



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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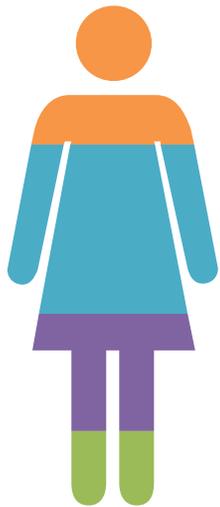
 Facebook.com/SchoolGrowth

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Engagement Adjustments



Sustaining a relationship via online communications and a re-focused narrative



Board



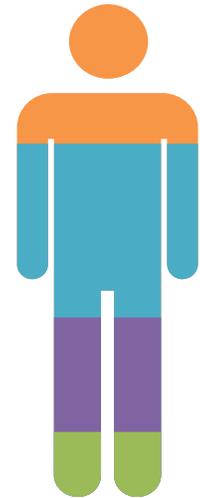
Employees: Administration, Teachers, Staff, Coaches, etc.



Parents



Students



Enrollment Marketing Adjustments

Building Real Relationships in the Digital World

Revisit the Website

- Welcome Letter
- Call-to-Action
- Brand Promise
- Look & Feel
- User Experience
- Virtual Tours

Parent Resources

- Ambassador Training & Communications
- Parent Book Club
- Links
- Journal/Blog Posts



- Surveys
- Prospective Family Database
- Content Effectiveness

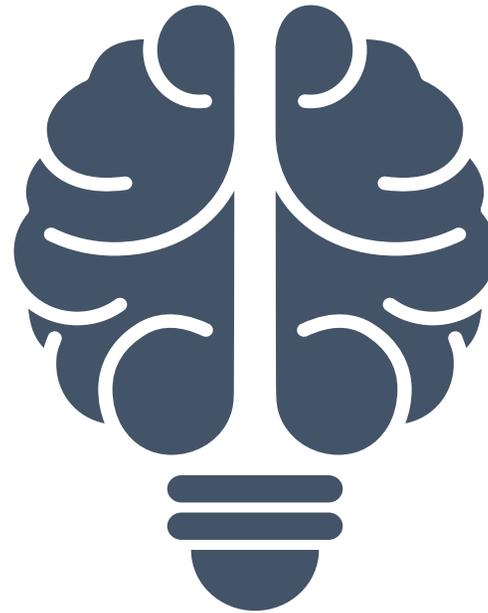
Data Analysis

- Podcast/Video Stories
- Online Shadow
- Online Resources
- Email/mail notes

Online Enrollment

Leadership Perspective

**Growth
Mindset**



**Fixed
Mindset**

What is an Enrollment Growth Plan?

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



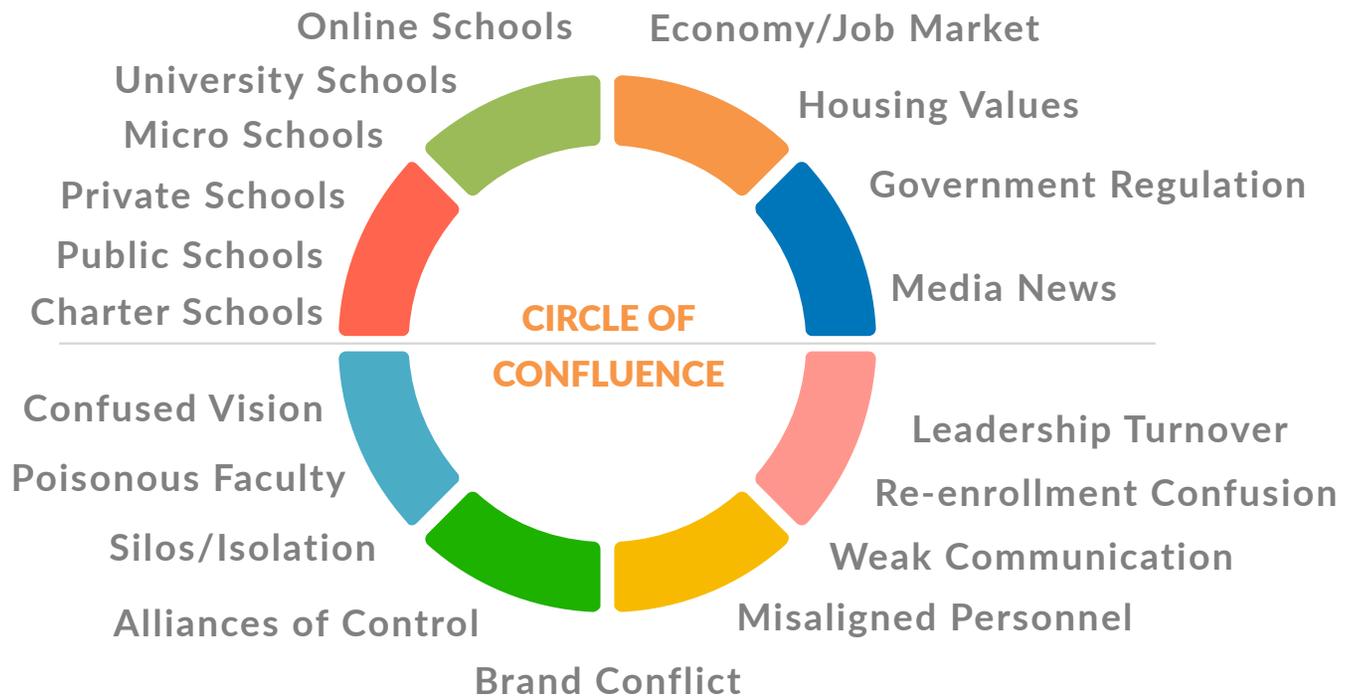
Won't Do

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

Enrollment Management



A Complex Leadership Role



Strategic Growth Plan

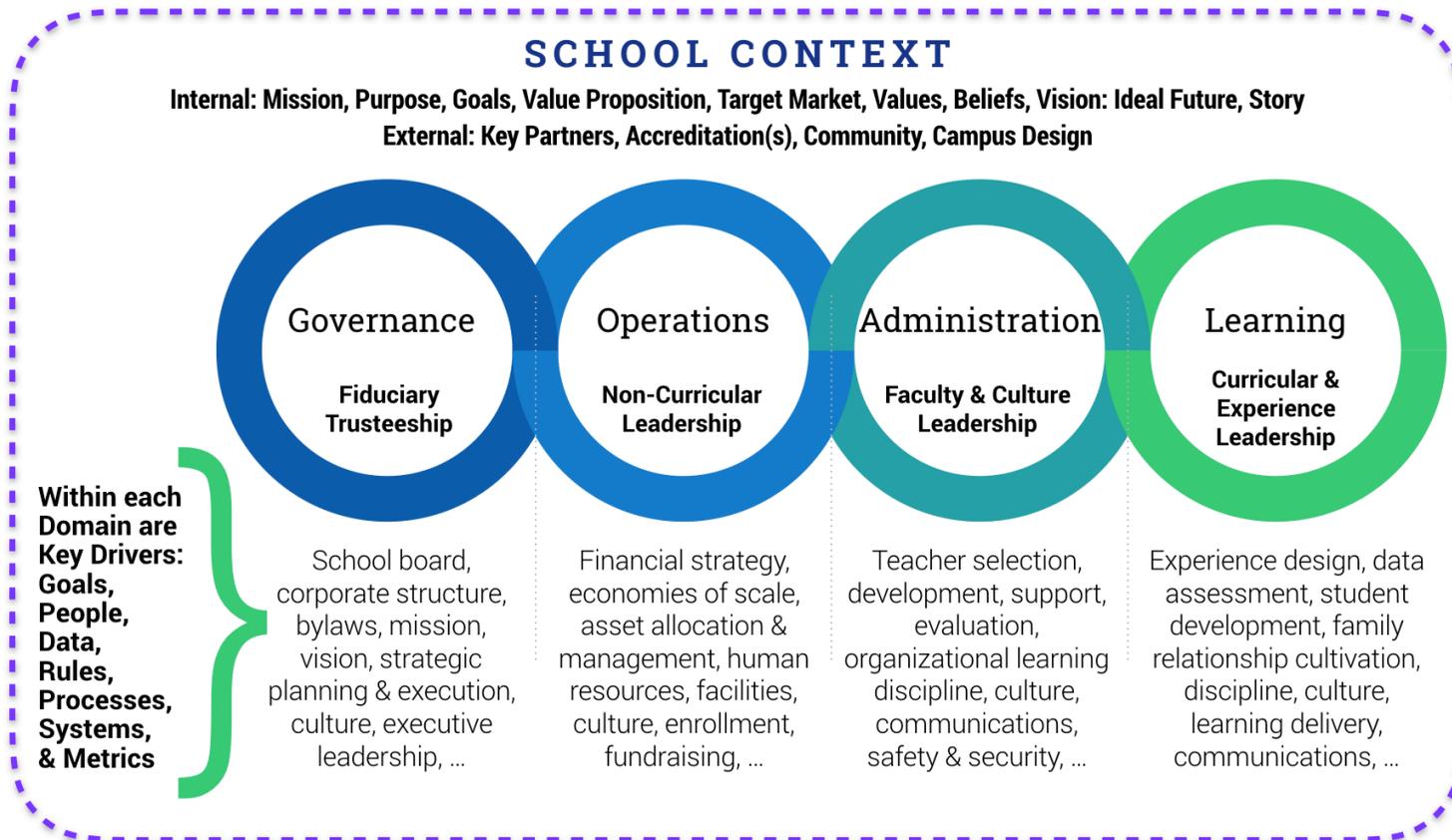


- Context Data →
- **Enrollment Data** →
- Financial Data →
- Performance Data →
- Community Data →
- Competitive Data →
- Accreditation Data →
- Survey Data →
- Focus Group Data →
- Audit Data →



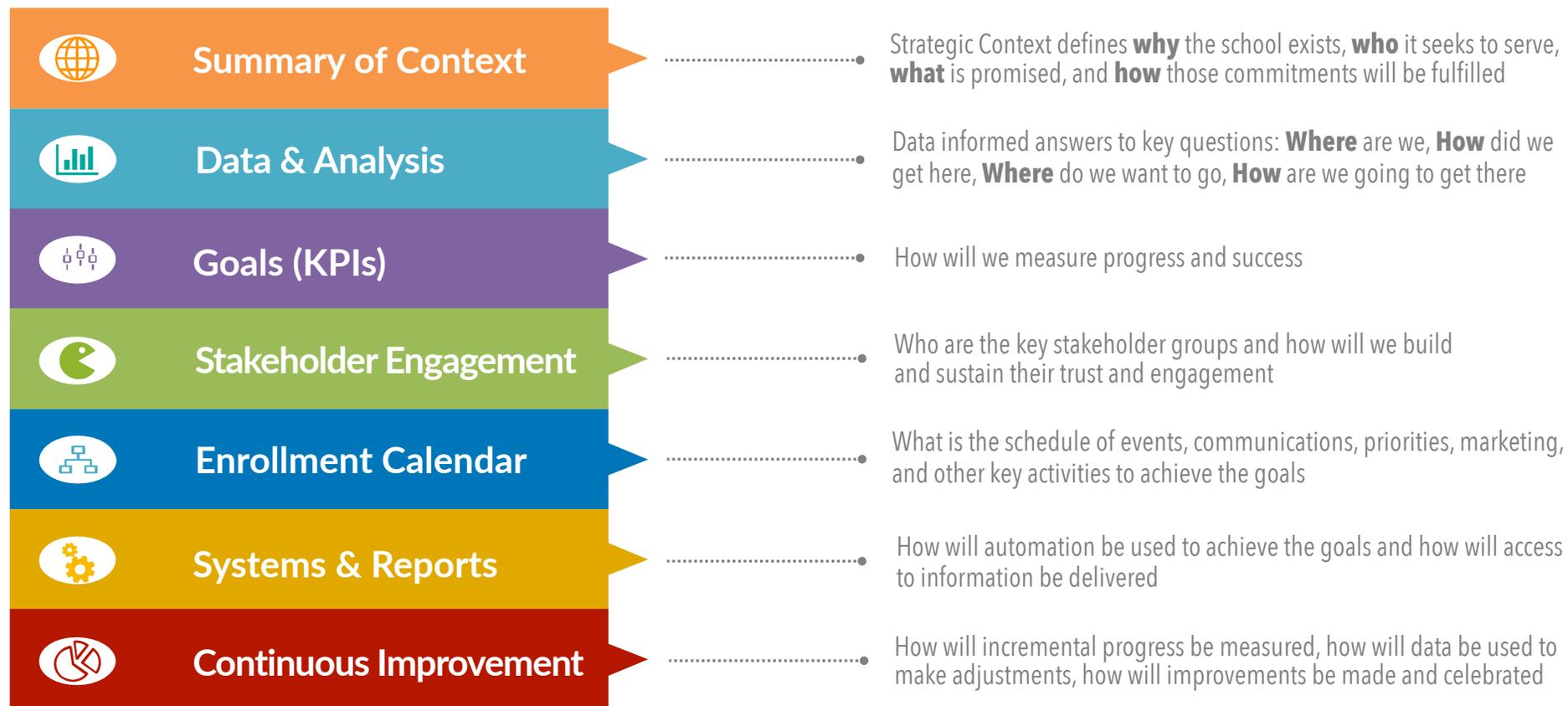
School Growth Design Framework™

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

 **Summary of Context**

..... Strategic Context defines **why** the school exists, **who** it seeks to serve, **what** is promised, and **how** those commitments will be fulfilled



Enrollment Growth Plan

Summary of Context

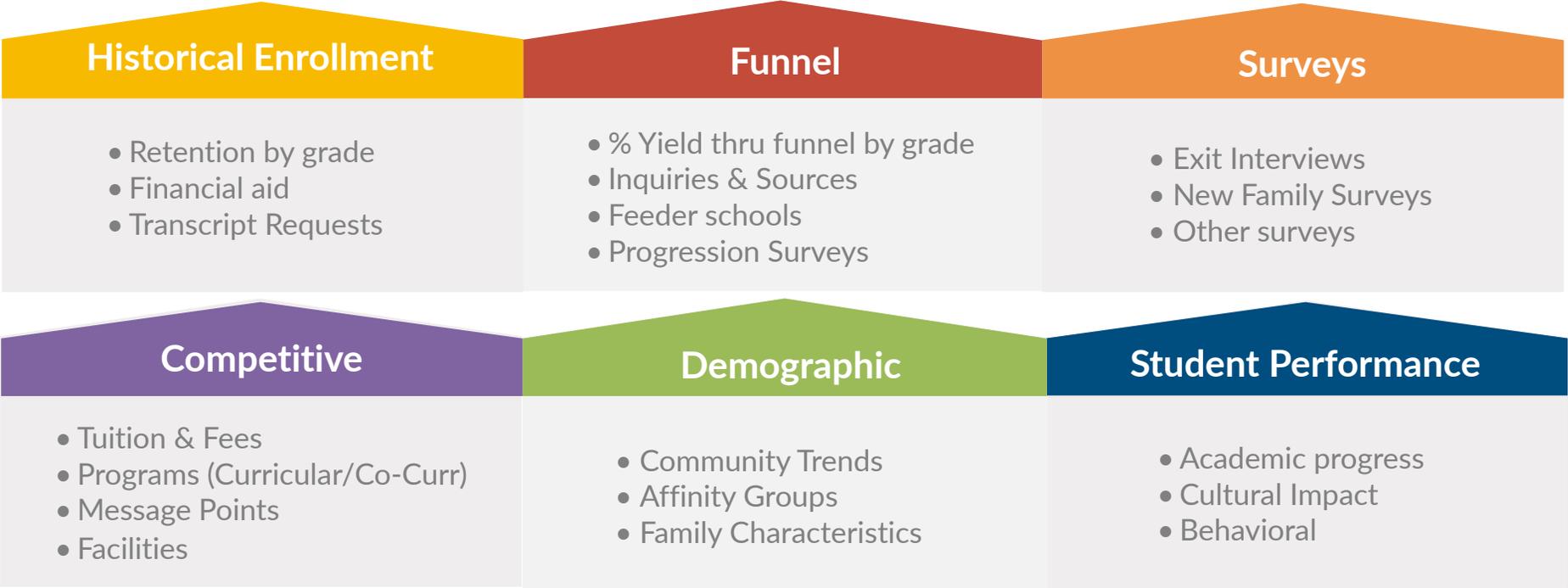
..... Strategic Context defines why the school exists, who it seeks to serve, what is promised, and how those commitments will be fulfilled

TARGET MARKET
VALUE PROPOSITION
LEADERSHIP STRENGTHS
KEY PARTNERS
CORE VALUES
MISSION

Enrollment Growth Plan

Data & Analysis

Data informed answers to key questions: Where are we, How did we get here, Where do we want to go, How are we going to get there





WHERE ARE YOU?

Internal Data

by Grade/Teacher/Group/Division/School

Goal: Outliers & Patterns

- **Retention History**
Overall Results? Are there outlier grades? Trends? What Grades/Divisions are stronger? Weaker?
- **Transcript Requests**
Any surprising trends? Exceptions?
- **Exit Surveys:** Preferably an Independent Assessment using strategic questions with some open-ended
Any patterns? Consistent comments? Surprises? How do the results comparison to last year's?



WHERE ARE YOU?

External Data

by Grade/Division/School

Goal: Find Outliers & Patterns



- **Inquiry data collected from cards and forms**
Demographic factors (grades, zip codes, how did they hear?)
- **Determine yield for each stage** of the admissions funnel, noting strengths and weaknesses for each grade. Which tours achieved the best results?
- **Applications/grade.** Any off-trend results?
- **Qualified Apps.** Stronger or Weaker?
- **Apps with Differences/Psych Evals:** more or less than previously?
- **Newly Enrolled Students:** Odd trend? More of one grade than another? New entry points? If so, why? New Family Survey? Major changes? Pay particular attention to K.



WHERE ARE YOU?

External Data

by Grade/Division/School

Goal: Find Outliers & Patterns



- **Notice any shifts** at any level?
- Where increases occurred, did factors in **competing schools** have an impact?
- Did a **particular program or feature** in your school attract more families?
- Did faculty/parent focus on **increasing engagement** produce improved results?
- Do you have a problem with your internal and/or external story and marketing ?
- Have inquiries at the top of the funnel changed?
- What **internal or external factors** are causing these changes?



WHERE ARE YOU?

New Family Survey

Goal: Adjust Target Market & Value Prop

- Conducted towards the end of September after Internal & External data collection and analysis because this provides a context for asking better questions of new families
- Target the grades where admissions has more questions
- Recommend high value improvements for consideration by the leadership team



WHERE ARE YOU?

Data Integration

Goal: Connect the Dots

- Overlay internal and external
- Where are strengths & weaknesses?
- Did you achieve your enrollment goals?
- Did you forecast accurately? Why or Why Not?
- Review survey data again: why families came, left
- Analyze & Learn

OFFICE OF ADMISSIONS - SCHOOL BOARD REPORT

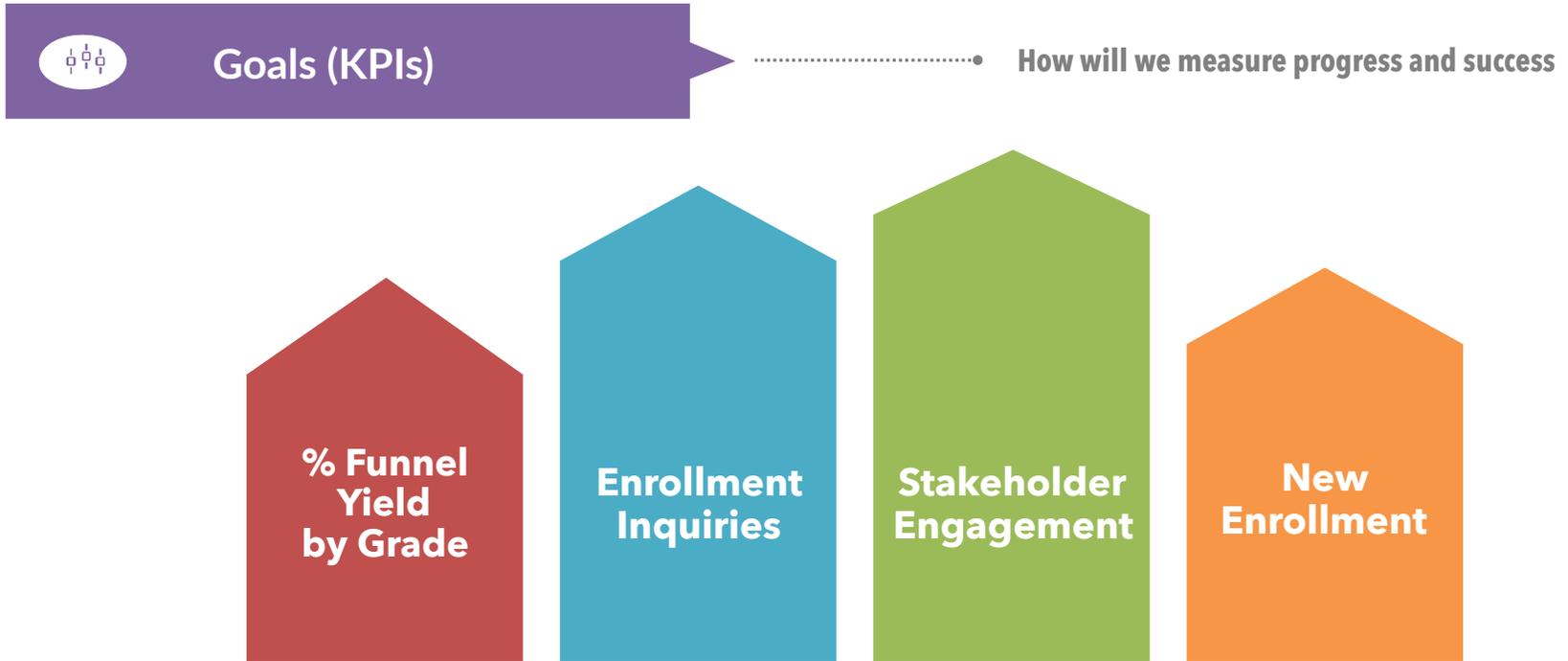
	2017-2018 Enrollment as of START	2017-2018 Enrollment as of END	Reenrolled PROGRESSED for 2018-2019	NEW Enrollment for 2018-2019	Total to Date for 2018-2019	BEST Projection for 2018-2019	Budget Enrollment for 2018-2019	Nbr to Reach Budget Goal for 2018-2019	Apps Offers Open	Apps Pending Review
PreK	48	49	14	26	40	40	59	19		
K	43	43	25	10	35	36	51	16		
EYC	91	92	39	36	75	76	110	35		
1st	43	43	34	2	36	43	42	6		
2nd	56	55	37	3	40	45	42	2		
3rd	43	42	52	2	54	58	55	1		
4th	67	67	39	4	43	46	42	-1		
5th	59	59	61	3	64	68	66	2		
Elem	268	266	223	14	237	260	247	10		
6th	63	61	52	6	58	71	59	1		
7th	50	50	42	2	44	48	62	18		
8th	56	57	40	3	43	45	49	6		
Middle	169	168	134	11	145	164	170	25		
Total	528	526	396	61	457	500	527	70		

SAMPLE SUMMER REPORT



	Current			One Year Back			Two Years Back			Three Years Back		
	May 2018	August 2018	Increase	May 2017	August 2017	Increase	May 2016	August 2016	Increase	May 2015	August 2015	Increase
PreK	35	40	5	35	38	3	38	35	-3	34	37	3
K	33	38	5	33	36	3	36	33	-3	32	35	3
EYC	68	78	10	68	74	6	74	68	-6	66	72	6
1st	5	9	4	4	5	1	4	6	2	1	3	2
2nd	1	3	2	3	8	5	3	6	3	1	2	1
3rd	4	6	2	3	5	2	3	5	2	1	1	0
4th	4	5	1	0	2	2	6	8	2	1	1	0
5th	5	7	2	5	8	3	3	4	1	3	10	7
Elem	19	30	11	15	28	13	19	29	10	7	17	10
6th	12	16	4	13	14	1	8	13	5	8	10	2
7th	5	10	5	3	7	4	1	4	3	3	5	2
8th	4	8	4	6	12	6	5	5	0	3	10	7
Middle	21	34	13	22	33	11	14	22	8	14	25	11
Total	108	142	34	105	135	30	107	119	12	87	114	27

Enrollment Growth Plan

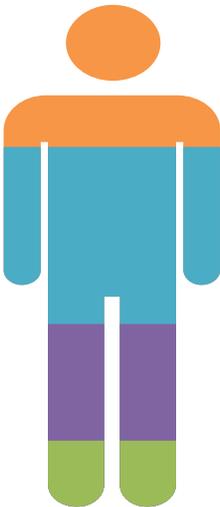


A Key Performance Indicator is measurable value that demonstrates how effectively the enrollment office is executing the Enrollment Growth Plan. Weekly meetings should review progress of each KPI and consider any improvements needed to achieve the goal.

Enrollment Growth Plan

 Stakeholder Engagement

Who are the key stakeholder groups and how will we build and sustain their trust and engagement



What do they want to know?
What do they need to know?
What media is most effective?

Enrollment Growth is first and foremost a relationship commitment and strategy

Enrollment Growth Plan

Enrollment Calendar

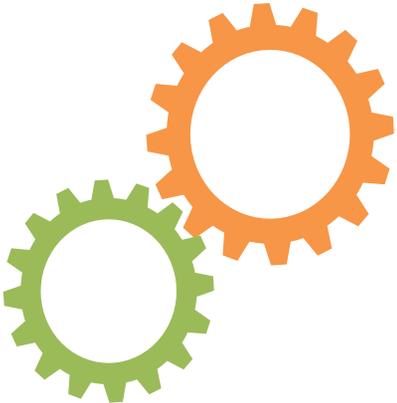
What is the schedule of events, communications, priorities, marketing, and other key activities to achieve the goals

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Internal Messages												
External Messages												
Events												
Faculty												
Current Parents												
Prospective Families												
Student Influencers												

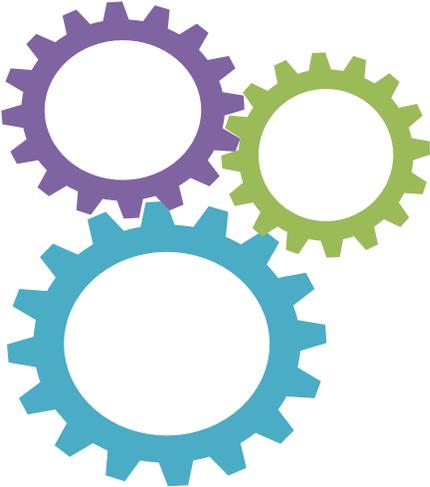
Enrollment Growth Plan

Systems & Reports

How will automation be used to achieve the goals and how will access to information be delivered



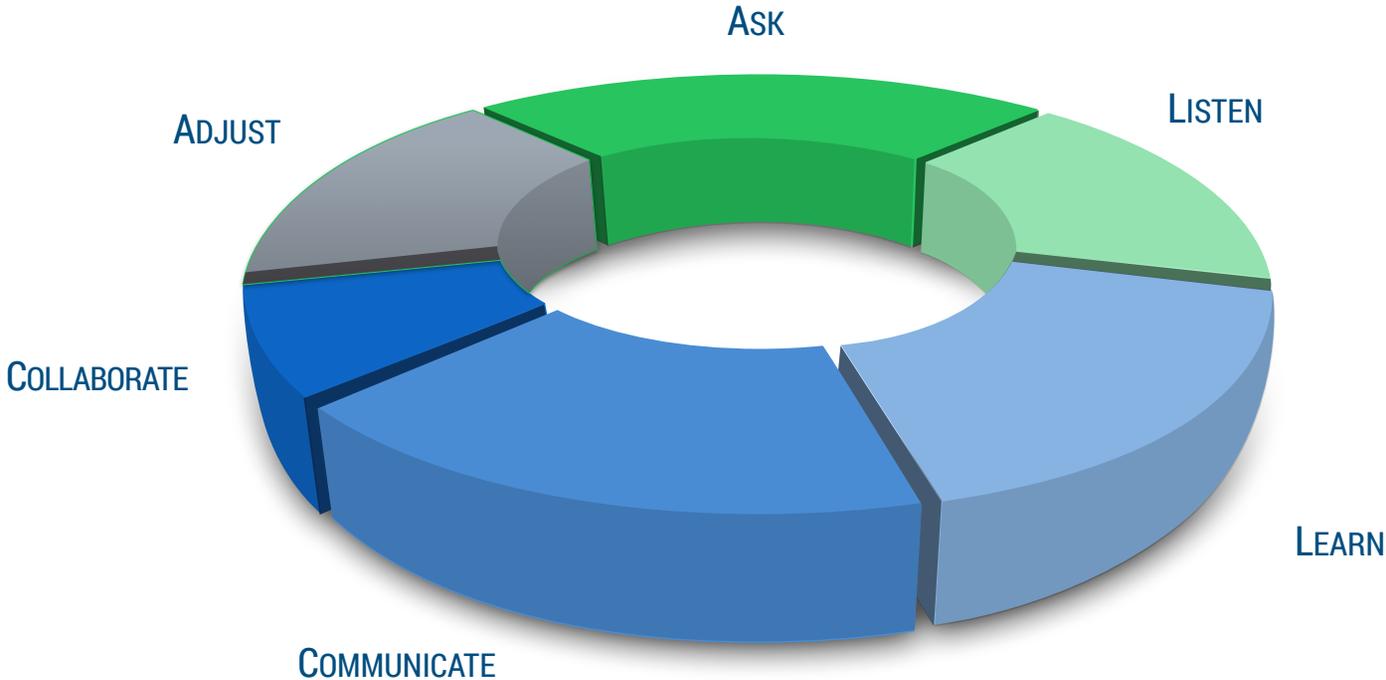
Prospect Data Management
Marketing
Management
Student Information System
Report Generation
Communications

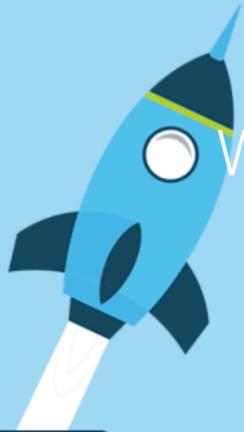


Enrollment Growth Plan

 **Continuous Improvement**

How will incremental progress be measured, how will data be used to make adjustments, how will improvements be made and celebrated





We **GROW** Schools and the People who have
the Courage to lead them

START Your Growth Plan



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