



Maximize Summer Enrollment

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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Keys to Summer Success



Analyze Your
Data



Energize Your
Base



Plan Summer
Schedules



Adjust Tour
Routes



Adjust Testing &
Requirements

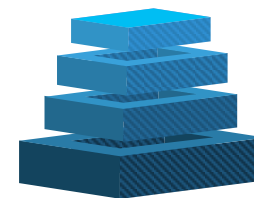


Refine & Enhance
Your Story



Intentional
Onboarding

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

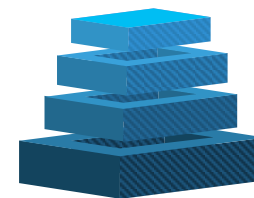
- Engage mentor moms early in the process
- Review handbook and revise as needed
- Define responsibilities
- Train
- Review Welcome Packets

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

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

SAMPLE SUMMER REPORT

	Current			One Year Back			Two Years Back			Three Years Back		
	May	August	Increase	May	August	Increase	May	August	Increase	May	August	Increase
PreK	35	40	5	35	38	3	38	35	-3	34	37	3
K	33	38	5	33	36	3	36	33	-3	32	35	3
EYC	68	78	10	68	74	6	74	68	-6	66	72	6
1st	5	9	4	4	5	1	4	6	2	1	3	2
2nd	1	3	2	3	8	5	3	6	3	1	2	1
3rd	4	6	2	3	5	2	3	5	2	1	1	0
4th	4	5	1	0	2	2	6	8	2	1	1	0
5th	5	7	2	5	8	3	3	4	1	3	10	7
Elem	19	30	11	15	28	13	19	29	10	7	17	10
6th	12	16	4	13	14	1	8	13	5	8	10	2
7th	5	10	5	3	7	4	1	4	3	3	5	2
8th	4	8	4	6	12	6	5	5	0	3	10	7
Middle	21	34	13	22	33	11	14	22	8	14	25	11
9th	15	20	5	12	23	11	10	13	3	9	20	11
10th	5	9	4	3	13	10	3	6	3	1	6	5
11th	4	10	6	3	7	4	2	9	7	3	6	3
12th	1	1	0	1	2	1	0	1	1	1	3	2
Upper	25	40	15	19	45	26	15	29	14	14	35	21
Total	133	182	49	124	180	56	122	148	26	101	149	48



Upcoming Enrollment Groups Sessions

- June: Onboarding & New Family Survey
- July: Setting School-wide Engagement Calendar for Start of School
- August: Analyze Year End Results
- September: Setting Enrollment Calendar for the Next Year

Bonus for May Only

1. One Free Private Coaching Session
2. \$100 for 3 Months of Group Coaching

growinmay

Group Coaching

- Monthly one-hour online video Group Coaching Session
- Subscription to Monthly School Growth Enrollment News with relevant topics and surveys
- Access to Online Group Chat

\$39/mo.

Private Coaching

- Monthly Group Benefits
- Plus**
- Monthly One Hour Private Coaching Session to Address Your Unique Needs
- Access to School Growth Enrollment Resources
- Email support for issues that arise

1 Monthly Session \$387
2 Monthly Sessions \$587



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