



Retention Strategies to Grow



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WE **GROW** SCHOOLS
AND THE PEOPLE
WHO HAVE THE COURAGE
TO LEAD THEM



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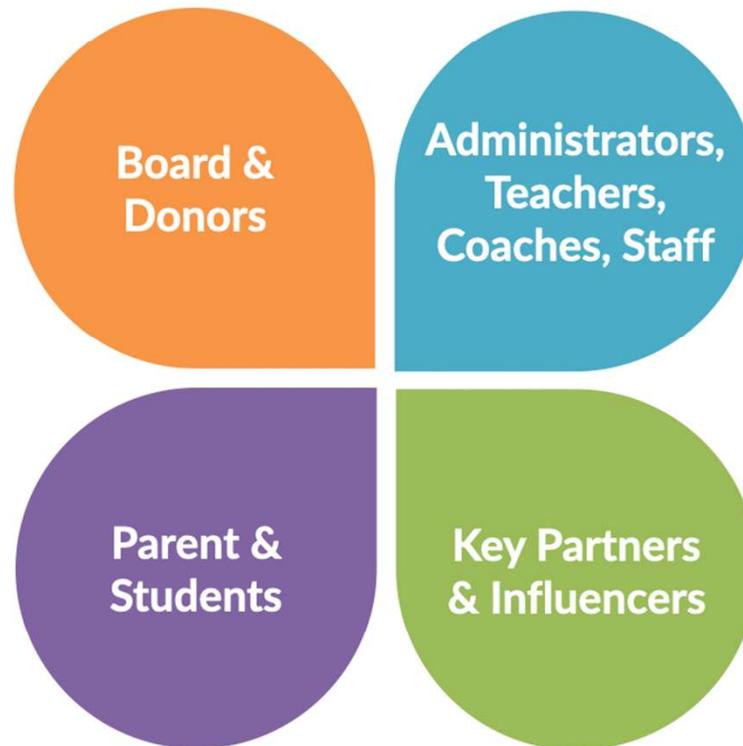
Organizational commitment to the attitudes and habits that maximize enrollment retention



- ✓ It takes time and energy to nurture and build relationships with your families, but it's the most effective and least expensive **growth strategy**
- ✓ Equip and energize your board, faculty/ employees, parents, and students to effectively and consistently advocate for the school
- ✓ Prioritizing and sustaining at least 3-Deep Relationships for engagement with and commitment from current families
- ✓ Welcome new parents and students to the school with a series of carefully planned moments and connections

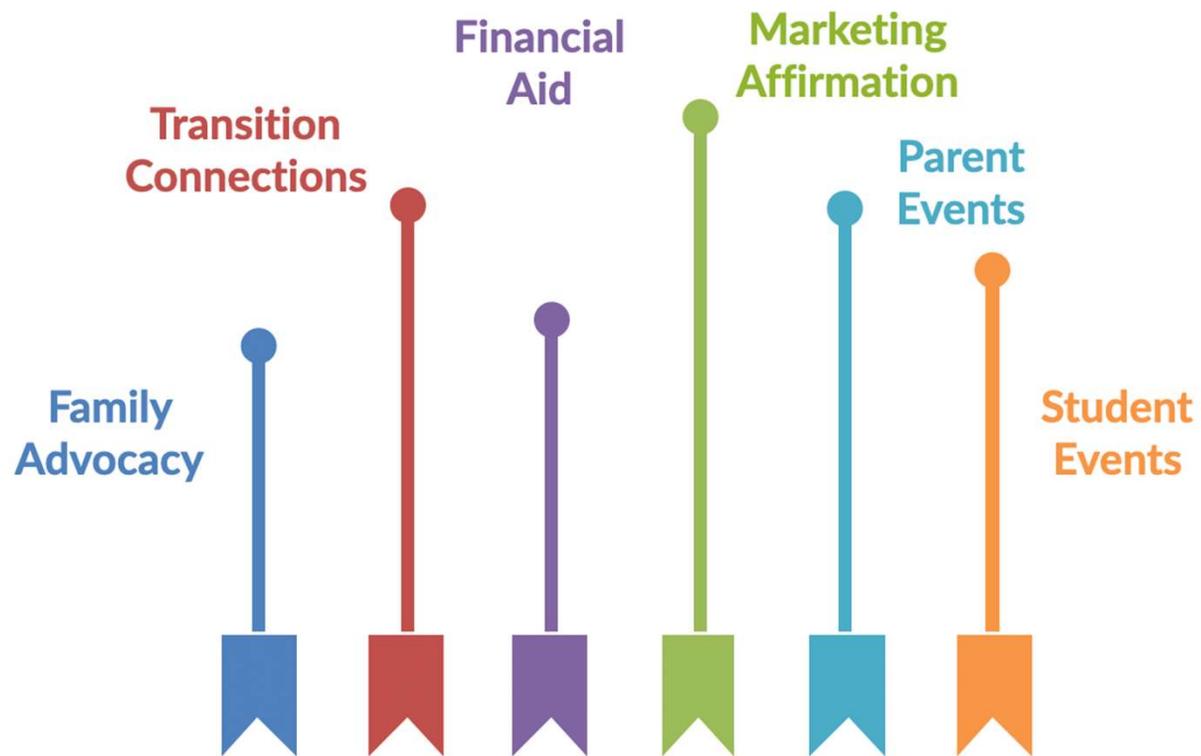
Ambassadors

Butterfly Effect: Small events can serve as a catalyst for something big



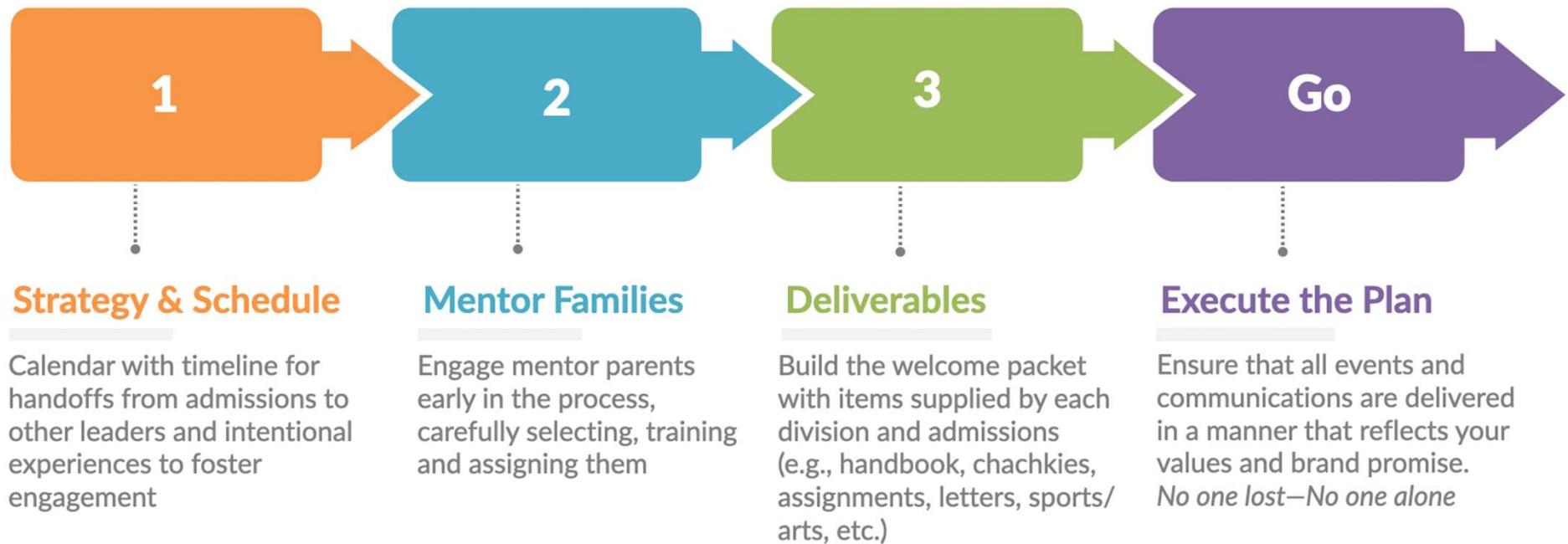
Re-Recruiting

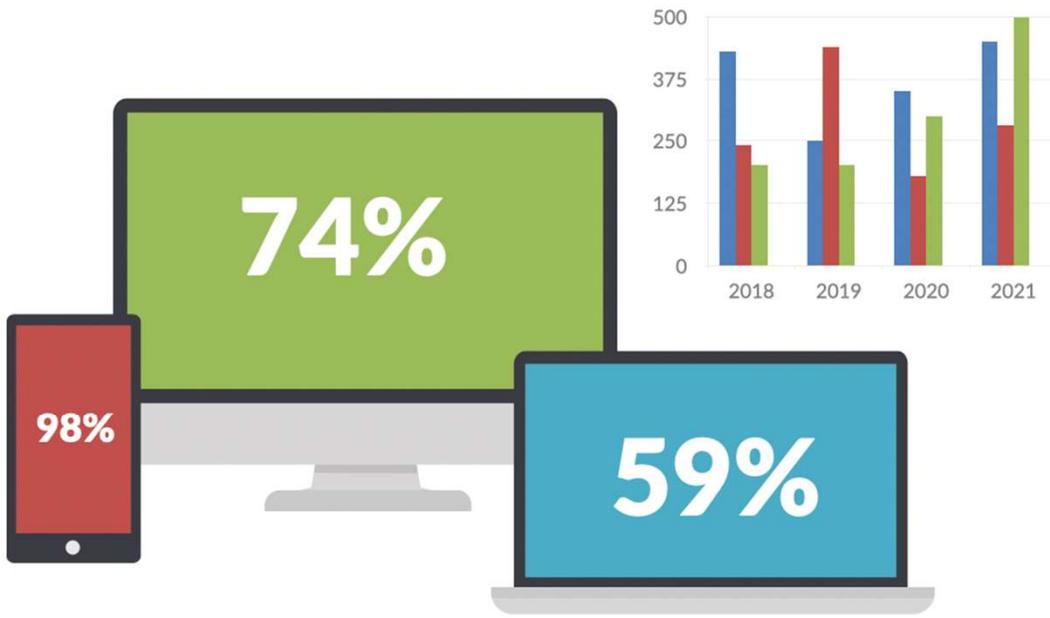
It's easier and less expensive to keep a current family than to recruit a new family



New Family Onboarding

Intentionally designed moments and training to connect and engage





Let's Talk!

1. Where are We?
2. Where do we want to go?
3. How are we going to get there?

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