

Re-Focus  
on the  
Disciplines

Manage  
your  
Grapevine

Adjust your  
Enrollment  
Plan

# Leadership through the Fear and Chaos of Pandemic

Adjust your  
Enrollment  
Plan

# What is an Enrollment Growth Plan?



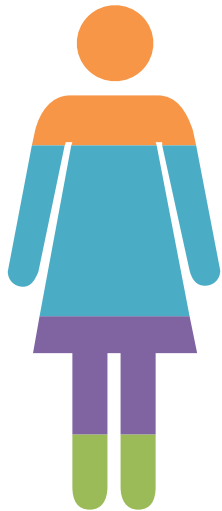
An Enrollment Growth Plan defines the strategies, schedule, and commitments for achieving the core revenue goals of the school.

It is the foundation on which all other school plans depend.

# Engagement Adjustments



Sustaining a relationship via online communications and a re-focused narrative



Board



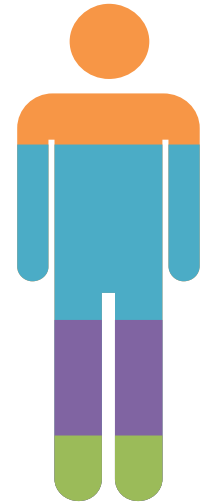
Employees: Administration, Teachers, Staff, Coaches, etc.



Parents



Students



# Enrollment Marketing Adjustments

Building Real Relationships in the Digital World

Revisit  
the  
Website

Parent  
Resources



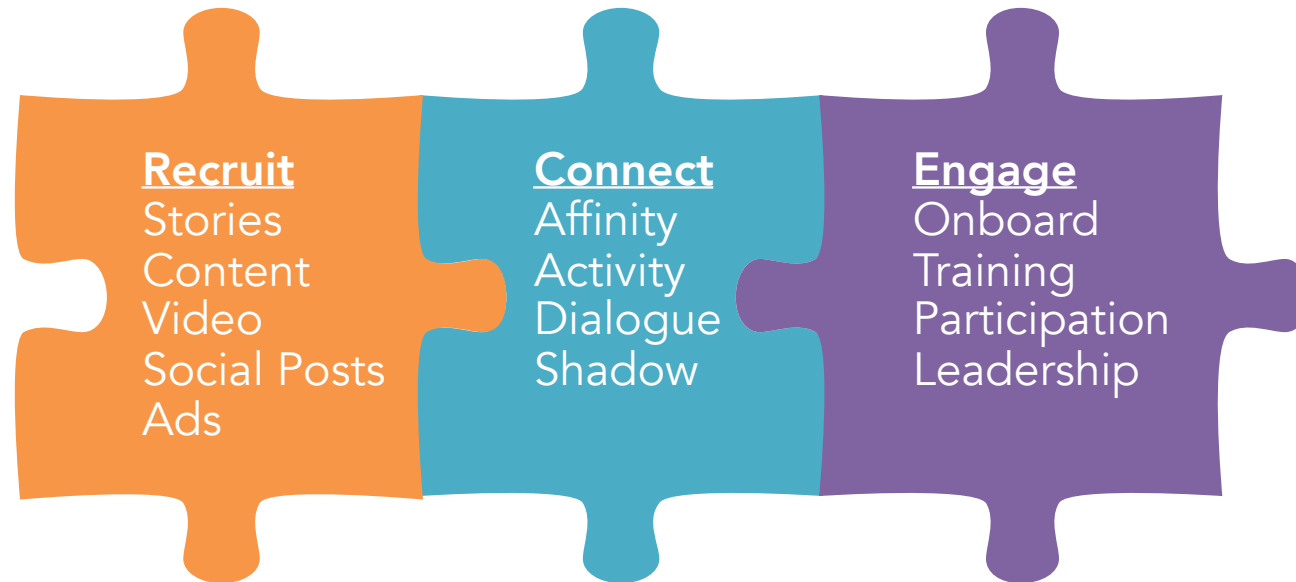
Data  
Analysis

Online  
Enrollment

# Enrollment Marketing Adjustments

Building Real Relationships in the Digital World

**Inbound Marketing** Inbound Marketing is a method of recruiting, connecting, and engaging people by creating content and experiences that are designed to address the specific problems and motivations of your ideal families. The goal is to attract qualified prospects by building trust and credibility for your school.





We **GROW** Schools and the People who have  
the Courage to lead them

**START Your Growth Plan**



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