

What is an Enrollment Growth Plan?

Tammy Barron & Scott Barron



We **GROW** SCHOOLS AND THE PEOPLE WHO HAVE THE COURAGE TO LEAD THEM



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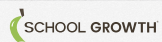
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Global Enrollment Challenges

Worldwide Interest in *What is an Enrollment Growth Plan?*



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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 school plans depend.

Can Do

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



Won't Do

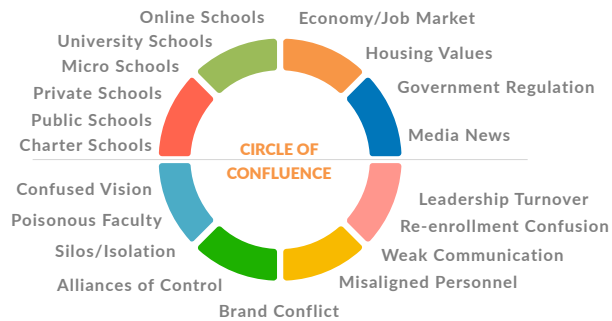
- Fix Issues of Leadership Capacity
- Resolve Contextual Conflict
- Overcome brand inconsistencies
- Repair Cultural Deficits
- Solve Regional/National Economic Realities
- Address Damage from Past Decisions



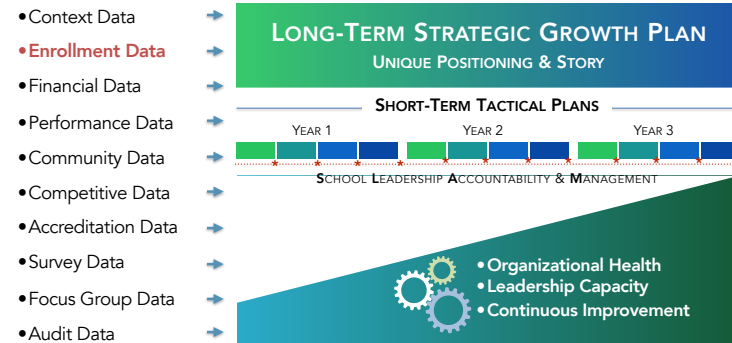
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Enrollment Management

A Complex Leadership Role



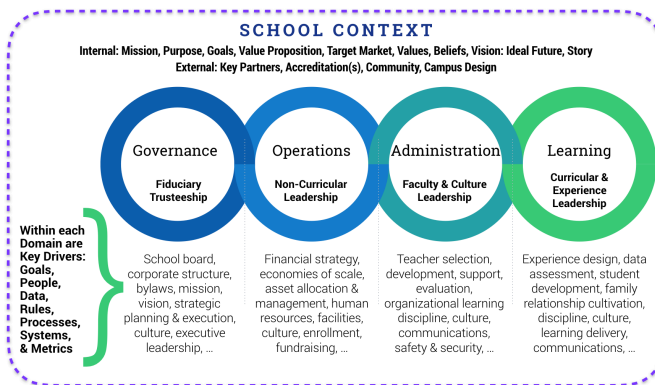
Strategic Growth Plan



- Context Data
- Enrollment Data
- Financial Data
- Performance Data
- Community Data
- Competitive Data
- Accreditation Data
- Survey Data
- Focus Group Data
- Audit Data

School Growth Design Framework™

Schools are complex organizations with inter-dependencies across the Four Domains of School Design. Understanding how each component and decision is connected enables greater clarity, accountability, and growth.



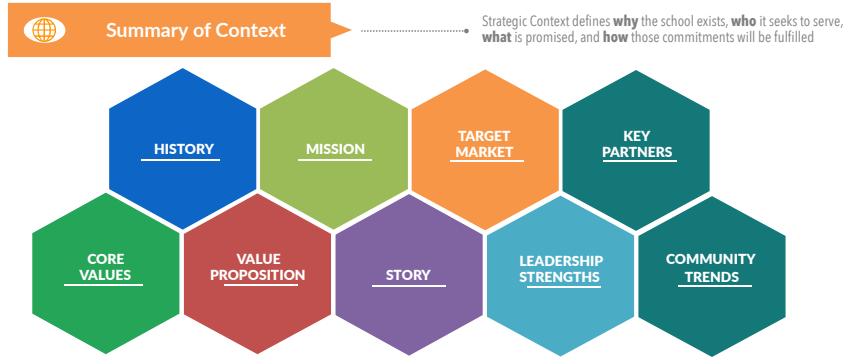
Enrollment Growth Plan

7 Elements of an Enrollment Growth Plan



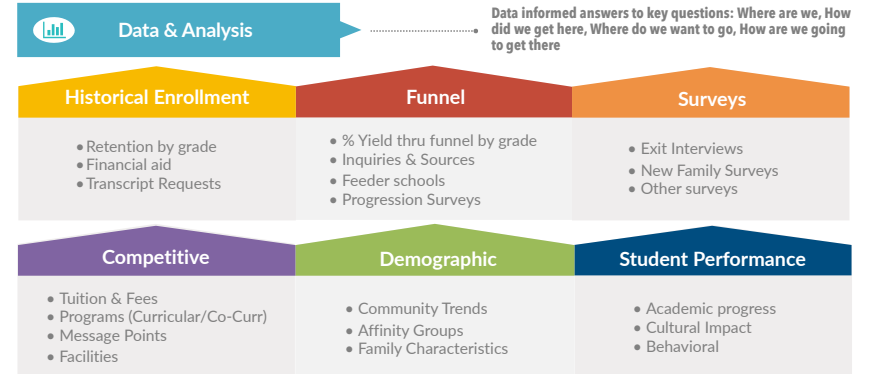
Enrollment Growth Plan

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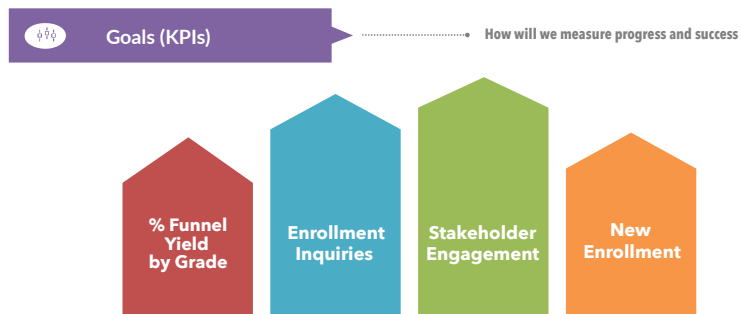
Enrollment Growth Plan

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Enrollment Growth Plan

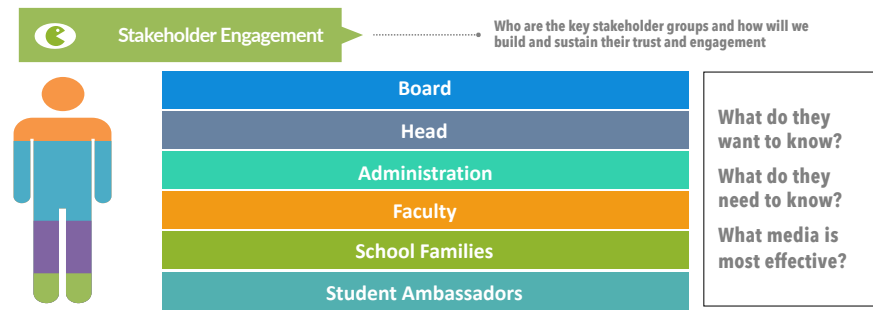
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A Key Performance Indicator is measurable value that demonstrates how effectively the enrollment office is executing the Enrollment Growth Plan. Weekly meetings should review progress of each KPI and consider any improvements needed to achieve the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

Enrollment Growth Plan

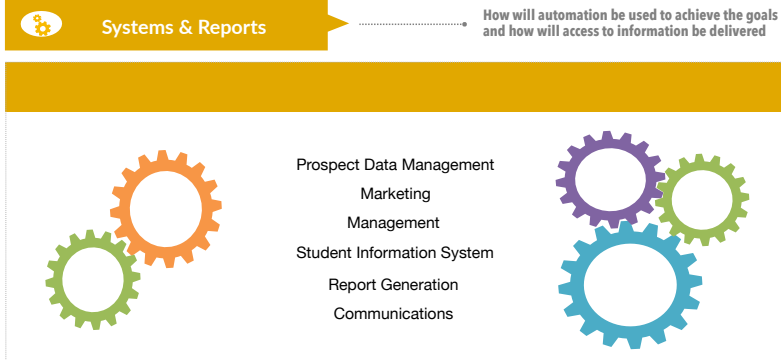
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Enrollment Growth is first and foremost a relationship commitment and strategy

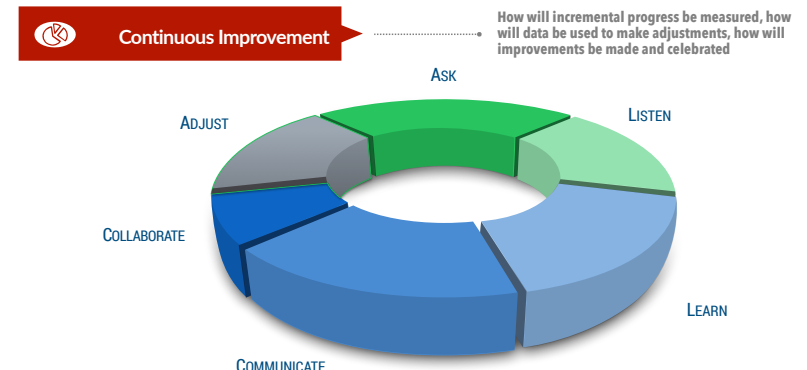
Enrollment Growth Plan

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Enrollment Growth Plan

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Easy First Step to Start Your Enrollment Growth Plan

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Enrollment Growth Plan Workshop

- 3-hour online group Workshop
- Deep dive into each chapter of the plan
- Create stakeholder engagement strategy
- Identify opportunities for growth
- Start the brand narrative
- Guidance on next steps to complete
- \$99/school

2-Day Private Enrollment Planning

- 2 Days of online mentoring
- Data assessment and strategy
- Refine Strategic Context
- Create Initial Enrollment Growth Plan
- Develop 90-Day Action Plan to launch
- Follow Up Support Session
- \$4,900 online

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START Your Growth Plan



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