



Maximize
Summer
Enrollment
Part 3

Presented by Tammy Barron



The School-wide Engagement Plan

Presented by Tammy Barron



LEADERSHIP PROFILE



Tammy Barron
President
Tammy@SchoolGrowth.com

- 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

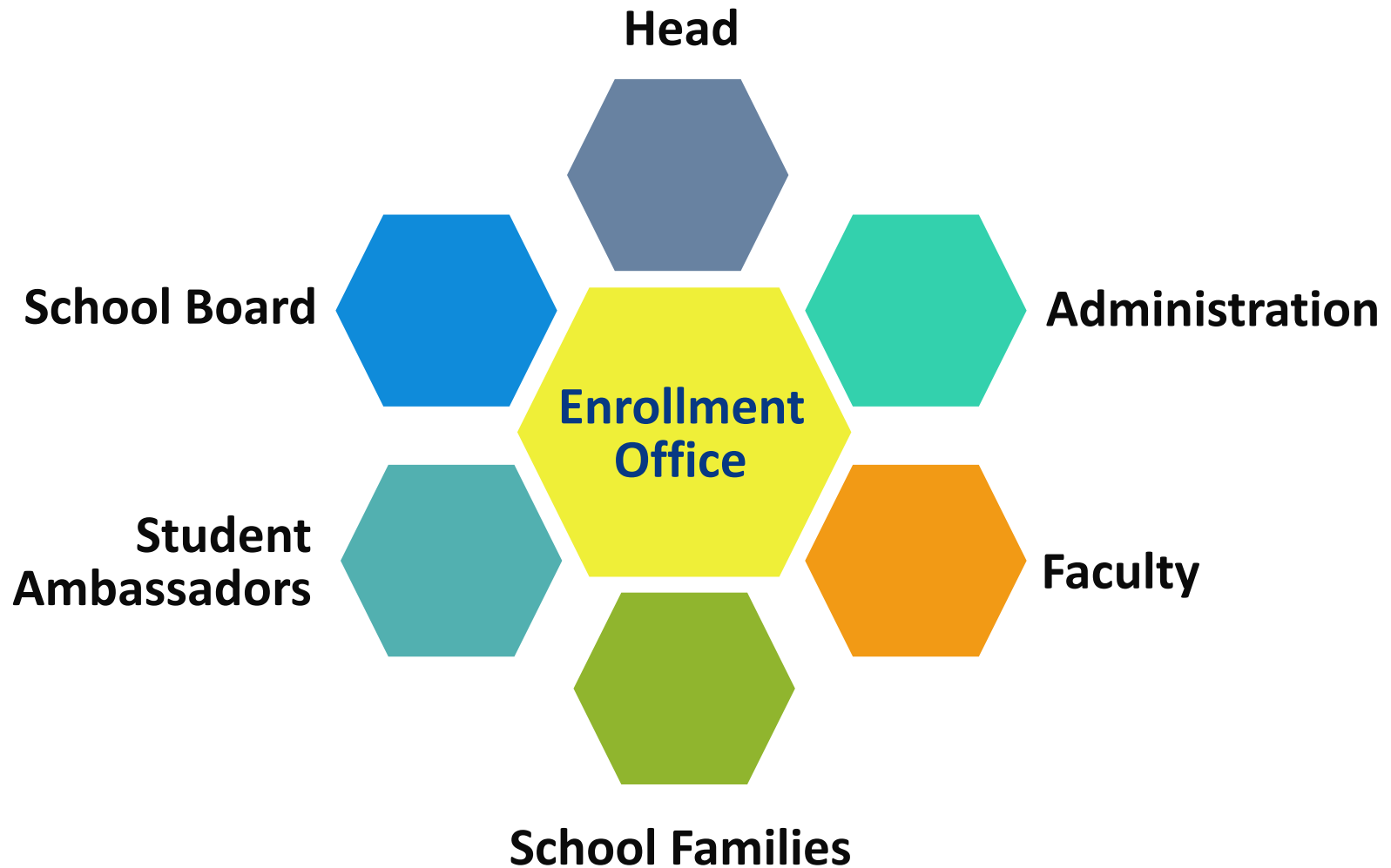


#AskBetterQuestions @SchoolGrowth



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- Why is engagement important?
- How does engagement impact your community?
- How does engagement impact your: your role, your goals, and your success?

Many aspects of enrollment management are cyclical, predictable, and can be anticipated. This session is designed to help you be proactive instead of reactive

#AskBetterQuestions



In order to build engagement with each constituency group, consider:

1. What do they want to know?
2. What do they need to know?
3. What do they need to be prepared to know?
4. When do they need to know?
5. When do they need to be reminded?
6. What information can be shared with the leadership team to be more consultative?



#AskBetterQuestions

Thinking outside the box, being genuinely interested in their success



School-Wide Engagement Plan



Enrollment is Relationship Driven



Q1

School Board

EOY enrollment summary & updates, trend data & variances, new family survey, brand narrative enhancements, adjustments to processes & messaging, teach/re-teach enrollment strategies, processes, etc. to build confidence and trust, anticipating enrollment conversation & objections

Head

Board communications along with Annual Admissions Calendar, Weekly Enrollment Reports, data-driven program analysis and recommendations

Administration

EOY enrollment summary & updates, monthly meeting with funnel trends and feedback, brand narrative enhancements, collaborative tour improvements, calendar of monthly faculty and family engagement

Faculty

Training on brand narrative, training on tours, equip teachers to train students to engage with tours, new family awareness & support plan, review retention data from previous year

School Families

Monthly e-news with admissions updates & events, begin parent ambassador monthly meetings, new family meetings, new family survey

Student Ambassadors

Train on tour protocol and ambassador roles



Q2

School Board

Tuition-influencing data, competitive analysis, preliminary forecast issues, financial aid performance and indicators, analysis for each division

Head

Board communications along with Weekly Enrollment Reports, tuition recommendations, new family updates, faculty and family engagement Q1 results and Q2 plans

Administration

Funnel activities, new family analysis to assess engagement and to improve the admissions process, faculty and family engagement Q1 results and Q2 plans

Faculty

Tour reinforcement, new family awareness

School Families

Refine process for re-enrollment, create re-enrollment communication plan, continue parent ambassador meetings, monthly admissions e-news

Student Ambassadors

Train on tour protocol and ambassador roles



Q3

School Board

Monthly board enrollment report with forecasts, weekly retention updates, Division trends

Head

Board communications along with Weekly Enrollment Reports, tuition recommendations, new admission updates/concerns, new faculty and family engagement Q2 results and Q3 plans, progress of retention plan

Administration

Enrollment reports, forecasting for resource allocation and contracts, prospective family interviews & shadows, file reviews, faculty and family engagement Q2 results and Q3 plans

Faculty

Reenrollment support, transcript requests & teacher recommendations, prospective family support with open houses, prospective family interviews & shadows

School Families

Engage parent ambassadors and mentors in prospective family meetings/events, Monthly e-news with admissions updates & events, encourage reenrollment conversations, prospective family meetings, write letters/cards to prospective families

Student Ambassadors

Schedule for open house(s) as mentors, write letters to prospective students



Q4

School Board

Monthly board enrollment report with refined forecasts, weekly retention updates, Division trends & analysis, budget adjustments based on trends, packet distribution

Head

Board Reports, engage with new families, new enrollment trends, summer projections report

Administration

Refine the forecast based on updated data, summer projections, hand-off/on-boarding of new families, engage with new families, review and follow summer enrollment protocol

Faculty

Engagement with new families, packet distribution, setup model classroom and hallway points for tours, give positive reinforcement

School Families

Monthly e-news with admissions updates & events, encourage current families to connect with new families, mentor support through the summer

Student Ambassadors

Mentor/onboarding opportunities for new students



School-Wide Engagement Plan



Enrollment is Relationship Driven



Leadership Retreat for Organizational Health

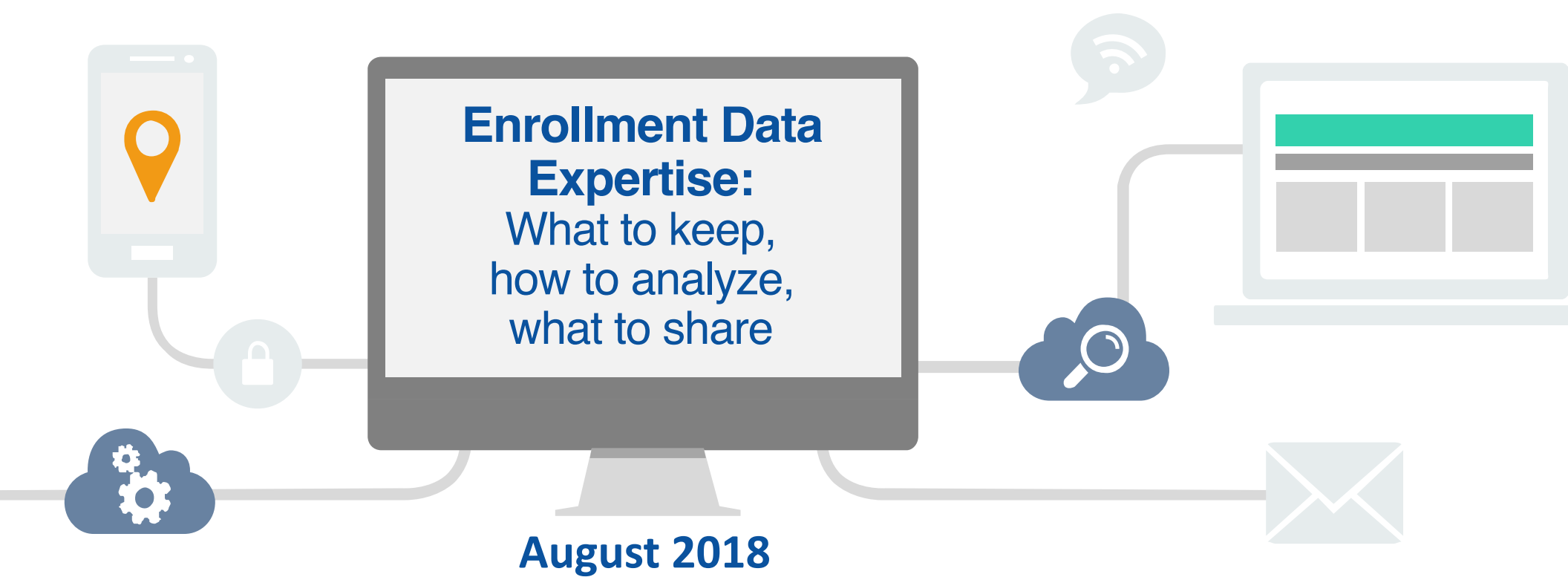
Cohesiveness · Clarity · Communication · Consistency

Tammy@SchoolGrowth.com





Maximize Summer Enrollment, Part 4





Tammy Barron

Tammy@SchoolGrowth.com

(855) 444-7698