



Enrollment Management-Marketing Tactics that Yields Results

Creating and sharing a unique brand or identity for the school is critical to the process of recruiting and retaining students. All members of the school community – faculty, parents, students, board members, and alumni – work together to tell the school’s story and market its brand.

Marketing to Build Your Prospect Pool

- Practice strong word of mouth
- Create professionally branded marketing material
- Design a quality website
- Establish a marketing committee with the right volunteers
- Connect to your parish
- Connect to your current families
- Connect to your community
- Pay attention to curb appeal
- Visit local Pre-K and daycare facilities
- Go where moms are, go where kids are
- Place easy to read lawn signs strategically

Marketing for Recruitment

- Educate faculty as marketers
- Create a call-in form to capture inquiry information
- Offer personal school tours/visits
- Plan targeted Open Houses
- Make personal follow-up communication a priority
- Create a simple and personal registration process
- Send personal invitations to school events
- Host Shadow Days
- Organize a parent ambassador program
- Host new family/student orientations

Marketing for Retention

- Be consistent, concise and compelling in all communication
- Create a personal re-registration process with follow up
- Host an appropriate number of community building events
- Send parents personal invitations to events
- Host a Back to School Night
- Plan Catholic Schools Week activities and events
- Present a State of the School address
- Engage parents as volunteers
- Implement parent surveys
- Have Move Up Day for students with follow up parent meetings
- Host a Bring Your Parent to School Day