



Marketing & Enrollment Retreat

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





Target

The right people

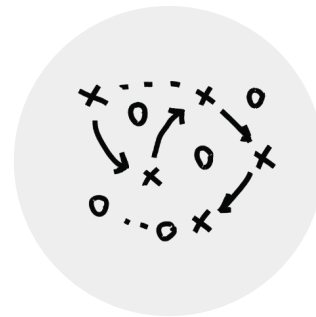
Audience
Personas



Message

The right stories

Vision & Mission
Graduate Profile
Story Structure
Differentiation



Tactics

The right ways

Enrollment Closing

How is this school doing?

“Our enrollment is good, but we’ve still got some empty seats to fill. When we are able to meet with families, they almost always enroll. Our retention rate is solid with most families re-enrolling, though sometimes it takes a little while for them to complete the process. Overall, our parents are very happy with the school and appreciate our academics, our Christian emphasis, and our sports programs. They are relieved not to be in the public schools anymore. And we have the most innovative technology program in our community.

We have great staff that love kids and love teaching, and even though we don’t pay them as much as I wish we could, they work at our school anyway because they believe in our mission.”

How is this school doing?

- Net Promoter Score: 48
- Re-Enrollment Rate (three-year trend): 78%
- Capacity: 70%
- % of touring families who enroll: 65%
- Technology Program: Effectiveness - 4.7; Importance - 3.6
- Teacher Attrition Rate: 30% (three-year trend)

The Pollyanna Principle

The tendency for people to remember pleasant items more accurately than unpleasant ones or to choose positivity over negative or realistic mindsets.



Understanding Parent Satisfaction

Parent Satisfaction is the key to
both **retention** and **referrals** .

Satisfaction Question

“On a scale of 0-10, with 10 being the highest, how satisfied are you with [school]?”

10-8 Advocates

7-6 Apathetics

5-0 Assassins

The Ultimate Question

“On a scale of 0-10, with 10 being the highest, how likely are you to refer [school] to others?”

10-8 Promoters

7-6 Passives

5-0 Detractors



- 90% of referrals
- Actively promoting
- Will pay price premium

10-8 Promoters



- 10% of referrals
- They are silent
- Price sensitive

7-6 Passives



- Negative WOM
- 5 times more vocal
- Think you're overpriced

5-0

Detractors

Net Promoter Score

$\% \text{ of Promoters} - \% \text{ of Detractors} = \text{Net Promoter Score}$

EX: Promoters - 72% | Passives - 18% | Detractors - 12%

$72 \text{ (Promoters)} - 12 \text{ (Detractors)} = 60 \text{ (NPS)}$

What is a good NPS score?



What about in a Christian school?

< 38	38-52	53-62	63-71	72+
POOR	BELOW AVERAGE	AVERAGE	ABOVE AVERAGE	SUPERIOR



Top NPS Score (2023)

2. Tesla	97
7. T-Mobile	82
10. Starbucks	77
13. Amazon	73
15. Southwest	71
19. Netflix	67
26. Apple	61
28. Google	58
29. Chick-fil-a	58

Importance

“On a scale of 1-5, with 5 being the highest, how important is this to you?”

Effectiveness

“On a scale of 1-5, with 5 being the highest, how effective is our school at this?”

Importance

PROGRAM ELEMENT	IMP
Compentency of Teachers	4.61
Engaging Teaching	4.60
Christian Formation	4.60
School Communications	4.48
Principal Leadership	4.43
Academic Program	4.41
Student Discipline	4.16
Admissions Standards	3.97
Co-Curriculars	3.84
Parent Involvement	3.83
Board Oversight	3.79
Tuition Schedule	3.56
Facilities	3.46
Use of Technology	3.37

> 4.5

Effectiveness

PROGRAM ELEMENT	EFF
Christian Formation	4.05
Academic Program	3.79
Parent Involvement	3.73
Tuition Schedule	3.73
Compentency of Teachers	3.68
Principal Leadership	3.62
Engaging Teaching	3.54
Student Discipline	3.54
Board Oversight	3.49
Co-Curriculars	3.44
Admissions Standards	3.30
School Communications	3.29
Facilities	3.06
Use of Technology	2.92

> 4.5

Quality Gap

PROGRAM ELEMENT	IMP	EFF	GAP
School Communications	4.48	3.29	-1.19
Engaging Teaching	4.60	3.54	-1.06
Competency of Teachers	4.61	3.68	-0.93
Principal Leadership	4.43	3.62	-0.81
Admissions Standards	3.97	3.30	-0.67
Student Discipline	4.16	3.54	-0.62
Academic Program	4.41	3.79	-0.62
Christian Formation	4.60	4.05	-0.55
Use of Technology	3.37	2.92	-0.45
Facilities	3.46	3.06	-0.40
Co-Curriculars	3.84	3.44	-0.40
Board Oversight	3.79	3.49	-0.30
Parent Involvement	3.83	3.73	-0.10
Tuition Schedule	3.56	3.73	0.17

< .50

VERY IMPORTANT TO PARENTS

DONE POORLY (INEFFECTIVELY)

DONE WELL (EFFECTIVELY)

NOT IMPORTANT TO PARENTS

VERY IMPORTANT TO PARENTS

DONE POORLY (INEFFECTIVELY)



THRILL ME

High Importance + High Effectiveness

DONE WELL (EFFECTIVELY)

NOT IMPORTANT TO PARENTS

VERY IMPORTANT TO PARENTS

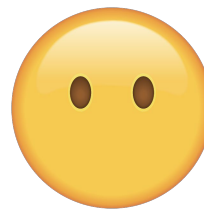
DONE POORLY (INEFFECTIVELY)



THRILL ME

High Importance + High Effectiveness

DONE WELL (EFFECTIVELY)



FRILL ME

Low Importance + High Effectiveness

NOT IMPORTANT TO PARENTS

VERY IMPORTANT TO PARENTS

DONE POORLY (INEFFECTIVELY)



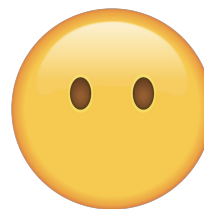
THRILL ME

High Importance + High Effectiveness



ANNOY ME

Low Importance + Low Effectiveness



FRILL ME

Low Importance + High Effectiveness

DONE WELL (EFFECTIVELY)

NOT IMPORTANT TO PARENTS

VERY IMPORTANT TO PARENTS



DISGUST ME

High Importance + Low Effectiveness



THRILL ME

High Importance + High Effectiveness



ANNOY ME

Low Importance + Low Effectiveness



FRILL ME

Low Importance + High Effectiveness

NOT IMPORTANT TO PARENTS

DONE POORLY (INEFFECTIVELY)

DONE WELL (EFFECTIVELY)

What Parents Want

- TOP TEN:
- BOTTOM TEN:
- 50-60% of parent satisfaction is tied directly to the _____.

What Parents Want

- TOP TEN: Christian & Academics.
- BOTTOM TEN:
- 50-60% of parent satisfaction is tied directly to the _____.

What Parents Want

- TOP TEN: Christian & Academics.
- BOTTOM TEN: **Tuition, Technology, & Standardized Test Scores.**
- 50-60% of parent satisfaction is tied directly to the _____.

What Parents Want

- TOP TEN: Christian & Academics.
- BOTTOM TEN: Tuition, Technology, & Standardized Test Scores.
- 50-60% of parent satisfaction is tied directly to the teacher.

Priorities for Parent Satisfaction

- Promoters: Keep them **satisfied**!
- Detractors: Fix the **problem** or let them **go**!
- Win the **passives**.

Measuring Our Mission

“[Our school], under God’s direction, is dedicated to the spiritual, academic, physical, social and emotional development of God’s children, equipping them to love God, love people and serve in God’s world.”

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Measuring Our Mission

The eight least important program elements at this Christian school:

- 33. Teachers are Christian role models**
- 34. Staff is customer service oriented
- 35. Christian environment**
- 36. Student admission standards
- 37. Results of standardized tests
- 38. Bible / Religion curriculum**
- 39. School Board oversight
- 40. Significant financial aid is available

CASE STUDY: Parent Satisfaction

NET PROMOTER SCORE:

(% of Promoters) - (% of Detractors)

IMPORTANCE THRESHOLD:

Greater than 4.50 is highly important.

QUALITY GAP THRESHOLD:

Less than 0.50 is a good gap score.

VERY IMPORTANT TO PARENTS

DISGUST ME

IMPORTANCE > 4.50
QUALITY GAP > 0.50

THRILL ME

IMPORTANCE > 4.50
QUALITY GAP < 0.50

ANNOY ME

IMPORTANCE < 4.50
QUALITY GAP > 0.50

FRILL ME

IMPORTANCE < 4.50
QUALITY GAP < 0.50

NOT IMPORTANT TO PARENTS

DONE POORLY (INEFFECTIVELY)

DONE WELL (EFFECTIVELY)

CASE STUDY: Parent Satisfaction

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VERY IMPORTANT TO PARENTS

DONE POORLY (INEFFECTIVELY)

Parent-Teacher Comm (4.69, -0.96)
English/Language Arts (4.66, -0.57)
Qualification of Teachers (4.63, -0.69)
Engaging Teaching (4.79, -0.74)
Students Well-Prepared (4.83, -0.87)

Safe Learning Environment (4.81, -0.37)
Principal Leadership (4.69, -0.37)
Mathematics (4.64, -0.45)

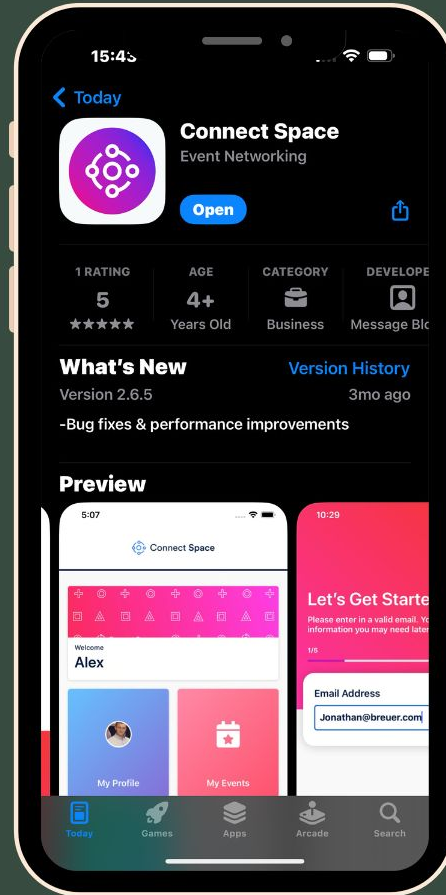
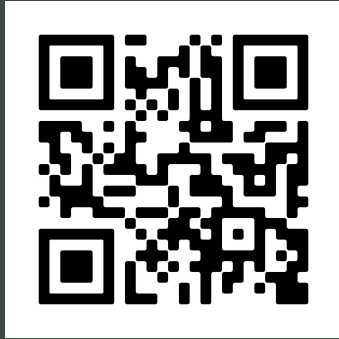
DONE WELL (EFFECTIVELY)

Science (4.17, -0.46)

Reasonable Tuition (4.13, -0.29)
Biblical Integration (4.23, -0.09)
Ind Student Difference (3.97, -0.23)
Financial Stability (4.21, 0.02)
Use of Technology (3.85, -0.45)

NOT IMPORTANT TO PARENTS

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herzogfoundation*



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