

Catholic School Enrollment Talk

ISPD is your Catholic School Enrollment Solution for maintaining and/or increasing the quantity, quality, or diversity of your elementary or secondary Catholic school enrollment.

Top 10 Reasons Why Some Catholic Schools Had Enrollment Increases for 2008-09

By John Cooper, ISPD Enrollment Specialist

10. They understood that high levels of *satisfaction* translate into soaring levels of *self-promotion* that in turn fuel enrollment growth. Their faculty and staff accepted the reality that each and every day they are either moving families closer to satisfaction and self-promotion or further away from it.
9. They understood that there is a *science to leveraging financial assistance* thus tackling tuition, the silent killer of Catholic school enrollment.
8. They understood that the entire school community (students, parents, teachers, alumni, staff, parish administration, board, etc) must take *ownership* of enrollment management, each in his or her unique way based on the role they play.
7. They understood that *numbers tell a story* and thus must be analyzed regularly with an eye to benchmarking wins and losses.
6. They understood that in order to produce enrollment related data, everyone must diligently collect data throughout the entire enrollment funneling process. They embrace the philosophy that *what you don't know will hurt you the most*.
5. They understood that enrollment management need not be boring. In fact, the schools with enrollment increases *acted with a contagious level of excitement* day in and day out. Staff at these schools were singing and dancing when families took closer steps toward enrollment. These schools confronted the "Office of Enrollment Prevention" when it arose (sub-consciously) in attitude, policies, and procedures.
4. They understood that it takes more than the principal and *people fuel* is essential. With the "Ripple in the Pond" principle in mind, these schools accepted the challenge of moving beyond the "first ripple" of meaningful engagement and expanded out to the "second and third ripples" of those who have been less involved in enrollment.
3. They understood that over time every school's *enrollment arteries can become clogged* by complacency, shifts in the market, misperceptions, and a culture that places less priority on faith based education. To open these arteries, schools that were successful this year conducted strategic enrollment planning.
2. They understood that technology was their friend rather than their enemy. Using technology, these schools set up *systematic, seamless communication* with both prospective and current families in a way that relationships were built that withstood challenges like \$4.00 a gallon gasoline.
1. They understood that enrollment management taken in its larger context is their #1 priority. When confronted with the work flow challenges that come with this realization, they didn't say "we don't have the time or resources to do this." Instead, they said, "*How can we change to make it happen?*"