



What is an Enrollment Growth Plan?

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WE GROW SCHOOLS AND THE PEOPLE WHO HAVE THE COURAGE TO LEAD THEM



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Global Enrollment Challenges

Worldwide Interest in What is an Enrollment Growth Plan?



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Slide content including title, subtitle, and world map.

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What is an Enrollment Growth Plan?

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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 plans are built.

Can Do

- Demonstrate Leadership Capacity
- Build Confidence & Trust
- Improve Organizational Health
- Advance Faculty & Stakeholder Engagement
- Accelerate Continuous Improvement
- Maximize Cash Flow



Won't Do

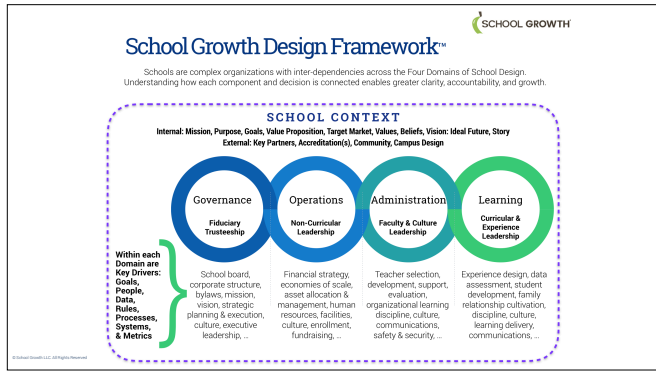
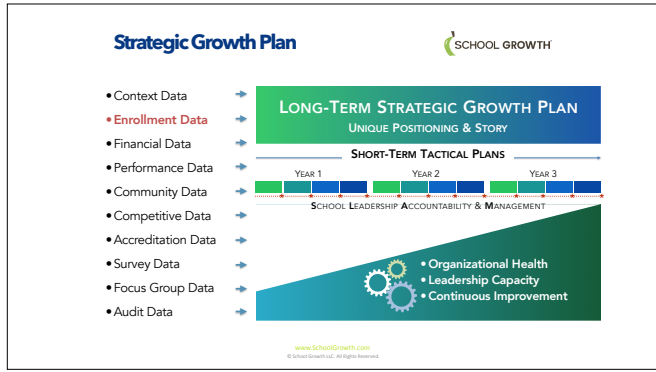
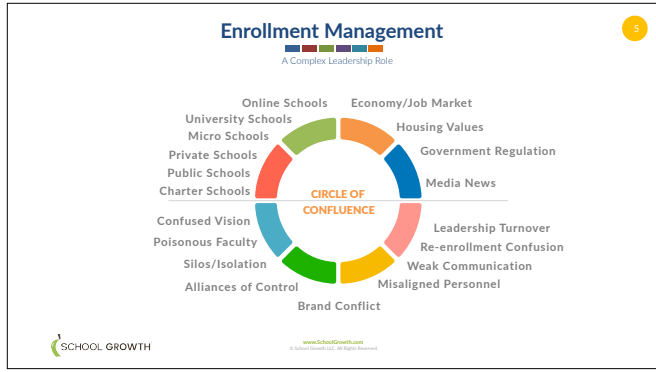
- Fix Issues of Leadership Capacity
- Resolve Contextual Conflict
- Overcome brand inconsistencies
- Repair Cultural Deficits
- Solve Regional/National Economic Realities
- Address Damage from Past Decisions



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Slide content including title, definition, and 'Can Do'/'Won't Do' lists.

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Enrollment Growth Plan

7 Chapters of an Enrollment Growth Plan

	Summary of Context	Strategic Context defines why the school exists, who it seeks to serve, what is promised, and how those commitments will be fulfilled
	Data & Analysis	Data informed answers to key questions: Where are we, How did we get here, Where do we want to go, How are we going to get there
	Goals (KPIs)	How will we measure progress and success
	Stakeholder Engagement	Who are the key stakeholder groups and how will we build and sustain their trust and engagement
	Enrollment Calendar	What is the schedule of events, communications, priorities, marketing, and other key activities to achieve the goals
	Systems & Reports	How will automation be used to achieve the goals and how will access to information be delivered
	Continuous Improvement	How will incremental progress be measured, how will data be used to make adjustments, how will improvements be made and celebrated

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Enrollment Growth Plan

7 Chapters of an Enrollment Growth Plan

Summary of Context

Strategic Context defines **why** the school exists, **who** it seeks to serve, **what** is promised, and **how** those commitments will be fulfilled

HISTORY

MISSION

TARGET MARKET

KEY PARTNERS

CORE VALUES

VALUE PROPOSITION

STORY

LEADERSHIP STRENGTHS

COMMUNITY TRENDS

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Enrollment Growth Plan

7 Chapters of an Enrollment Growth Plan

Data & Analysis

Data informed answers to key questions: **Where** are we, **How** did we get here, **Where** do we want to go, **How** are we going to get there

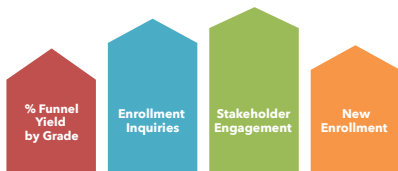
Historical Enrollment	Funnel	Surveys
<ul style="list-style-type: none"> Retention by grade Financial aid Transcript Requests 	<ul style="list-style-type: none"> % Yield thru funnel by grade Inquiries & Sources Feeder schools Progression Surveys 	<ul style="list-style-type: none"> Exit Interviews New Family Surveys Other surveys
Competitive	Demographic	Student Performance
<ul style="list-style-type: none"> Tuition & Fees Programs (Curricular/Co-Curr) Message Points Facilities 	<ul style="list-style-type: none"> Community Trends Affinity Groups Family Characteristics 	<ul style="list-style-type: none"> Academic progress Cultural Impact Behavioral

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Goals (KPIs) → How will we measure progress and success

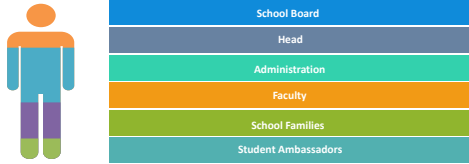


A Key Performance Indicator is measurable value that demonstrates how effectively the enrollment office is executing the Enrollment Growth Plan. Weekly meetings should review progress of each KPI and consider any improvements needed to achieve the goal.

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Stakeholder Engagement → Who are the key stakeholder groups and how will we build and sustain their trust and engagement



Enrollment Growth is first and foremost a relationship commitment and strategy

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Enrollment Calendar → What is the schedule of events, communications, priorities, marketing, and other key activities to achieve the goals

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Internal Messages												
External Messages												
Events												
Faculty												
Current Parents												
Prospective Families												
Student Influencers												

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Systems & Reports

How will automation be used to achieve the goals and how will access to information be delivered



Prospect Data Management
Marketing Management
Student Information System
Report Generation
Communications



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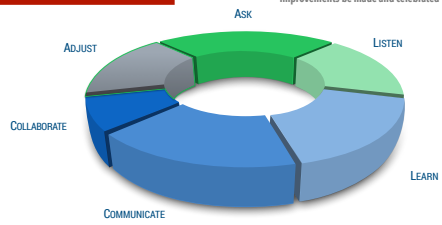
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Continuous Improvement

How will incremental progress be measured, how will data be used to make adjustments, how will improvements be made and celebrated



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Easy First Step to Start Your Enrollment Growth Plan

2-Day Enrollment Planning Session

- Two Days that can be scheduled conveniently
- Data assessment and strategy
- Refinement of Strategic Context
- Creation of Initial Enrollment Growth Plan
- Creation of a 90-Day Action Plan to Jump Start
- Two Follow Up Online Support Sessions
- Fee is One Student's Tuition





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

[START Your Growth Plan](#)



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