

Enrollment Management

REFERENCE GUIDE AND PLAYBOOK



CONTENTS

ENROLLMENT MANAGER OR ENROLLMENT TEAM8

FIRST IMPRESSIONS10

RETENTION “Opens” and best practice % (88-93% for elementary schools)15

WORKING THE FACTS | Application and Enrollment Funnel17

Futures in Education Financial Aid Guidelines26

ENROLLMENT PACKETS29

DISCOVER CATHOLIC SCHOOLS WEEK30

VISUAL AUDIT *An Extensive Walk Through of the School*32

WEBSITE AUDITS33

SOCIAL MEDIA36

ADVERTISING43

WORK PLAN47

HERE TO HELP | *Reference Guide*

WEBSITE ASSISTANCE

Edits, Changes, Training

- DeSales Media Web Support: hello@desalesmedia.org

GRAPHIC DESIGN ASSISTANCE

Free design of fliers, bulletin ads, banners, posters, Facebook ads, post cards, mailers, and emails

- Marketing Development Resource Center (MDRC):
email marketingresoucecenter@desalesmedia.org for log in information

MEDIA COVERAGE

Do you have special events going on or is someone receiving a special reward?

- Jeff Durosko at Jeff@duroskopr.com, Carrie Butler at carrielynnbutler@gmail.com, Valerie Iacono at vcabezas@diobrook.org or Katie Keville at ckeville@diobrook.org

QUESTIONS

FACTS

Support and a contact list of who to call for help can be found online here:

[FACTS Guides and Support](#)

Additionally, within the **FACTS** system, there is an extensive **Hub Help** section to find your **Account Manager** contact information and articles and videos. Internally, your points of contact for support are Marie Laubach at mlaubach@diobrook.org and MaryAnn Spitz at mospitz@diobrook.org.

Scholarships

The team at Futures in Education, call **(718) 965-7375** or email Michelle Fox at mfox@cfbq.org, Emily Valentin-Crespo at ecrespo@cfbq.org, Patricia Monahan at pmonahan@cfbq.org or Olga Scotto at oscotto@cfbq.org.

Enrollment, Facts, Social Media, Websites, Scholarships, and Media Coverage

- Katie Keville at ckeville@diobrook.org or cell **(646) 981-8676**
- Valerie Iacono at vcabezas@diobrook.org or cell **(718) 210-8336**
- Ted Havelka at thavelka@diobrook.org or cell **(203) 550-1834**

CULTURE OF RECRUITMENT

24/7/365

Everyone, administrators, teachers, board members, Pastors, Office staff, parents and students are all part of the culture of recruitment at your school.

SCHOOL TEAM

- Teachers spend more awake time with their students than the parents every day. Everything they do has an impact on retaining those students.
- Pastors that are in the school every day or greeting families at drop off or pick up build a strong relationship with your families.
- Office Staff are the front line of retainment and recruitment of new families. The person who answers the phone or the email to answer all of the questions has the greatest influence on how a family feels.
- Principals, be the face of your school! Being present at drop off and pick up so that families see you and are able to speak to you is very important.
- Boards, you are the decision makers for your school, your current and potential families should know you and see you involved at school functions.

PARENTS AND STUDENTS

- Referrals from current families to their friends and neighbors is the strongest recruitment tactic there is. To have someone that is currently choosing your school tell others why they do so goes farther with potential new families than any paid advertisement.
- Seeing a student wearing their school hoodie or uniform while out in the neighborhood is like a walking billboard. Students are also on sports teams and friends with other children in the community, the way they speak about their school is very important.

VOCABULARY WORDS

- Application** ----- A request for admission to a school
- Attrition** ----- Attrition is the number of students who leave an educational program before they have finished, i.e., before they have graduated.
- Continuous Enrollment** ----- Continuous enrollment is an enrollment philosophy and practice in which once a student enrolls in a school, they remain enrolled until they either graduate or deliberately un-enroll.
- Enrollment** ----- The process of granting a student a seat in the incoming class.
- Finished** ----- Students that have finished the process of enrollment.
- Inquiry/ Lead/ Prospect** ----- A new family looking for information about the school.
- Opens** ----- Current students that have not reenrolled or withdrawn.
- Reenrollment** ----- A student returning for another year at the school.
- Registration Packet** ----- Whereas enrollment is the process of granting a student a seat in the incoming class, registration is the actual paperwork of obtaining identity documents, immunization records, any remaining placement exam results, and similar records, and determining a student's class schedule.
- Retention** ----- Retention describes the rate at which students return the following academic year or remain enrolled in your school. Retaining students is often overlooked, but a critical part of an admissions strategy.
- Rising** ----- When you refer to a child as a rising 1st grader, it simply means the child will be in first grade during the next school year. So, a rising 3rd grader is in 2nd grade, but towards the end of the year, with the expectation of being in 3rd grade next school year.

- Rolling Admission** ----- Under a rolling admission policy, prospective students may submit their application at any time during a considerable time window, or at any time during the year until all available seats in the class have been filled.
- Sales Funnel** ----- A visual representation of the customer's journey from the first point of contact with a school to the point of enrollment.
- Target** ----- The enrollment number you are working to reach for the next census.
- Withdraw** ----- When a student cancels their entire enrollment for a semester or term and is no longer considered enrolled for that period.



ENROLLMENT MANAGER OR ENROLLMENT TEAM

Enrollment is everyone’s responsibility. The process cannot fall on the principal’s or any single person’s shoulders. Building a team or better yet, hiring an enrollment person (even if part time!) will aide in the process.

The Enrollment Team will help lead the marketing/recruitment/retention efforts for the school. This includes being accountable for data management, recruiting of new students and retaining continuing students, developing, and maintaining a robust social media presence, marketing for brand awareness, and maintaining a positive image in the community.

If an enrollment management person is part of the team, they should be: a people person, organized, have retail or hospitality experience, have an entrepreneurial spirit, have great written and verbal communication skills, and understand/be supportive of the mission of Catholic schools.

- 10-15 hours a week minimum, if full time; they could also be responsible for advancement and fundraising.
 - If 10 hours/week (assume \$20/hour), this person should be responsible for:
 - **DATA** *requires more time at the beginning of school year, and then after late fall events*
 - NCEA report date – “opening” numbers
 - Setting up the new report (SIS reports)
 - Entering all inquiries into FACTS
 - Defining your target pools
 - Baptism lists
 - Siblings of current students (names and ages)
 - PK for K (retention issue)
 - **SOCIAL MEDIA** *every day – 20 min/day*
 - Brand consistency/messaging
 - Familiarity with tools like Canva, Ripl, and Hoot Suite
 - One post/day – can be standardized, themed
 - Call to action in 3 of 5 posts per week (click for more information (goes to FACTS inquiry form), call today with phone number, mark your calendar, etc.
 - Setting up Facebook Events, boost post, FB ads
 - Cross posting on at least Instagram

- **EVENT PLANNING, PROMOTION, EXECUTION, FOLLOW UP**

There should be events all year long and during fall DCSW and winter CSW.

- Priority on personal tours and direct follow up
- Social, bulletins, website, direct outreach to baptism lists
- Control the process: the tour guides should be well trained
- Make sure you are collecting contact info to build your inquiry database; you can have a QR code for registration being collected online.
 - Event registration sheet should mirror what you would want on an inquiry form
- **WEBSITE UPDATES** *same as social media – could be an hour/week*
 - Depends on the platform and how easy it is to update
 - Keep photos fresh

A Team should be comprised of:

Principal, front office person, 2 teachers, board chair, enrollment chair, parents

- Use everyone’s strengths to make sure that the whole job does not fall to one person.
- Be sure to assign jobs so there is not a question of who should oversee which task/action (this can live in the work plan “who” column).
- Set attainable goals and build a work plan to be sure that all steps are taken to reach those goals.
- Keep notes in the work plan on ideas that worked or did not work so that you can adjust for the next year.



FIRST IMPRESSIONS

Potential new families are shaping opinions of your school long before they ever come for a tour.

Many things go into creating a first impression!

BRANDING

Are the following pieces “on brand” for your school? Are the colors all consistent, are you using the same logo, the same font, the same messaging?

- Social media presence
- Website
- Printed marketing material or correspondence from the school
- Promotional material such as bumper stickers, t-shirts, and hats

CORRESPONDENCE FROM THE SCHOOL

- How is the phone answered?
 - Does the person state their name as well as the school’s name?
 - Do they answer as if the person calling is an inconvenience or interrupting them in some way?
 - Do they make it obvious that they are screening calls for the principal?
- How long does it take to get a call back or an email response?
 - Even if you do not have the answer yet, an acknowledgement of the call or email needs to happen within 24 hours.
- How long does it take for a Facebook or Instagram message to be answered?

IN SCHOOL VISIT

- Does the front office make you smile?
 - Is the office clean and tidy or covered with piles of papers and books everywhere?
 - Is there a place for guests to sit while they wait for whomever will be leading their tour?
- Hospitality
 - Is there coffee or water available for families waiting for their tour?
 - Have they been greeted kindly and made to feel important?
 - Have you offered to answer any immediate questions?
- Lead up to the tour
 - Were they told where to park and what door of the school to use when coming for a tour?
 - Do they know who they will be meeting with and does the security guard know that they are coming?

PHONE CALLS

Making sure that you get all of the information and make a great impression the first time a potential family calls is important. Here is a script to help with those conversations.

1. Example of a cold call from a parent: Inbound

A first impression is everything- how we answer the phone suggests and informs the caller of your disposition and readiness to handle any questions and issues which is the parents first buy in to thinking about sending their child there.

AA: Good morning! Thank you for calling St. Ann's, this is Lisa, how can I help you?

Parent: Hi, I am interested in finding out about your school and how to schedule a tour or visit?

AA: Wonderful! How did you hear about us?

Parent: I heard about you from a friend at my daughter's dance class.

AA: We love to hear that! Please give me some info about your daughter. What's your daughter's name and what grade is she currently in?

Asking the caller their child's name shows that you are not just passing along information, but that you are genuinely interested in learning about their child and that you are taking your time and LISTENING.

Parent: Her name is Lisa, and she is currently a third grader.

AA: Aww, that is a fun age. Well. We would love to have you, and Lisa come and tour the school. We would schedule a buddy day in which we pair Lisa with a current student and have her experience a day in the life of a student that attends St. Ann's.

Parent: That sounds great, but I was simply curious and wanted some general information. I will call back when I am ready to schedule a buddy day as I cannot schedule a buddy day right now, I will get back to you when I know my schedule.

AA: No worries! Can you share your phone number and email with me? Usually, we host tours on Tuesdays and buddy days on Fridays. I can send you a Calendly invite so that you can schedule as soon as you have an idea of what works for you. We would love to have you, and Lisa, to spend some time with us!

Parent: Sure thing. Its catholicschoolbq@gmail.com. I appreciate that and look forward to visiting with you soon!



2. Outbound call to a parent:

AA: Hi, my name is Mary Smith from St. Ann's Catholic Academy!! I hope you're having a good morning/afternoon. I saw that you filled out an inquiry form and would love to answer any questions you may have. May I ask what grade you are looking to apply to for your son or daughter?

Parent: I'm looking for a seat in the 3rd grade.

AA: Wonderful! What's your daughter's name?

Parent: Her name is Lisa.

AA: Well, we would love to have you, and Lisa visit and tour our school to see if it is a good fit. We could also schedule a buddy day for Lisa to meet Mrs. Richards and meet some potential classmates.

Parent: I am not sure of my schedule as of now, or if I want to tour. I was looking for general information.

AA: Of course, no problem! Can you please share your email with me so I can send you general information? I will have Mrs. Richards send you information about a typical day is like in the classroom. Our tours and buddy days give the full experience of what it is like to be a part of the St. Ann's community, so when you are ready, we would love to have you!

Parent: Thank you so much! I look forward to talking more.

AA: Us too! We look forward to having you and Lisa visit.



TIMELINE OF EXPECTED ENROLLMENT

- *When to Open Reregistration*
Discover Catholic Schools Week in November
- *Kindergarten Registration*
November so that you are ahead of DOE who does it in December
- *Registration of New Students*
Continual
- *When to have Zero Opens*
By end of May
- *State of the School Address*
By early October

RETENTION

“Opens” and best practice % (88-93% for elementary schools)

Improving retention is the easiest way to maintain and grow enrollment. By opening re-registration earlier in the school year, it will be easier to know where to focus your energies to retain your families.

- It is more efficient and easier to keep the families that you already have than to find new ones.
- The families that have not reregistered and have not said that they are leaving are called “opens.” The goal is to manage this down to as close to zero as possible by May.
- Each family should be reached out to personally to find out why they have not reregistered so that you can develop a “retention intervention plan” to keep the family.
- By reach out, I mean picking up the phone and speaking with them, this is not an email sort of thing.
- If they tell you that they are moving or leaving, have a conversation with them, find out what they love about the school and most importantly, what could be improved. This should be considered an intervention activity.
- Parents like to wait until the last second to reregister, find out why and how we can help them best move up the process. Is there a discounted reregistration fee if you register by a certain date and then the price continues to rise? Make that rise significant or the discount is not worth it.

STEP UP DAYS *Not a full day – one class period*

- This is different from the end of year celebration; this is the chance for students to spend time in their next grade. This is designed to be a chance for the students to do a lesson with the next grades’ teacher and have something to take home and show their parents from that lesson. The goal is to get the students and parents excited early on about what the next year will be like.

COMMUNICATION

- We know that families leave, but the important thing is to know why. If you keep open communication going with your parents, then any potential problems can be handled immediately instead of festering.
- Important announcements need to be shared many times and in many different forms, email, Facebook, and letters home. If you think you have communicated enough, send it at least twice more and you will still have parents saying they did not know about it.

- In person communication works best, especially in tricky situations. It can be awkward, but it is necessary.
- Call all your families, even the ones that you know are returning. That personal touch goes a very long way.
- Follow up, follow up, follow up!! Checking back in with families is not a bother, it shows care and concern. Remember to mix up the message and the messengers.

GRANDPARENTS



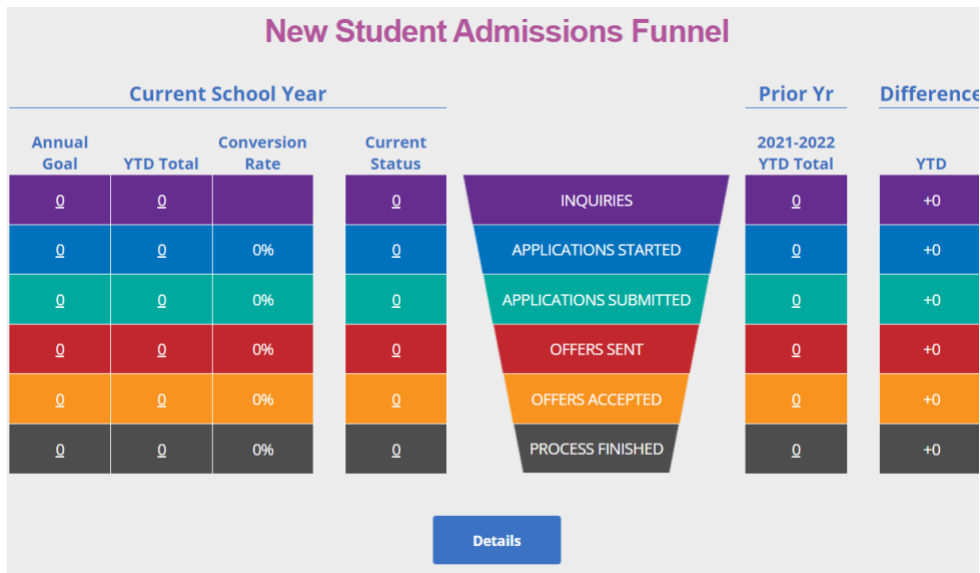
Grandparents can be key in retaining students. Many parents work so it falls to the grandparents to do drop off and pick them up. There are also a significant percentage that are paying some if not all the tuition of their grandchildren. Making sure that they feel like part of the community at the school is of utmost importance.

- Grandparents' day is technically on September 11th which is a bit too close to the start of school so perhaps choose a day later in the school year and deem it Grandparents' Day!
- Having an ice cream social with activities that the grandparents can do with their grandchildren will make them feel special.
- Give them a tour of the school.
- Ask if they would care to volunteer at the school.
- Add them to the email distribution list so that they are aware of all fun activities at the school and any fundraisers.
- Have a grandparent "Work around school" day where they can help with gardening, small painting projects, or repairs.

Have them lead a rosary or be a reader in classrooms once a month.

WORKING THE FACTS | *Application and Enrollment Funnel*

The FACTS enrollment funnel can be an incredible tool to help organize and track a new family from inquiry until the process is fully finished.



Be sure that the link to your FACTS application is easy to find right on the main page of your website. Linking it to a large “apply now” button would make it most visible. Also make sure that all your contact information is correct before going live with the link.

This funnel must be worked daily;

- Contacting inquiries within 24 hours of their reaching out.
- Following up multiple times with inquiries and getting them to come in for a tour.
- Once the new family has started an application, you should be tracking if they stop without submitting it and follow up to find out how you can help.
- Once the application is submitted, you must look everything over in case they have forgotten a necessary piece.
- After the offer is sent, be sure to stay on top of them accepting the offer and finishing the process. You want to be sure to get them across the finish line!

MARKETING AND DEVELOPMENT RESOURCE CENTER

This is located at www.catholicschoolsbq.org at the footer of the page.

You can **click on the MDRC link** in the footer and learn about development programs with Futures in Education. You can also see the library of all the ad campaigns used by the Schools Office and Futures in Education.

Most importantly, you can use the Create Your Campaign option to work with the DeSales graphic design team to build new ad campaigns at no cost to the school.



Need advice on constructing a recruitment event? Want to replay a training webinar? Looking for help on fundraising techniques or using FACTS for scholarships? Visit the Knowledge Center for information, training and guides.



MARKETING AND RECRUITMENT

[Click to know more](#)



DEVELOPMENT - FUTURES IN EDUCATION

[Click to know more about FIE](#)



Find inspiration and ideas by visiting a library of successful campaigns. We will become stronger and more efficient by sharing our work and learning from each other. While you scan the catalog, you can request a customized version based on something you see, or a totally new concept through the "Create Your Campaign" form.



MARKETING AND RECRUITMENT

[Click to find out more](#)



DEVELOPMENT - FUTURES IN EDUCATION

[Click to know more about FIE](#)



CREATE YOUR CAMPAIGN

Do you have a special event coming up that is just for your school? We have developed a form that allows you to submit your custom marketing needs to be developed by an award winning creative team at DeSales Media. They will work with you to ensure that you have what you need to successfully promote your school's special event.

[Click here to begin](#)

EARLY RE-ENROLLMENT and Continuing Enrollment –

Launch re-enrollment in November!

Use national Discover Catholic Schools week

The sooner we start, the more time we have.

WHY?

- In schools with strong retention, 88-93% of families will re-enroll so doing it earlier allows you to identify the families who are on the fence and do “retention intervention.”
- Gives you more time to try to address issues/solve problems/retain the families.
- Families will have registered with plenty of time before scholarship application deadline.
- Once current families have re-registered, your recruitment strategies can be adapted to where you see the most need.

HOW?

- Deep discount on re-reg fee for VERY SHORT window (Eg: from opening of DCSW to Thanksgiving the fee is 50%); normal discount to Christmas (Eg. 75%); regular re-reg fee to CSW; price goes up after CSW.
 - The goal for every school should be to have 85% re-registered by the end of CSW.
- **Talking points:**
 - Our first commitment is always to our current families.
 - “Save your Seat,” applying earlier, helps us manage optimal enrollment in each class.
 - Small class sizes, but healthy enrollment because healthy school means healthy parishes, and a healthy community.

Using the Continual Enrollment method through FACTS

WHY?

- Families register once in Kindergarten and don’t have to go through the process again except to update any annual paperwork.
- Takes the stress off families having to refill out enrollment forms or from the school staff to chase down families that have not yet reenrolled.
- You will be sure of your class numbers for the next year early so that you know where you need to put your recruiting efforts.

HOW?

- At the start of the school year you start sending communications to your parents that in January you will automatically be taking the reregistration fee out of their bank account through their payment option unless they send in a signed form opting out of reenrollment.
- The communication here is key, it needs to be constant the first year, emails, letters, conversations, we want people to really know that it is happening.
- In January, you have it set up in FACTS to automatically take the reregistration fee for current students and then you can click them all as “finished” in A&E at one time and cut down on the time you spend in reenrollment.

LEADS | *Inquiry Management*

Leads are any type of inquiry from a potential family. Leads can be generated through email, social media, www.CatholicSchoolsBQ.org, phone calls, websites or just walking in.

An inquiry comes in, these are the next steps:

There needs to be a person in charge of inquiries so that there is consistency, and no one falls through the cracks. When a prospective family contacts the school:

- Respond to all inquiries within 24 hours. Families waiting for a reply may start considering other options. The school that replies first is likely to earn parent trust.
- Send an email, follow up with a phone call. Personal touch is very important.
- Make sure that they are entered into FACTS under inquiry so that you can easily send regular follow up emails or invite them to events while keeping track of them.
- Be sure to take your time with each lead. Prospective parents may have lots of questions and the more care that you show them by taking the time to answer the questions (rather than pointing them to your website) can easily result in new students.
- Get the family in for a tour. Seeing the school and speaking to people one on one goes far in building a relationship.
- Follow-up is imperative. Regular emails and phone calls, invitations to school community events/open houses, links to newsletters or articles all keep the families engaged. Once they have registered, continue to make them feel like part of the family. Remember: retention begins at the moment of enrollment!

Early Childhood Recruitment and Retention Best Practices

Building a strong pipeline of students begins with robust early education programs.

Parents might be nervous about choosing just the right school for their young children and the extra care and concern that you show from the start will make all the difference.

PreK for All and private PreK should be engaged in the same ways: once you have the children in your schools, whether for a DOE program or your own, the goal should be to retain them.

EARLY CHILDHOOD RECRUITMENT

- Parents spend a lot of time online. Facebook and Instagram are the most popular. Your social media presence should be robust (including the use of Facebook Paid Ads). Be sure to feature your early childhood students in regular posts.
- Have signage outside of your school and if possible, fliers at local day care centers that cater to babies through 2-year-old.
- Ask your aligned parishes for their baptismal records so that you can reach out to parents whose baptized children would now be turning 3, 4, or 5 years old.
- Invite potential parents (or caregivers including grandparents) to join Breakfast with Santa, Easter Egg hunts, Popsicles on the playground, and reading hour so that they get to experience the community involved at your school.
- Maintain a strong presence in your aligned parishes' bulletins with pictures of what is going on.
- Offer current families the opportunity to register their younger children for Pk or K first (before open registration).

EARLY CHILDHOOD RETENTION

- Help the parents of preschoolers feel like part of the school community. Invite them to all functions, invite them to volunteer, etc.
- When hosting something fun in the school such as a visit from Santa or an Easter egg hunt, make sure that the 3K and PreK for all are involved. Send home a permission slip to the parents asking if the children may be involved.
- Consider hosting "Spend a day in K" – an event that will introduce your PreK parents to Kindergarten through an hour-long program in the Kindergarten classroom where they see the room, meet the teacher, learn about the curriculum/expectations, and ask questions.
- Engage your Pk and K teachers in retention. Notes home, personal phone calls, conferences are all important ways to help young parents feel connected from one year to the next.

- Keep events going year-round, in the summer you can do a “popsicles on the playground” event or reading hour in the library.

Here are some editable pieces to use when for when you go into high gear for your retention from PreK to Kindergarten.

Start here to access this folder: click here> [PreK to K Recruitment Resources](#):

1. *Start here memo - review and explanation of resources.*
2. *A kindergarten recruitment calendar:* Suggested event days to help facilitate planning
3. An *editable template invitation to enroll* to send out to families letting them know that you would love for them to stay and a chance to tell a bit about your school.
4. *Phone-A-Thon suggested talking points, a talk* track in which you can call your families that you are not able to catch outside during pickup or dismissal! Nothing says “We want you here” like a personal phone call from a person trusted within your administration. The script provides ideas of how to handle possible objections.
5. An editable *“Meet the Kindergarten Teacher” template* that can be used with your intent and/or posted on social media platforms to help families connect with the people who will be helping their children develop.
6. *An agenda for a “Meet the Kindergarten Teacher”*, event for a recruitment open house either virtually or in-person.
7. *An early childhood letter of intent* that can be edited and used as an easy measure of commitment and intent.
8. The Futures in Education Scholarship Flyer to be provided to all PreK families to encourage applications as they are all ‘new’ for kindergarten, and eligible to apply as *new* students for all programs.

We understand that you all wear many hats, and we hope that these resources can help facilitate creativity and support the many ways in which we can grow our kindergarten classes.



Futures in Education Financial Aid Guidelines

While Futures in Education has a finite financial aid budget, all families that wish to enroll in a Catholic Academy/Parish School should be afforded the opportunity to discuss, in person, their financial needs with their school. Recognizing the enrollment needs are best understood locally, we offer the following guidance for Pastors, Principals, and Board Chairs to collaborate on scholarship related matters to ensure enrollment capacity is reached. ***Leadership, to ensure fairness, should consider families for local assistance only if they have completed a financial aid application with Futures in Education.*** Doing so establishes a clear, fair process for all families to follow. It also allows leadership to prioritize based on documented financial need and additional information provided by the family that may not show in their financial assessment. Questions regarding the financial aid process may be directed to Futures in Education at scholarships@futuresineducation.org or (718) 965-7340.

Frequently Asked Questions

How can a family apply for financial aid with Futures in Education?

- Applications open mid-January. The deadline is the end of April.
- Families can visit Futures' website to apply: www.futuresineducation.org/scholarships/

When will families hear about an award decision?

- After an application is completed, it takes approximately 4-6 weeks to be reviewed by Facts.
- Only income-eligible families with completed applications are considered.
- Awarding decisions are sent via email beginning in May for the coming school year.
- Awards are processed on a first-come, first-serve basis until funds are exhausted (typically July/August).
- Teddy J. Forstmann Families:
 - Returning students awarded by Children's Scholarship Fund's "Teddy J. Forstmann" program must re-apply with Children's Scholarship Fund.
 - Parents should wait for an email to come in February with Instructions from Children's Scholarship Fund to re-apply.

How do we keep families interested while awaiting a response from Futures in Education?

- Stay in contact with families during this time. Personal touch is key!
- Help explain that it takes time for their application to be reviewed (see above) and when volume is high, it can take a little longer for applications to be processed.

What if a student transfers?

- If an awarded student transfers to another Catholic academy or school in Brooklyn or Queens, the financial aid will follow the student, but may not remain at the same levels (differences in tuition and/or programs would determine a change).

What if a family paid the registration fee but are not eligible for a scholarship from Futures in Education?

- While the family may not meet the income eligibility requirements for Futures in Education's regular programs, their situation may make them eligible for an Angel Scholarship, also provided by Futures.
- Speak with the family to ascertain the need, then submit an Angel recommendation through FACTS, explaining why the family needs an Angel.
 - At the same time, determine how you can accommodate their request financially through your school or academy using local funds. You may wish to offer a scholarship either way, at least for the 1st year of enrollment. You may also offer a contingent award, to be available if an Angel award is not available.

What can we do if a family does not receive a scholarship from Futures in Education?

- Whether the family was or was not eligible for a scholarship from Futures in Education and/or funds have been exhausted, it is recommended that you consider their income levels and provide local assistance.
- See next page for more ideas on local awards.

What are suggested ways to offer a local award from the parish, school, or academy?

- Consider whether the award and/or additional discounts/aid will sway the decision to register.
- Only consider families with completed financial aid applications with Futures in Education for local assistance. The financial aid data should be used to prioritize the needs of families.
- Local aid should only be awarded provided if the family meets the usual eligibility criteria and/or if they have an urgent situation.
- Consideration may also be given to families who have received an award at a level that does not meet their entire need. Supplementing the Futures' award (using local funds) is a great way to meet need.
- The total amount to be awarded should be capped at no more than 75% of the total family tuition.
- Be sure to communicate to the families clearly if you cannot promise the local award beyond one year.
- Consider the total dollar amount of local funds you must work with, and the number of students needing assistance, if possible.
 - An overall decision can be made to assist with an agreed amount for each family (\$500 per family, for example), or case by case.
 - Another option is a sliding scale of awards, granting larger funds to families with greater need using FACTS application data.
 - Still another option would be to provide awards that would bring struggling families up to a minimum award of at least \$1500, for example.
 - *Example:* Family receives \$750 from Futures; parish or school can award discount for another \$750, totaling a minimum of \$1500 in aid.

ENROLLMENT PACKETS

These can be set up quickly and easily in FACTS when you are ready to launch your enrollment. Follow this link for a step by step of the process.

[Microsoft Word - Admissions Process In FACTS SIS \(catholicschoolsbq.org\)](https://catholicschoolsbq.org)

Family Portal

To help new families getting started in the family portal, please go to **Hub Help** and type **“For Families Introduction to FACTS Family Portal”** into the search bar. Videos and step by step instructions will come up that you can share with new families.





Catholic Schools
United in Faith and Community

DISCOVER CATHOLIC SCHOOLS WEEK AND CELEBRATE CATHOLIC SCHOOLS WEEK

DISCOVER CATHOLIC SCHOOLS WEEK *Mid-November*

CELEBRATE CATHOLIC SCHOOLS WEEK *End of January – Early February*

Check out NCEA's info on DSCW vs CSW

We will participate in the NCEA's, "Discover Catholic Schools Week" in November, as well as the traditional CSW in January.

November's **Discover Catholic Schools Week** is designed to educate and recruit families to our Catholic schools. It's an opportunity to connect with new families and help them DISCOVER that Catholic education can be the best fit for their children.

January's **Celebrate Catholic Schools Week** is a nearly 50-year-old tradition the last week of January, when each school is celebrating their success, and the success of Catholic education in the United States. Schools typically observe the week with Masses, assemblies and other activities for students, families, parishioners, and community members to celebrate, congratulate, and to show examples of how their schools live out the Catholic mission.

PLANNING TIPS | *What Discover Catholic Schools Week can look like at your school*

GOAL: Start the recruiting pipeline, meet, and connect with a lot of new families, and prepare to build registrations! The Department of Education opens kindergarten registration in December, and we want to be fully rolling ahead of that.

- In the weeks leading up to DCSW, use the power of social media to promote what a Catholic School education means at your school and why new families should be interested.
- Create posts and ask parents to share them in their feed so that it's seen by their friends, family, and neighbors.
- Small budgets can be used for paid 'boosts' of a post that highlights something special about your school to increase public visibility.
- Target your marketing to early education, think about what parents of 4- and 5-year old's need to know and learn as the DOE opens their Kindergarten registration in December. Let's get ahead of the curve by inviting these families to come for one-on-one tours, meet the teachers, and other sessions that are helpful to them.
- Offer virtual informational nights focused on different grades and topics that are of interest to specific audiences.
- Consider and plan for in person visits and tours – using the health and safety protocols that are in effect at that time. Plan for both in person and online events and you'll be able to adjust to changing conditions.
- If you have a 3K and PreK for All, engage them in everything that your school has to offer, make this week important and valuable for them.
- Are there transfer students that are unhappy with private school or maybe looking for something different for next year? This is the time to start that conversation, get them in for a tour and registered for next year.

VISUAL AUDIT

An Extensive Walk Through of the School

Is this what your office looks like to the public?

You walk through the halls of your school every day so you may not notice the same things a prospective family might.

To give the best impression possible, conduct a visual audit of the school:

- Your “auditor” is, preferably, someone who is not familiar with the school to avoid preconceived notions or opinions.
- Ask the auditor to take no more than 30 minutes. Provide a clipboard, pen, and paper.
- Things to look for:
- Starting from the parking lot...
 - Parking, signage, curb appeal, front door, front office, hallways, bathrooms, gym, cafeteria, classrooms.
 - What do you see, good and bad? What can be better? What’s already great?
 - Is there peeling paint, a shaky banister or an incredible banner that needs to be reprinted as it is faded?
- Follow Up: The walk-through notes need to be submitted to the board and principal and a plan for making repairs and cleaning needs to be implemented.
- This should be done weekly, and formally several times a year.

WEBSITE AUDITS

Potential new parents look at your school’s website long before they enter the doors of your building for a tour.

Your website serves as both a recruitment tool for families looking for inspiration, as well as a retention tool for your current families looking for *information*. Making sure that your website is up to date and looking its best is very important to your overall enrollment management efforts.

AUDITS

- Is the look “on brand?” Are the colors correct and the logo clear?
- Are your pictures current and fitting correctly in the space that you loaded them?
- Are your students in uniform in all the pictures? Save the pajama day pictures for Facebook, not the official school website.
- Is your calendar, tuition, staff and admissions information up to date?
- Is there a large “Apply Now” button on the main page that leads to your application?
- Is there a spot on the main page where someone can contact the office to set up a tour?
- Are all the links and drop downs on your website unbroken and do they lead to the correct location?
- Do your teacher pages have pictures and bios of each teacher?
- Do the links to your social media work?
- Look at your website on both a phone and a tablet to make sure that the layout works.
- Have you tried to cram too much on the main page? Do you need to add things to the existing drop-down menus?

Do you have someone at your school that can oversee maintaining the website?

Please know that you can contact hello@desalesmedia.org to help with projects large and small with your website.

STORYTELLING

PR and Press

The famous saying about Catholic schools was that we were the best hidden secret when it came to schools in NYC! In today's world, there are various options to compete with and we compete and gain students by showing families we are the best option!

We cannot show potential families that we are the best option without stories of the wonderful and innovative events inside our school! It is up to you to share these stories so that way we can share Catholic education with others.

What are some myths that hold you back from sharing the wonderful things happening inside your building:

FALSE	TRUE
Everyone in Brooklyn and Queens read <i>The Tablet</i>.	A segment about your school on News 12 reaches a lot of potential parents.
No press is good press, keep your head down and stay out of trouble.	Having your story told by other people is good for credibility and awareness.
Being the best kept secret is good, making people work to learn about you creates hidden value.	Little stories can get picked up by a local station, then turn national or go viral.
It's hard and expensive to get good press.	One phone call to the Enrollment team is all it takes to get the press machine's wheels turning for you.

Please do not fall into the thought process that any event that you are having may be too small to become a news hit!

It is those stories that usually end up being the most interesting and making the news. We work with our PR partners to get your stories in mainstream media where a variety of people will see your school pop up on the news. We love to get support from our local Catholic newspapers such as *The Tablet*, but please remember that readership is extremely limited and that it is mainstream media that we are after. Many people forget that Catholic education is an option for all families despite not being Catholic, and to become a more public and recognized option, we need to generate buzz as much as we can and the best way to do that is with your collaboration.

What creates a good story?



Inspirational

Innovative

Celebrational

Relates to current topics

Expresses creativity

*Has an emotional
connection*

Here are some key factors to remember.

- Who, What, When, Where? (sample of what to send to Val)
- What is the purpose of the event?
- Why is this event significant and why is this unique?

We at the school's office want to make this seamless transition in communication and encourage you to reach out with any questions or concerns.

Please reach out to either Katie, Ted, or Val.

SOCIAL MEDIA

Social media is one of the most important and least expensive marketing tools that you have in your enrollment toolbox.



FACEBOOK

Share updates, events, and links

This is a platform that encourages discussion and is also informative! Facebook is how your school paints a picture of what you offer and what is happening. This should be your main platform to drive recruitment and retention. Create a forum where parents can ask questions, inquire about tours and be interactive when a family comments on a post!

Facebook: [@CatholicSchoolsBQ](#)



INSTAGRAM

Tell a visual story

Instagram is where you engage families with videos and pictures of your school community! Create teacher features with a student reporter and post photos and videos of the special and unique things that your school does that make parents think that they should be apart of your community.

Instagram: [@CatholicSchoolsBQ](#)



TIKTOK

Create fun and trendy videos

As solely a video-based platform that allows for longer recording time, this is where you can engage in longer messages. As a principal, you can give updates as you would a monthly newsletter in video format and have your kids create videos that are fun and trendy with adult supervision. Create a news channel that is student run so parents and friends follow your account to enjoy!

Tiktok: [@CatholicSchoolsBQ](#)

With one share of a post, you can increase your views beyond your regular followers!

Facebook is popular across many audiences and engages your families.

Instagram is one of the most popular and used social media platforms – it has, among many demographics, surpassed Facebook in popularity and along with website traffic, is one of the most popular media icons people will click on to gather additional information.

In the schoolwork plan there is a tab that provides examples on how to stay active on all social media platforms and how to create posts with intention rather than photo dumping.

Social Media Best Practices:

Facebook

There needs to be more than one administrator for the Facebook account and make sure to have the log in information written down somewhere known by a few people so that the school does not get locked out of their own page due to staff changes.

70/20/10 RULE

- Your posts should be 70% pictures of your students doing fun activities at school and need to be posted at least 4 times a week.
 - Have teachers either text the Facebook Administrator or share pictures and captions to a google drive.
 - Include a fun caption along with a call to action, “for more information on our great Kindergarten, call the school at...”
 - Be sure that you have photo releases for all students.
- 20% of your posts are “Business” posts. These focus on enrollment, scholarship, and fundraising and announcements that are informative and illustrate your best practices within your school community.
 - Be sure to ask families in the text part of the post to like and share the post to their own feed, that way the information spreads farther.
- Religious posts should be 10% of the time, either the day of your patron saint or descriptions of major Catholic Holidays.

SOMEONE NEEDS TO CHECK ALL MESSAGES AND COMMENTS

- Potential families might use the direct message application or might ask questions on posts. Someone needs to be responsible for responding.
- Be sure to also like and respond to nice comments on posts or answer any questions that may pop up in the comments.
- There will be inappropriate comments at times. DO NOT delete these; rather, you can hide them (so no one else will see them, but the person will not get notification that you deleted their comment and will still see the comment).

Instagram

INSTAGRAM REELS AND INSTAGRAM STORIES 101

- **Time Availability:** Stories are 24 hours, reels are forever!
- **Length:** Stories, a video's maximum length is 15 seconds, and for a picture, it is 7 seconds. Reels, the maximum limit is 90 seconds (about 1 and a half minutes).
- **Hashtags:** Hashtags are used to gain more reach on everything you post. For Instagram Stories, if you add a hashtag, the users must tap to see your Story. Since there are many Stories, the chances of yours showing up are low. Plus, the Story disappears after 24 hours. For Instagram Reels, when a hashtag is searched, the Reels show up at the top due to the algorithm settings. This ensures maximum reach.
- **Reach:** Mostly, the people who view Instagram Stories are the followers of the account. In the case of Instagram Reels, people who do not follow you can also view your Reels, increasing your reach.

Instagram Reels are for Awareness + Growth

Due to the incredible reach, Reels users are currently experiencing it is a great option used to provide awareness of who you are, what you do and what you can offer new audiences who may be seeing you in their Explore tab for the first time.

Instagram Stories for engagement, trust building and sales as part of a well-rounded Instagram strategy.

Instagram Stories, on the other hand, are primarily seen by those who already follow and know you. The connection-based and trust-building content is great here to continue to nurture your relationship. Also, because your Stories audience are likely to be a lot warmer and further along the customer journey (provided you have been showing up and nurturing the relationship), promotional content is likely to perform better here than in Reels.

You may ask when to post a photo, story, or reel. Below is a breakdown of examples.

1. First day of school for a Kindergartener - Let us say you have a little boy walking into class and high fiving his new teacher – that moment is best captured by video rather than a photo and would then be posted as a story- a story is typically a short video and thus better suited for a story rather than a reel.
2. You have a new STEM lab, and your eighth graders are seeing it for the first time – that is a moment best captured in a reel that gives the viewer a chance to watch this moment! Reels are thus better suited for longer videos that illustrate something exciting happening. Another example is using reels to make teacher features in new teachers joining your staff give a mini tidbit about themselves!
3. You took a picture and caught a bunch of kids in uniform laughing and smiling in class during a lesson – a candid moment – that is a post with a great description and hashtag #classroomfun #catholicvalues #studentcenteredclassroom.

4. Hashtags are an important keyword tool that can be used for any parent looking for accounts that align with their interests. An example of this would be a parent looking up student centered learning and your hashtag would pull in your #studentcenteredlearning and give that parent a chance to look at your account and school!

The moral of the story is to use both Instagram Reels (for awareness + growth) and Instagram Stories (for engagement, trust building, and sales) as part of a well-rounded Instagram strategy.

[How to Make Instagram Stories - Tips & Tricks | Instagram Guide Part 3 - YouTube](#)

– How to make an Instagram story

[Beginners Guide to Instagram Reels - How to Make Reels on IG - YouTube](#)

– How to make an Instagram Reel

Tik Tok

Tik Tok is an opportunity to have fun and show the lighter side of your school community! Facebook and Instagram are used for recruitment and retention – it is an informative tool that incorporates marketing and information that is helpful to current and potential families.

As opposed to Instagram, TikTok is solely focused on short-form videos that are popular among younger demographics. Tik Tok is an opportunity to gain younger followers like your own students! As we know, many children are now a part of the decision-making process of choosing a school that speaks to them as well. Using Tik Tok is a perfect way to engage new potential students, siblings, and others that may contribute to decision making in finding a school that is a good fit for their whole family!

As a platform used for entertainment, it creates the opportunity to highlight your school spirit! What makes your school community special? What is a unique event that your eighth graders do every week? What does your Kindergarten do every morning that is special and unique? This is your opportunity to show quality of social and emotional engagement that Catholic education that offers!

<https://www.youtube.com/watch?v=yViR5iNh5Is>

– How to make a Tik Tok

SPECIAL HOLIDAYS CALENDAR

Here is a list of dates of holidays that are great to highlight on social media and to plan special events around in your school that could lead to good press.

Holidays of Importance	Date (start)	Date end
Feast of the Assumption	8/15/2024	
TACHS Registration Opens	8/26/2024	
Labor Day	9/2/2024	
First Day of School	9/4/2024	
Grandparents Day	9/7/2024	
Hispanic Heritage Month	9/15/2024	10/15/2024
Mid-Autumn Festival	9/17/2024	
Chuseok (Korean Thanksgiving Day)	9/17/2024	
Columbus Day	10/14/2024	
Halloween	10/31/2024	
All Saints Day	11/1/2024	
Dia de los Muertos	11/1/2024	11/2/2024
Veterans Day	11/11/2024	
Thanksgiving Day	11/28/2024	
Special education day	12/2/2024	
Immaculate Conception	12/8/2024	
Christmas	12/25/2024	
Kwanzaa	12/26/2024	1/31/2025
New Years Eve	1/1/2025	
Dia de los Reyes/ Three Kings Day	1/6/2025	
MLK	1/20/2025	
Chinese New Year	1/29/2025	
Seollal (Lunar New Year's Day)	1/29/2025	
Black History Month	2/1/2025	3/1/2025
Groundhog Day	2/2/2025	
Fiesta de la Candelaria	2/2/2025	
Lantern Festival	2/12/2025	
Valentine's Day	2/14/2025	
President's Day	2/17/2025	
Ash Wednesday	3/5/2025	
St. Patrick's Day	3/17/2025	

Palm Sunday	4/13/2025	
Holy Thursday	4/17/2025	
Good Friday	4/18/2025	
Easter	4/20/2025	
Administrative Professional Day	4/23/2025	
School Principals Day	5/1/2025	
Cinco de Mayo	5/5/2025	
Teachers Appreciation Day	5/6/2025	
Mother's Day	5/11/2025	
Memorial Day	5/26/2025	
Dragon Boat Festival	5/31/2025	
Korean Memorial Day	6/6/2025	
Flag Day	6/14/2025	
Father's Day	6/15/2025	
Juneteenth Day	6/19/2025	
Fiesta de San Juan	6/23/2025	
Fourth of July	7/4/2025	



ADVERTISING | *Print and Digital and Social Media*

PAID ADS AND BOOSTED POSTS

Paid Ads are handled via Business Manager on the school's Facebook.

- Decide on a budget ahead of time that you would like to use for the year for paid ads and to boost posts.
- Strategically plan the times of year that you would like to use this budget. Opening of re-enrollment, Catholic Schools week, scholarship deadline.
- When you want to specifically get your ads for enrollment in front of an audience from the region around your school, then use a paid ad.

On your main Facebook page, you will see the piece below on the left side of your Posts. Choose Create Ads.



Click on Create New Ad and follow the steps

Create Ad

Goal
What results would you like from this ad?

- Get more page likes**
Create a promotion to help more people find and like your Page.
- Get more leads**
Use a form to collect contact information from potential customers.
- Get more messages**
Show your ad to people who are more likely to send you a message.

See All ▾

Ad Creative [Use a Post](#)

How do you want your ad to look?

Description
Sharing the Success Stories and important information about the Catholic Academies and Parish Schools within the Diocese of Brooklyn.

Automatic Enhancements

Ad Preview [See All Previews](#)

Catholic Schools of Brooklyn & Queens
Sponsored · 🌐

Sharing the Success Stories and important information about the Catholic Academies and Parish Schools within the Diocese of Brooklyn.

2021 Year of Renewal
STRENGTHENING THE BOND BETWEEN SCHOOLS, PARISHES AND OUR COMMUNITY

Catholic Schools of Brooklyn & Queens
Sharing the Success Stories and important i...

Like Comment Share

Estimated Daily Results

By clicking Promote Now, you agree to Facebook's [Terms & Conditions](#) [Need Help?](#) [Promote Now](#)

Boosting Ads can also be handled in Business Manager, go back to this screen

[←](#)

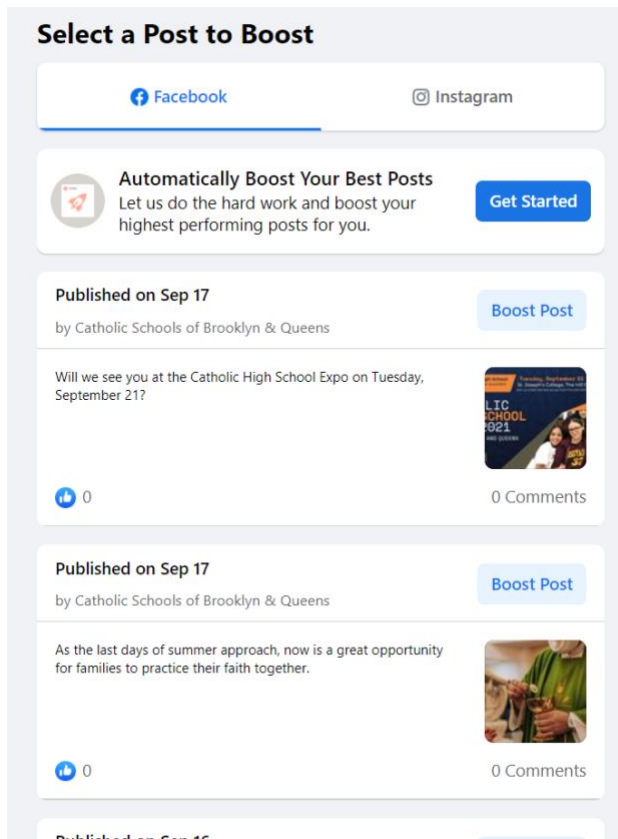
Promote

- Catholic Schools of Brooklyn & Queens
- Automated Ads**
Get personalized ads that adjust over time to help you get better results.
- Choose Ad Type**
Get started by selecting your own ad type to promote your business
- Boost Existing Content**
Create an ad from your Page content
- Business Suite**

Choose Ad Type

- Get Started With Automated Ads**
Get personalized ads that adjust over time to help you get better results.
- Create New Ad**
Make an ad using text, photos or videos to promote your business
- Boost a Post**
- Boost an Instagram Post**

Choose Boost a Post and it will look like this



You can then choose how much you want to spend on the boost, how long you want it boosted and how far you want the boost to reach!

PRINT

- Carefully consider local papers in your neighborhood that you know are being read by parents. When in doubt, lean towards digital.
- Only put in ads at optimal times when you are looking for new students.
- What size ad will get you the most bang for your buck? I recommend not doing less than a ½ page as you can get lost in the mix.
- Make sure to have a QR code on the ad so that people can scan it and go directly to your website, plus it is a wonderful way to track the return on your investment.
- Do you have pamphlets or postcards on hand to use at parish events, community festivals or to hand out to local businesses?
- Work with the Marketing Resource Center to have your ads designed for free.

DIGITAL

- This is where you should spend most of the marketing budget. You can gain the most views for the least amount of money.
- You can do ads on Facebook, Google, and Instagram and focus those ads on parents in the locations around your school with geo fencing.
 - Plan your timing, your ad should run for a minimum of 30 days for optimal viewership so make sure to plan ahead so that it is up with plenty of time before you are looking for new students.
- You can also work with most of the companies that do print advertising to do email blasts to their subscribers through their digital platforms. A great picture with a description of your school and a link to your FACTS inquiry page is all that is necessary.
- You can have the Marketing Resource Center design ads for you that are correctly sized and have optimal visuals as there are limits as to how much text is allowed in Digital Ads.
- There should be a link for the ad that would send them straight to your FACTS inquiry page. This is where the lead inquiry handling really plays a part. Making sure that you are following up with every lead that comes in.

WORK PLAN

The work plan should be developed after goals have been set to ensure there's enough activity in the work plan to support the achievement of the goals.

- Identify your anchor events for the year, then work backwards deciding what steps need to happen when so that you are sure that you have plenty of time for advertising, invitations, event preparation, and set up.
- Notice the “who” column! Many hands make light work – who else can help?
- Be sure to take notes after the event so that next year you don't need to reinvent the wheel, fix what you need to and keep what worked well.
- We have provided a work plan with what we believe to be the anchor events for the year but the one that will be emailed is editable and you may change it to whatever works best for your school.

Month		What	When	Who	Notes
		Goals			
JULY					
AUGUST					
SEPTEMBER					

