

Marketing & *Enrollment*



Helping Christian school leaders tell the right people the right stories in the right ways to meet their enrollment goals.



Target

Message

Tactics

The right people

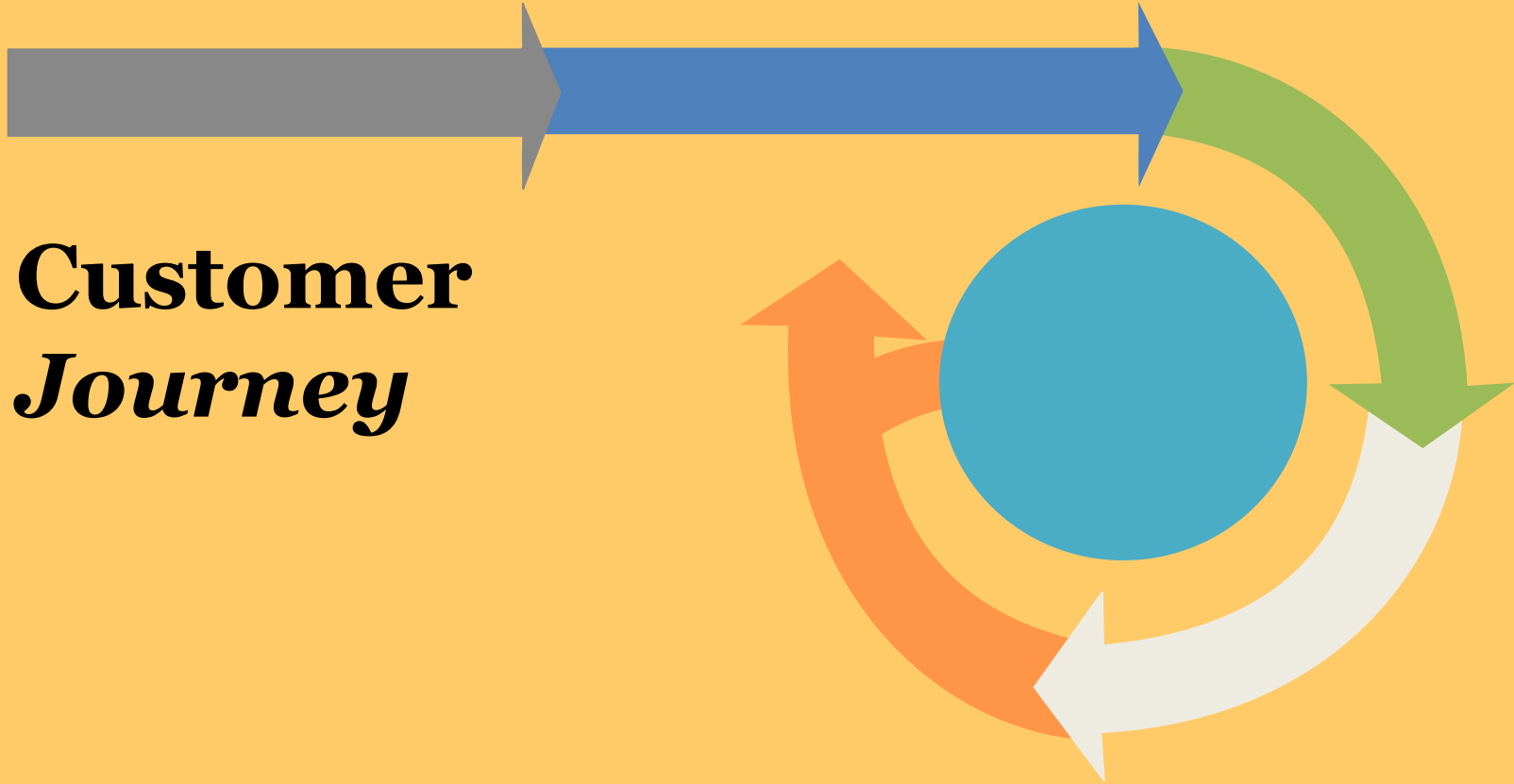
Audience
Personas
Ideal Advocates

The right stories

Vision & Mission
Graduate Profile
Story Structure
Differentiation
Brand Narrative

The right ways





Customer
Journey

Website

Ads

Churches

WOM

Awareness

Customer *Journey*



Website

Ads

Campus Visit

Open House

Churches

WOM

Calls/Emails

Tuition & Aid
Consideration

Awareness

Consideration / Evaluation

Customer *Journey*



Website

Ads

Campus Visit

Open House

Churches

WOM

Calls/Emails

Tuition & Aid
Consideration

Application

Awareness

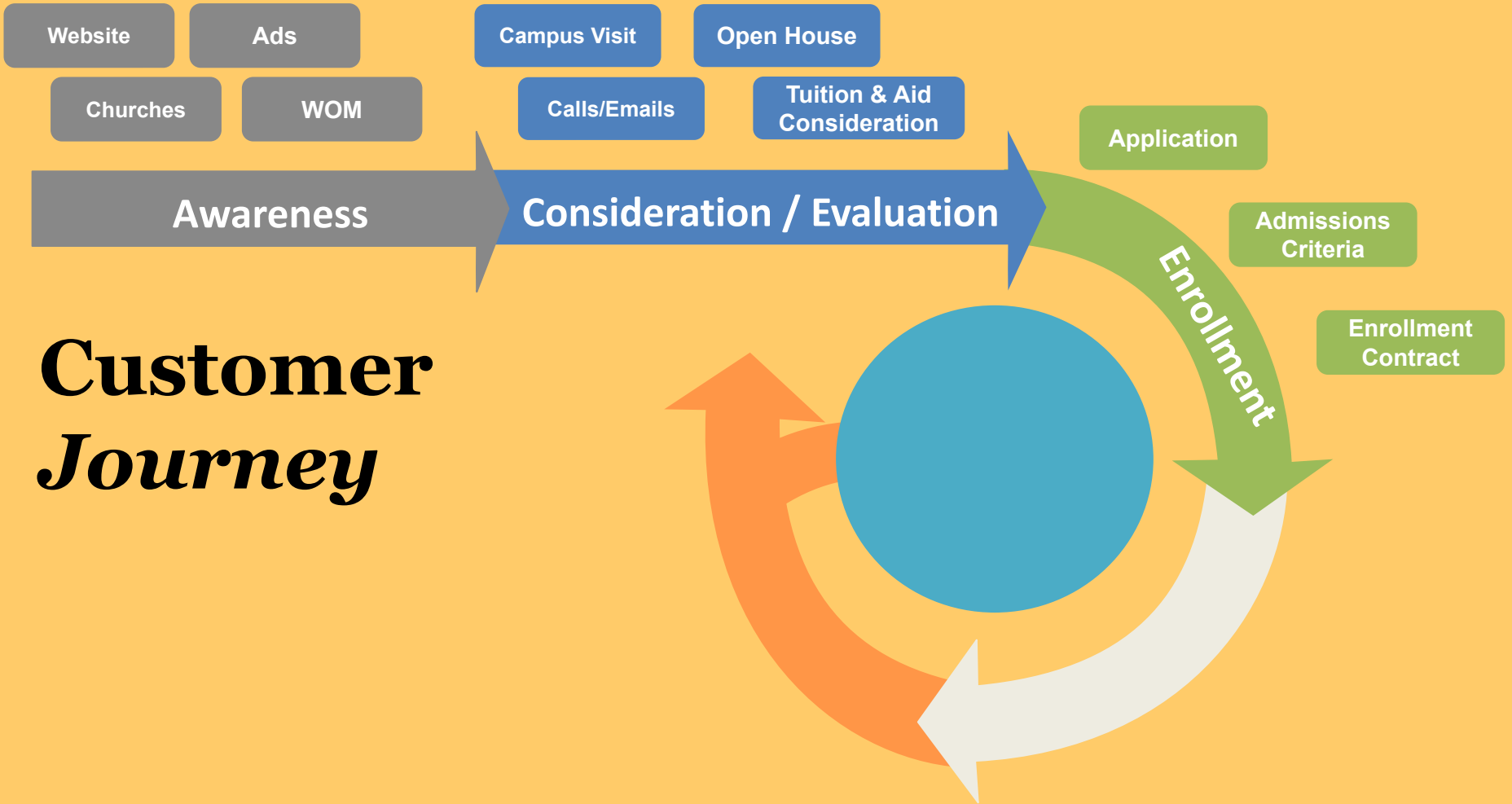
Consideration / Evaluation

Admissions
Criteria

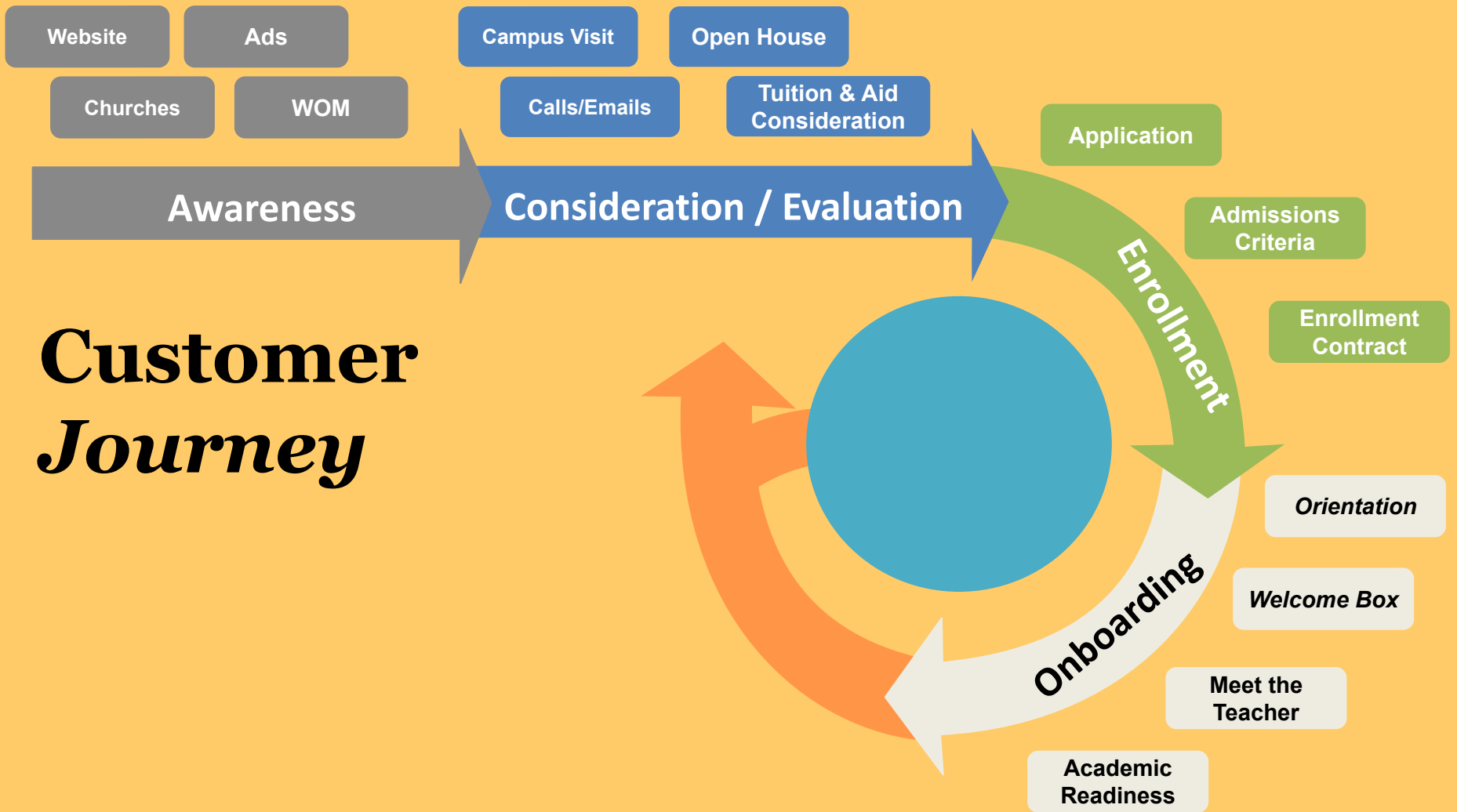
Enrollment
Contract

Enrollment

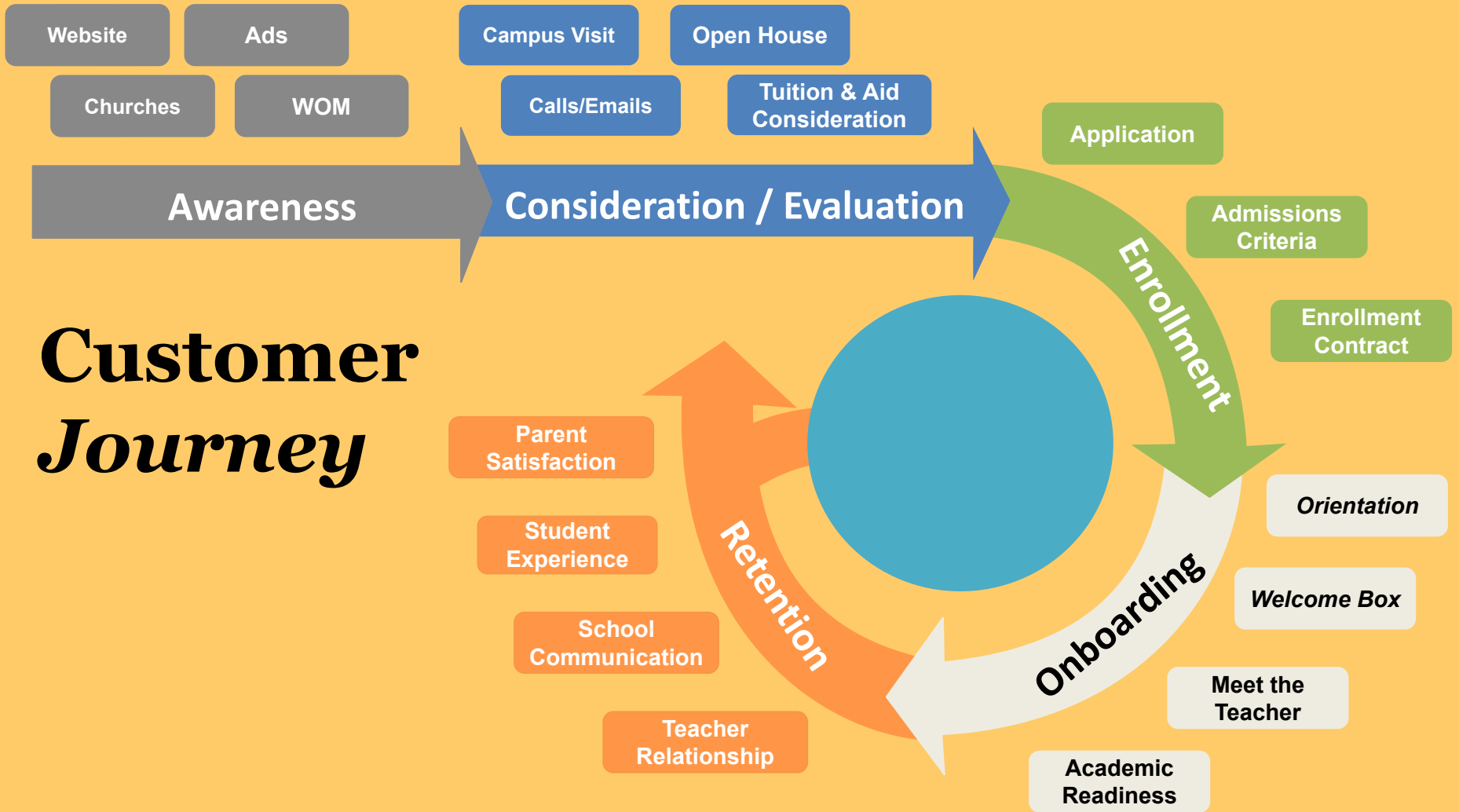
Customer *Journey*



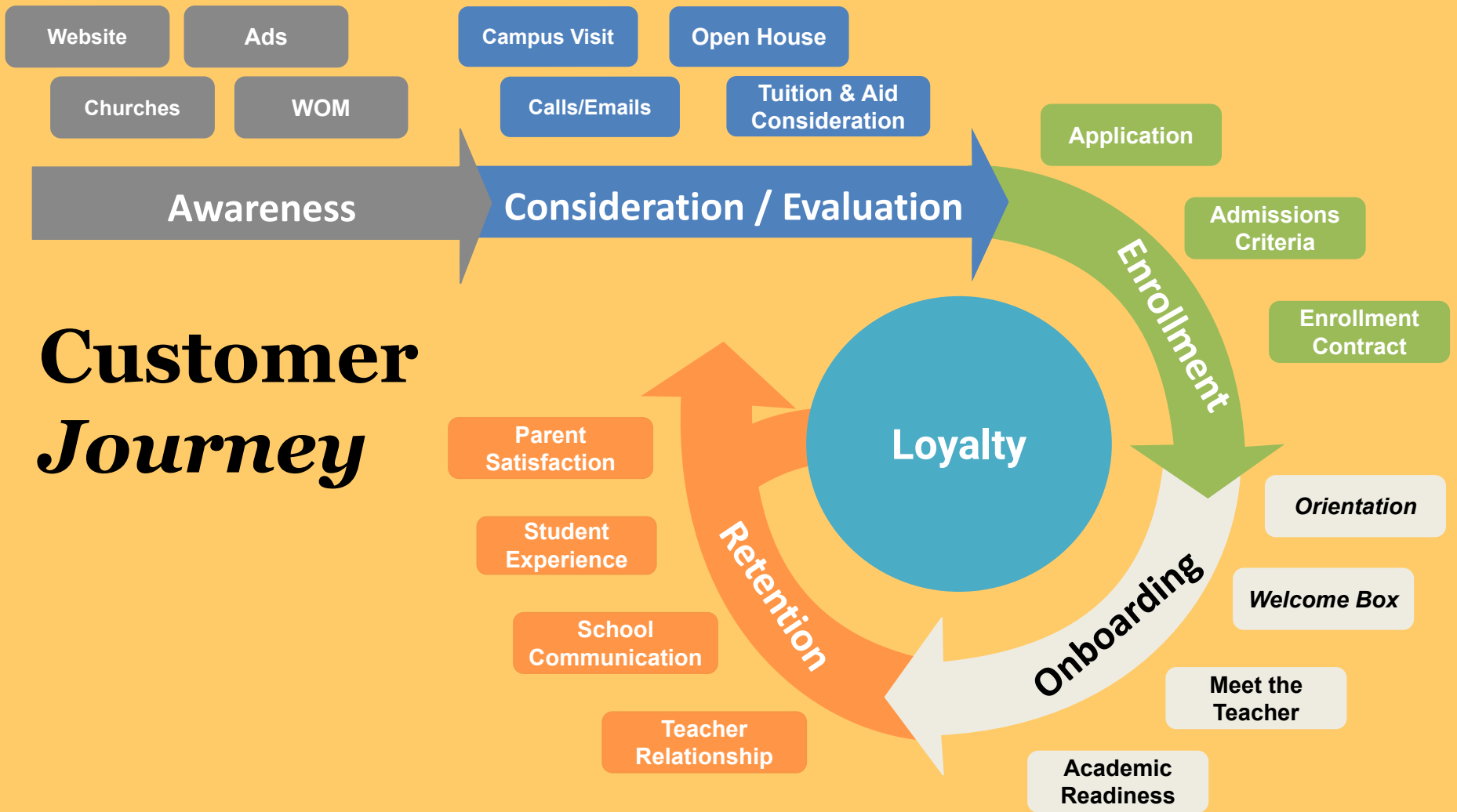
Customer Journey



Customer Journey



Customer Journey



Enrollment Strategies

HF

A large, white, brushstroke-style graphic is positioned at the bottom of the slide, consisting of two thick, overlapping strokes that sweep across the width of the page.

Enrollment Factors

- Quality Control
(the program issues)
- Customer Understanding
(the people issues)
- Digital Age Marketing
(the messaging issues)

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Enrollment Strategies

- **Retention**
(keep more current students)

Re-Enrollment Models

HF

Two white paintbrushes are positioned at the bottom of the slide, angled towards the right. They are set against a solid orange background.

Re-Enrollment Models

- Annual Re-Enrollment

Re-Enrollment Models

1. Annual Re-Enrollment

Challenges:

- ❑ Parents: time; money; commitment
- ❑ School: personnel resources; enrollment planning, budgeting



Re-Enrollment Models

2. Continuous Enrollment

Benefits:

- ❑ Parents: once in, always in.
- ❑ School: parents only opt-out; stronger parent commitment; financial protection

**CONTINUOUS
ENROLLMENT**

Once You're In, YOU'RE IN!

OPT OUT BY MARCH 31ST

Continuous Enrollment

- November: Current families apply for financial aid.
- December 1: Tuition is published.
- December 15: Financial aid awards announced.
- January 15: Deadline to withdraw without penalty.
- January 16: Empty seats filled with new families.

Withdrawal by or During:	Percentage of Amount Due
Contract signing to Prior to April 15:	10% of annual tuition
April 16 to July 15:	25% of annual tuition
July 15 to Prior to First Day School:	50% of annual tuition
First Day of School or after:	100% of annual tuition

General: The responsible party(ies) understands that the school will not release transcripts or records unless all accounts are paid in full. All rates and fee related to the contract are provided on the published Tuition Schedule. The signing of this enrollment contract constitutes acceptance of all terms and conditions within this document by the parent/guardian enrolling the student. The responsible party(ies) understand that at the option of **[name of school]**, payment history may be reported to the national credit bureaus. The school is authorized to release accurate information concerning the responsible party's(ies)' account with the school to other private schools, collection agencies, or credit reporting companies and the responsible party(ies) hereby release the school and its employees, agents and officers from liability in connection with providing information regarding an inquiry from such an entity. The invalidity of any portion of this agreement will not and shall not be deemed to affect the validity of any other provision. In the event that any provision of the Agreement is invalid, the parties agree that the remaining provisions shall be deemed to be in full force and effect. These financial terms and conditions shall bind the responsible party's(ies)' successors, heirs, administrators and legal representatives. I hereby accept a place at **[name of school]**, for my child for the current academic year (a separate Enrollment Contract must be completed for EACH student enrolled).

Parent/Guardian Signature:

Name:

Date:

Driver's License Number & State:

Social Security Number:

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New families must sign an enrollment contract within 7 days of an admissions offer. The contract is a legally-binding and enforceable financial agreement.



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Enrollment Strategies

- Retention
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- **Close more leads**
(enroll more prospective students)

Enrollment Closing

HF

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From Inquiry to Enrollment

HF

From Inquiry to Enrollment

- The primary goal is to get parents to “**darken the door.**”

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- Keep the **action** with you.
- Work a sense of **urgency**.

From Inquiry to Enrollment

- The primary goal is to get parents to “**darken the door.**”
- Offer **educational consultations**, not **tours**.
- Parents meet with the **Principal**.
- Success = **an appointment scheduled**.
- Keep the **action** with you.
- Work a sense of **urgency**.
- **Track** everything!

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Enrollment Strategies

- Retention
(keep more current students)
- Close more leads
(enroll more prospective students)
- **Capture more leads**
(find more prospective students)

ONE-ON-ONE

Consultations

SMALL GROUPS

Vision Nights

LARGE GROUPS


Open House

ONE-ON-ONE
Consultations

SMALL GROUPS
Vision Nights

LARGE GROUPS
Open House

*Answers to
Questions*



HF

*Solutions to
Problems*

ONE-ON-ONE
Consultations

SMALL GROUPS
Vision Nights

LARGE GROUPS
Open House

*Answers to
Questions*

HF

Efficiency



ONE-ON-ONE
Consultations

*Solutions to
Problems*

SMALL GROUPS
Vision Nights

LARGE GROUPS
Open House

*Answers to
Questions*

Efficiency

Solutions to Problems

ONE-ON-ONE
Consultations

SMALL GROUPS
Vision Nights

LARGE GROUPS
Open House

Answers to Questions

Effectiveness

HF

Enrollment Factors

- Quality Control
(the program issues)
- Customer Understanding
(the people issues)
- Digital Age Marketing
(the messaging issues)

Enrollment Strategies

- Retention
(keep more current students)
- Close more leads
(enroll more prospective students)
- Capture more leads
(find more prospective students)

Educational Consultations

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“Selling is no longer about persuasion. Selling is about understanding your customer’s problems and solving them.”

–Neil Rackham, *SPIN Selling*

**S
P
I
N**

HF

SPIN Selling

S

Situation Questions

P

I

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H

S

Situation Questions

P

Problem Questions

I

N

H

SPIN Selling

S

Situation Questions

P

Problem Questions

I

Implication Questions

N

H

SPIN Selling

S

Situation Questions

P

Problem Questions

I

Implication Questions

N

Needs Payoff Questions

HF

SPIN Selling

ROLE PLAY

Situation #1

Sally is entering sixth grade. Parents are looking for a Christian school that will reinforce the values of their home.

ROLE PLAY

Situation #2

Michael is entering third grade. Parent is worried because he is behind in reading and struggling in school.

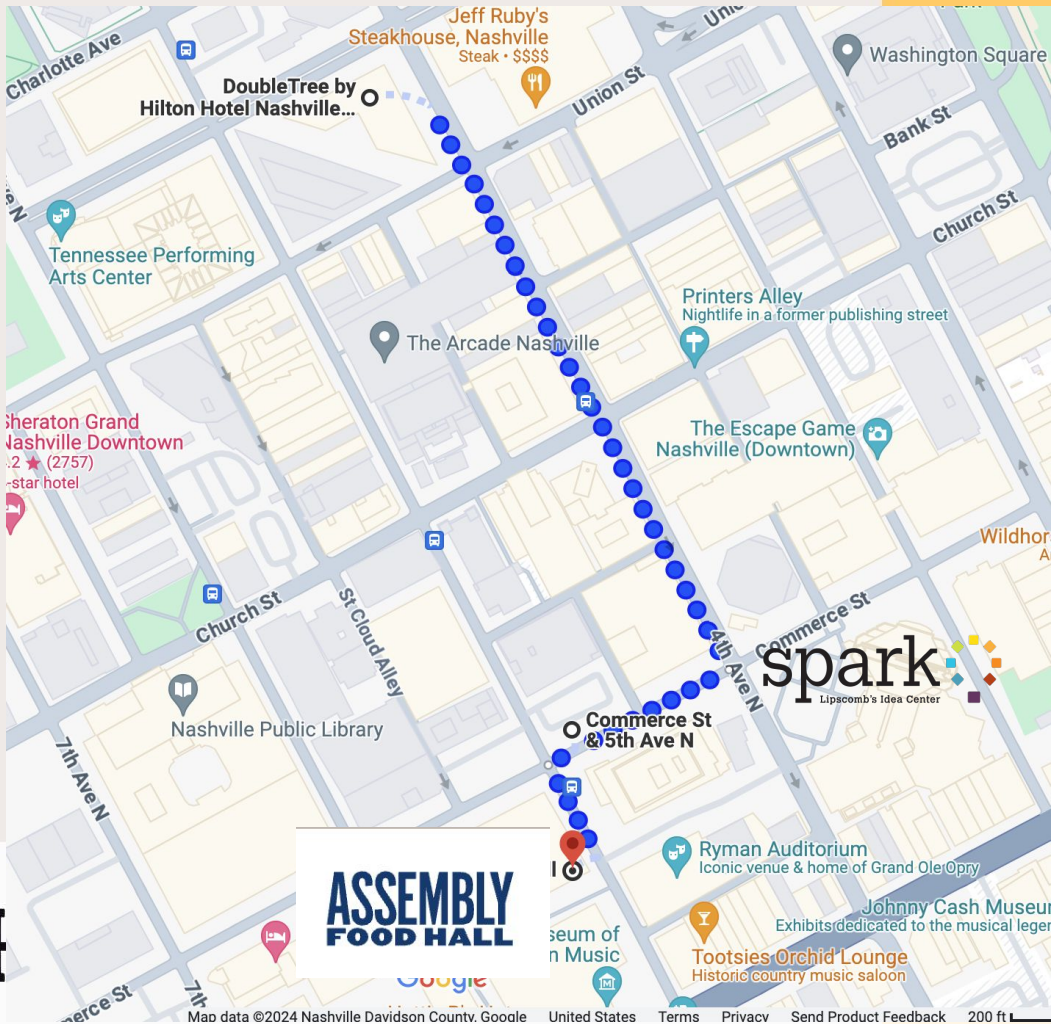


COACHING REQUEST

Submit one form
per school.

Select a coach
only once.





ASSEMBLY FOOD HALL

RETURN BY
1:00

**ASSEMBLY
FOOD HALL**

spark
Lipscomb's Idea Center

Museum of
n Music

Ryman Auditorium
Iconic venue & home of Grand Ole Opry

Johnny Cash Museum
Exhibits dedicated to the musical legend

Tootsies Orchid Lounge
Historic country music saloon

Creating Your Marketing Plan

HF

A large, white, brushstroke-style graphic that resembles a stylized 'H' or a pair of thick, curved lines, positioned at the bottom of the page.

Getting *Started*

1

Task Force

2

Calendar

3

Priorities

HF

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Task Force

2

Calendar

3

Priorities

HF



Take a Break!

HF

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