



Maximize Summer Enrollment Part 2

Presented by Tammy Barron



LEADERSHIP PROFILE



Tammy Barron

President

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- 24 Years in Education Leadership: Teacher and Administrator
- Teacher. Inspiring other's children
- Enrollment Director. Setting Strategic Direction & Executing the Plans
- Areas of Expertise: Enrollment Management, Data Analysis, School & Leadership Design, and Faculty & Family Engagement

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New Family Onboarding Schedule



January

Delineate Responsibilities

- Meet with admin & staff
- Create calendar with timeline for handoffs with specific items from the welcome packet to be supplied by each division or admissions. Items should be submitted by May 1st with Admissions assembling packets.

March - May

New Family Ambassadors

- Engage mentor moms early in the process
- Review handbook and revise as needed
- Define responsibilities
- Train
- Review Welcome Packets

May 1

Create Welcome Packet Items

- Head/Principal Welcome Letter
- Important calendar dates & info
- Before & After School Options
- Volunteer Opportunities
- Whom Do I Ask?
- System “Getting Started” instructions
- Information on uniforms, books, etc.
- School Calendar
- Mentor Parent List

New Family Onboarding Schedule



Mid May

Spring Social/Connect Event

Coordinated by Admissions and New Family Ambassadors, but led by Divisions. This is the “official” handoff to the academic leadership

- Division heads meet with new families to welcome
- Review packet information
- Introduce technology
- Review summer programs
- Schedules
- Technology Orientation
- Q&A about start of school

June - August

Summer Engagement

- Admin & Staff meeting to discuss summer protocol for customer service, phone answering, communication, etc.
- Weekly updates from Admissions to Divisions and mentors with new family info
- Mentors will contact and connect
- Division Heads will contact and welcome weekly
- Mentor Summer Events

August - January

- Faculty in-service to review new family principles, processes, and practices
- New Family Orientation Meetings prior to beginning of school, each Division hosts a meeting for families to set expectations, equip for start of school year, answer any and all questions
- New Family Research
- Quarterly feedback from each division regarding emotional, social, and academic assessment
- Mentor family training & followup

Parent Ambassador Strategy

The purpose of the Parent Ambassador Program is to engage parents and family members to help in the retention of current families and recruitment of new families through personal connections. Parent Ambassadors are advocates for the school who are willing to share their experiences and impressions, and will assist in communicating the school's mission, vision and distinctives. Prospective parents want to hear from current parents – they are truly your best advocates!

1. New
Family
Ambassadors

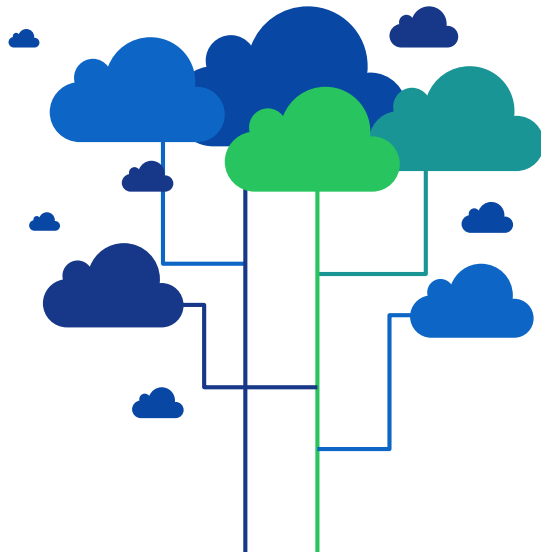
2. Community
Outreach
Ambassadors

3. Special
Events
Ambassadors

Although there are three distinct types of ambassadors, participants can sign up to be in one or more categories. This program is a great opportunity for all families to get engaged, but particularly great for Middle and Upper school families. The Parent Ambassador program connects new and old families for the common cause of sharing the school's story internally and in the community "One to One".



New Family Ambassadors

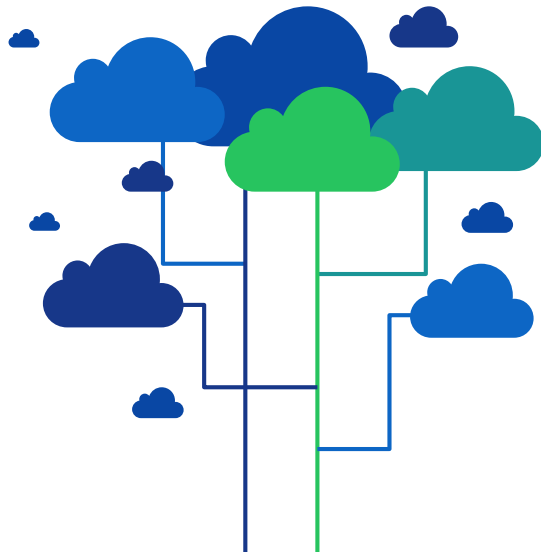


1.

- Mentor to new families
- Engage through grade level social events, answering questions and connecting them with resources within the school community
- 2 per grade, with more in transition grades
- Year-long commitment
- 2 Summer gatherings per grade



Community Outreach Ambassadors

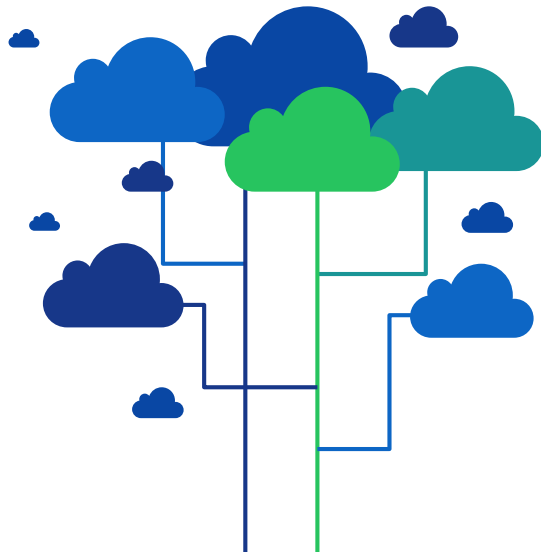


2.

- Take the school to the community
- Collaborate with businesses to promote school events
- Assist the Admission team with networking with local churches and pastors, real estate agents and neighborhood communities through community coffees.
- Expand the reach of the Admission office to more people and greater results accomplish.



Special Events Ambassadors



3.

- Host a table at various events
- Assist with tours at Open House
- Help lead school related special events to build relationship within the school community.
- Offer support during larger events held on campus such as homecoming, curriculum nights, etc.



Parent Ambassador Meeting Schedule

1. Create a Calendar of Admissions-related events and monthly ambassador meetings
2. Define annual communication plan
3. Choose ambassadors
4. Create key messages

First Meeting

- Review calendar and admissions materials
- Highlight the story and key message points
- Review responsibilities of each Ambassador, especially communications

Second Meeting


- Review New Family Mentor Handbook—Refine & Revise
- Train ambassador families and reiterate expectations

Subsequent Monthly Meetings

- Highlight events to attend for the month and needs
- Share division successes
- Provide talking points



New Family Survey

 Enrollment Process
& Onboarding

 Competitor
Comparisons

 Strengths &
Weaknesses

 Brand Perception



New Family Survey

Enrollment Process & Onboarding

- 1** How would you rate our admissions process? What would you improve?
- 2** How would you rate your tour experience? What did you enjoy the most? Was there anything that you wish you had seen or done that we didn't?
- 3** What did you see at other schools during your tour and/or admissions process that you would like to see us implement?
- 4** What was the most effective at helping you connect? Mentors, Open House, Shadow Day
- 5** How was your on-boarding experience and the transition from an applicant to an enrolled family? Did you receive the information and guidance you needed? Do you have any suggestions?
- 6** How helpful and effective were our Parent Mentors? Is there anything we could do to improve the experience?



New Family Survey

Competitor Comparisons

- 7** Which other schools did you visit?
- 8** Which other schools did you submit an application?
- 9** What set our school apart?



New Family Survey

Strengths & Weaknesses

10 What was the most important factor in choosing our school? Academics, faith-based, caring environment, location, tuition, athletics, arts, families, etc

11 What was the one factor that compelled you to choose our school over all the others?

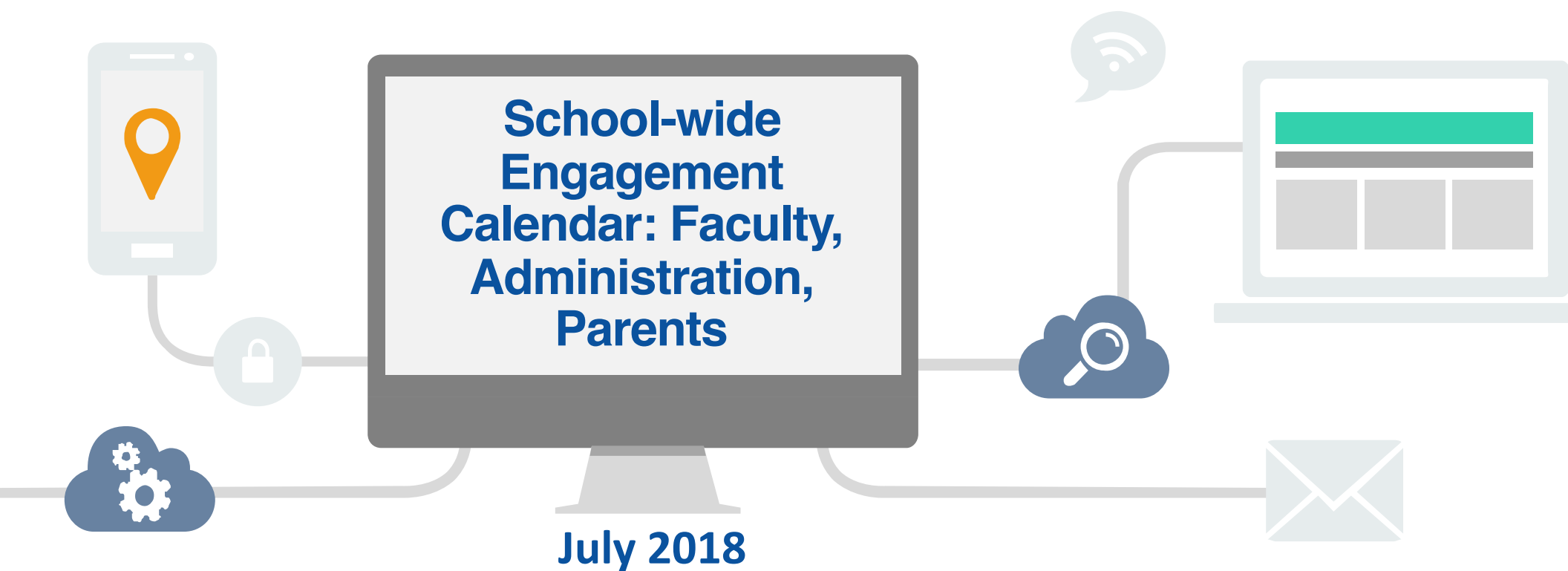
Brand Perception

12 What had you heard about our school before you visited? Did your perception change after you toured? What was different?

13 How likely are you to recommend our school to other families you know?



Maximize Summer Enrollment, Part 3





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