

Diocese of Brooklyn: Converting Inquiries to Enrollments



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Maria Ippolito, Partner

Kathy Link, Partner

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PARTNERS IN MISSION



MARIA IPPOLITO

- 15 years of Catholic school experience as teacher, admissions director, Director of Marketing for Archdiocese of Chicago
- Currently working as consultant for Big Shoulders Fund
- Communication, content creations, social media marketing focus
- Developed Parent Ambassador Program for Arch Chicago
- Lives in Chicago sending two sons (PreK and 2nd) to neighborhood Catholic school

PARTNERS IN MISSION



KATHY LINK

- 10 years of consulting to Catholic schools
- Former Senior Director of Schools for the Healey Education Foundation
- Extensive elementary school experience in enrollment management, advancement, governance and work planning
- Average of 11% enrollment growth for 2021-22

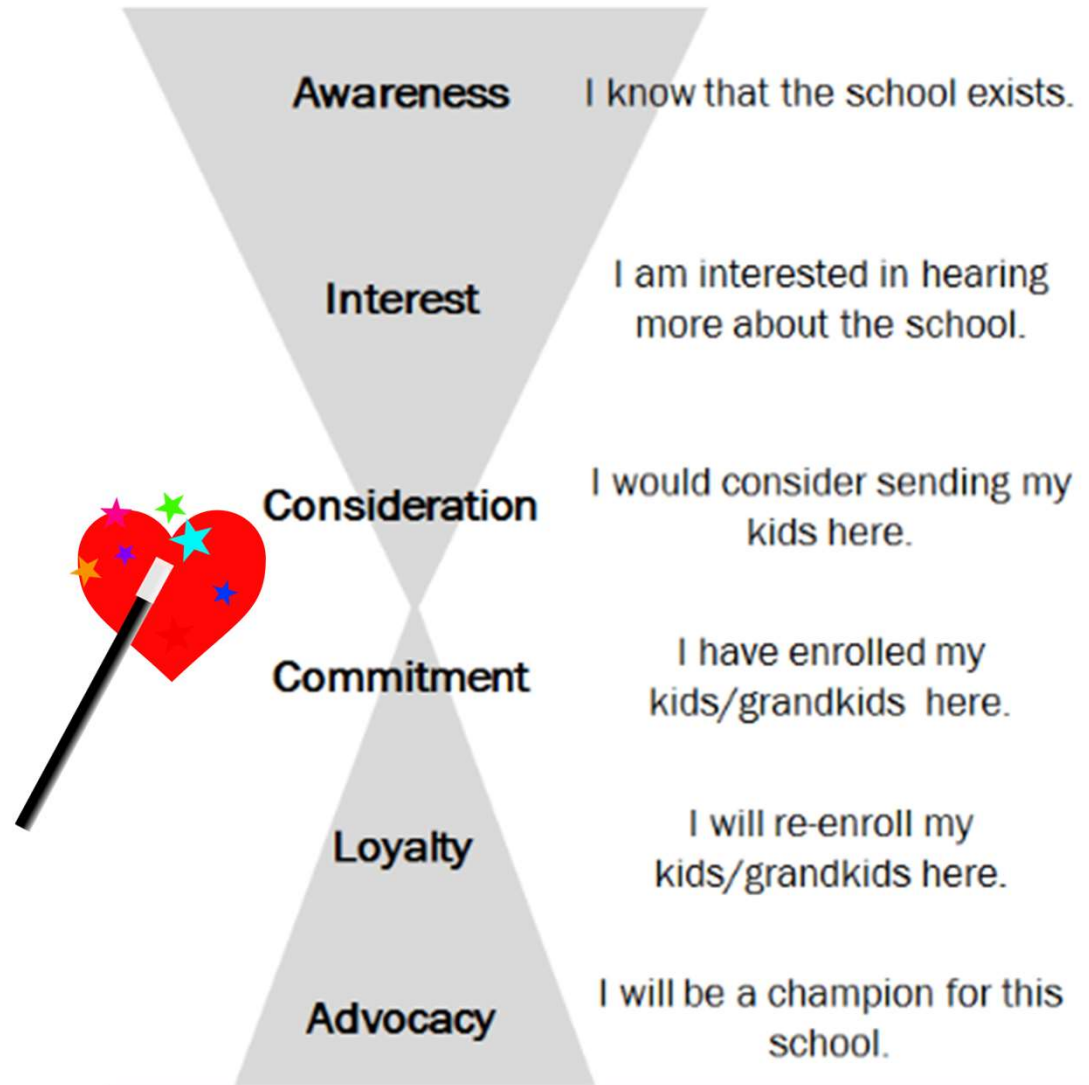
WELCOME!



- 3rd in this series – Parent Ambassadors, Customer Service and today, Converting Inquiries to Enrollments!
- Moving Through the Funnel
- Building Relationships
- Happy Discover Catholic Schools Week! Anyone doing anything deliberate for enrollment this week?



Another way to consider the funnel



How are we tracking leads?

Data collection and management

- Prospective Family Inquiry Form
 - Contact info
 - Source of Inquiry
 - How did you hear about us?
 - Tell us about your kids...

Successful Tours (Virtually or in-person)

Modify tour to meet the needs of the family

Schedule **tour at the right time (customer service)**

Use **long term language** (especially for PreK!) – assume they will attend until graduation (Class of 2030)

Set **base level expectations with staff** on how to react when visitors come for in-person tours. If faculty not present- consider QR code on door with link to profile.

The Tour

Before you leave the office...

- Introductions
- Conversation
- Connecting
- Committing

Introductions and Conversation...

- Get to know each other
- Develop a common ground
- Help them relax
- Set timeline and outline the meeting

Ask Questions to Find Family Needs

- Open Ended/Close Ended
- Branching Questions
- Double Click Questions
- Content-less Questions

Listen for their Needs

- Remove Barriers
- Don't Problem Solve

Connecting

Summarize what you heard (did you get it right?)

Use the parents' words

Focus on benefits

How does what you offer meet the family's needs?

Committing



Who does what and when



Next Steps

Phone call
Follow visit/appointment
Open house
Additional call – principal, K-teacher, ...



Guide though the funnel to the next
action



Control the process

Following Up: Building Relationships

Multiple touchpoints!

- Phone calls alone aren't enough
- Invite to visit the website
- Invite to follow your social media

Use a mixture of digital and hard copy communications

- Initial email
- Follow up phone calls
- Follow up letter/flyer/post card
- → Personalize EVERYTHING
- → Send regular email blasts to reinforce value of school

Mix up the Messenger

- Who else can be part of the communication cycle?
 - Faculty
 - Students
 - Parents
 - Board members
 - Pastors

Follow Up Schedule

Within 24 hours of tour:

- * Follow-up email/email connecting with a parent
- * Follow-up note sent to parent **and** student

One week after tour:

- * Letter or phone call from faculty or current parent and/or student-student postcard

As needed:

*Open house email or phone call - Financial aid reminder -Registration date reminder -
Invitation to school event or celebration – good news update – **invite them to apply***

Example of Email Marketing


Saying hello and sending love!

We hope and pray that you are doing well during these difficult times. At St. Margaret of Scotland, our building is closed, but our students hearts and minds are open. Our amazing community has participated in E-Learning from their homes. They are using technology to connect with teachers, students and even school leaders.

We wanted to share a few resources that may be helpful to you with your children at home:

- [Scholastic at Home](#)
- [Draw Every Day with JJK](#)
- [Explain Everything](#)

We hope you'll take a moment to view these two videos of our awesome students!

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Next Steps

It's not enough to ask "Do you have any questions?" Be specific and match for authority and authenticity:

- **Teacher:** Do you have questions about our curriculum? Can I tell you why I love teaching 2nd grade? Would you like to know about our learning through play philosophy?
- **Parent Ambassador can ask:** Do you have questions about opportunities for parent involvement? Can you join me at the next parent coffee with the principal? Would you like to arrange a play date for our kids?
- **Principal can ask:** Can you see your family joining our school? Do you have concerns about anything that I can help address? What did we do well/could we do better during your visit?

Q&R