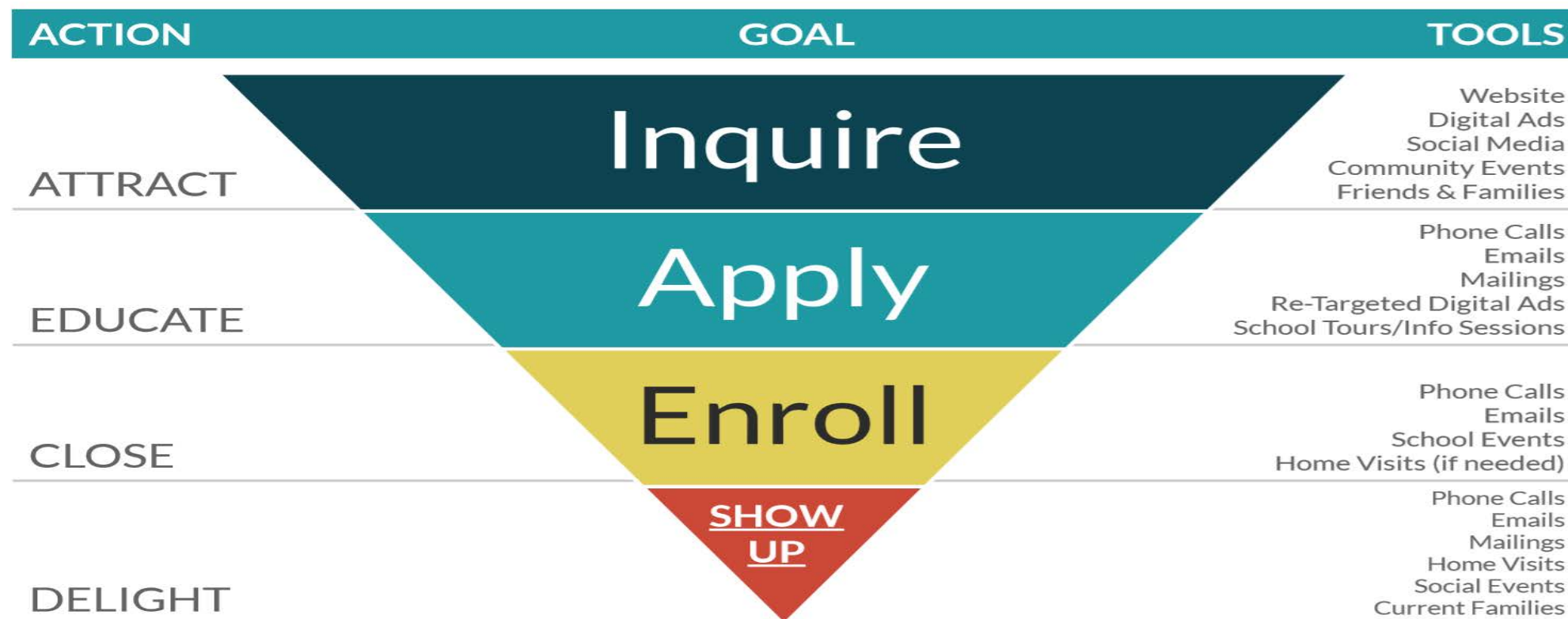
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## Conversion Funnel

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

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Mid-year Withdrawal Rates

Summer Withdrawal Rates

Grade Level Class Size

School Enrollment Historical Information

Zip Codes / Bus Routes / Walkers

# Marketing

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Flyers / Palm Cards

Information Sessions

Street Teams

Churches

Community Events

# Strategic Enrollment Plan

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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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