

Building a District-Wide Enrollment Strategy

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Your speaker

Nick LeRoy

- BA in History from the University of Utah
- 2 years campus recruiter / 2 years technical recruiter
- MBA in Marketing from Emory University
- 10 years as a global marketing executive in the pharmaceutical and medical device industry
- 2 years as a charter school authorizer (Indiana)
- 7 years of enrollment consulting to universities, private, charter and public schools

Chief Enrollment Officer, SchoolMint



Marketing and Recruitment
Strategies for Schools

The majority of traditional public schools are struggling with enrollment

Dayton Daily News

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K-12 public school enrollment still down after pandemic

Los Angeles Times

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CALIFORNIA

California public school enrollment spirals, dropping by 110,000 students this year

The New York Times

The Coronavirus Pandemic > **LIVE** Covid-19 Updates Map and Cases Vaccines for Kids: What to Know Covid Qu

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With Plunging Enrollment, a 'Seismic Hit' to Public Schools

The pandemic has supercharged the decline in the nation's public school system in ways that experts say will not easily be reversed.



The Washington Post

Democracy Dies in Darkness

EDUCATION

Public education is facing a crisis of epic proportions

How politics and the pandemic put schools in the line of fire

What factors are driving poor public school enrollment?

Factors outside of our control

- Plummeting birth rates
- Gentrification in urban cores
- Community responses to masking
- Court cases and legislation advantaging private schools
- Competition



What do we do when enrollment is down?

Blame:
*Charters,
Covid, state
leaders, etc.!*

**Close
schools**

**Market
our
schools
better?**

What factors are driving poor public school enrollment?

Factors outside of our control

- Plummeting birth rates
- Gentrification in urban cores
- Community responses to masking
- Court cases and legislation advantaging private schools
- Competition

Factors within our control

- An acknowledgement that our budget is driven by enrollment
- A recognition that we need to market our schools better
- A willingness to adopt marketing strategies used by other educational and non education organizations
- A refusal to excuse poor performance or failure to adapt due to the fact that “we are a school”



The background of the slide features a blurred image of three students in a classroom setting. A female student in the foreground is writing in a notebook with a pen. Behind her, a male student is looking down at his work, and another student is partially visible. The image is overlaid with a green-to-blue gradient.

— Strategic Enrollment Management

IN K-12


{ WHAT IS IT? }

A foundational and systemic strategic process through which K-12 institutions manage their enrollment to effectively impact its' **financial position** and ultimately, student success.

Strategic Enrollment

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Strategic Enrollment

- » [Mission & Vision](#)
- » [Equity Advocacy](#)
- » [Leadership Team](#)
- » [Business Service Center](#)
- » [Organizational Chart](#) 

About Strategic Enrollment

Our Mission

Strategic Enrollment provides a student-centered model of service and support to attract, retain and graduate talented and diverse students. This is achieved through collaborative partnerships, creativity and a commitment to excellence.

Our Vision

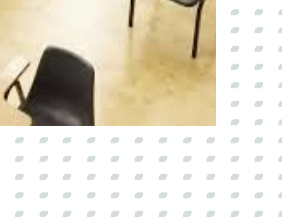
To be a nationally-recognized leader in student-centered enrollment operations, transforming the lives of students and their families in a positive and meaningful way.

Why does K-12 need to adopt Strategic Enrollment Management?



K-12 is undergoing changes similar to higher education

- A “residence-based school assignment system” no longer is the norm in many places
- Nearly 30% of families now enroll their children in a school other than their assigned neighborhood school.
- Many school choice options now available to families making K-12 a competitive “marketplace”





Why does public K-12 need to adopt Strategic Enrollment Management?

- Nearly 30% of families now enroll their children in a school other than their assigned neighborhood school.
- 66% of parents would choose something other than a public school if location and cost was not a factor (June 2021)*
- 13% of parents would choose a charter school if location and cost were not an issue (June 2021)*
- 40% would choose a private school (June 2021)*

**Source:EdChoice*



How does a typical charter network approach enrollment using SEM?

STRIVE Prep Case Study

10 school network in the Denver area. 2 Elementary, 6 MS, 2 HS. Title 1 focus
Consolidated charter / public enrollment system

Organizational changes

1. Head of the network made enrollment a priority
2. Sr. Director in operations tasked with GROWING Enrollment
3. Enrollment targets established at the network and individual school level (5% growth)
4. Required each school to host at least one monthly recruitment event from November to June
5. Each applicant family receives at least 3 “touches” to encourage enrollment & enrolled families touched once during the summer (Operation: Red Carpet)

2021-22 SY: District down 3% / STRIVE Prep up 6% (9% swing)





Building Your District Enrollment Strategy

1. **Organizational management**
2. **Internal alignment**
3. **Defining roles and responsibilities**
4. **Building capacity and assets**
5. **Promotion (Telling your story)**



Building your district's enrollment strategy

Step 1: Organizational Management

1. Building enrollment must become the priority of district leadership
 - *"Maintain enrollment at no less than 99% of 2020-2021 levels"*
Miami Dade 2021 - 2016 Strategic Plan
2. Dedicated enrollment executive at cabinet level
 - Dallas ISD, Austin ISD, Duval County
 - Responsibilities are not just fulfilling enrollment processes **but growing enrollment**
3. Communication team aligned with enrollment goals - not just "telling our story"
 - Quantifiable results on how communication has driven higher enrollment



Building your district's enrollment strategy

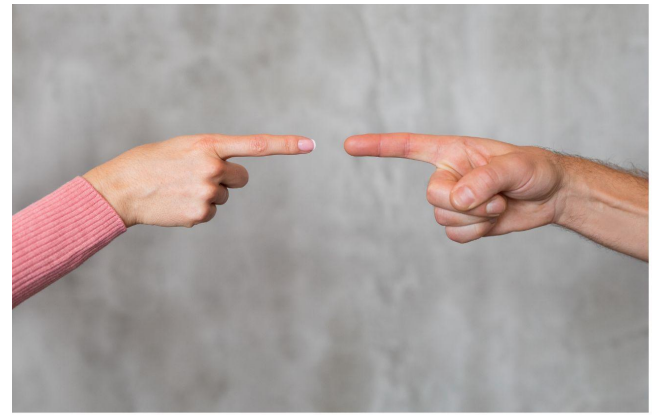
Step 2: Internal Alignment

1. Review of internal processes that may be impacting enrollment
 - Are the needs / systems of the district hurting individual schools?
2. Internal communication
 - Builds the sense of urgency
 - Aligning on goals
 - Contract modifications
 - Everyone can have an impact in enrollment success or failure
3. The role of customer service in enrollment



Step #3:

**Who has the
responsibility for
enrollment
activities?**



1. The district sets strategy / the building implements
2. The district guides / the building executes
3. The district teaches / the building puts into practice
4. The district provides resources / the building leverages the resources
5. **The building must have accountability for enrollment success or failure**



Roles and Responsibilities

District Responsibilities

- **Sets district enrollment goals**
- **Sets brand guidelines**
- **Manages district enrollment data**
 - Establishes school data scorecards
- **Establishes a district marketing plan**
- **Trains schools on:**
 - Value proposition development
 - Optimizing their website
- **District marketing**
 - District website
 - Paid advertising
- **Provides templates**
 - Social media posts
 - Collateral materials
 - Video creation

Building Responsibilities

- **Sets building enrollment goals**
- **Implements under brand guidelines**
- **Manages school scorecard**
- **Establishes a school marketing plan**
- **Learns how to:**
 - Create a value proposition
 - Optimizing their website
- **School Marketing**
 - School website
 - Online reviews
- **Uses templates to improve:**
 - Social media posts
 - Collateral materials
 - Video creation









Example: ISD Dallas



Let us help you!

[Access resources for your community outreach.](#)

 <p>Download flyers, social media graphics, messaging and more (including customizable collateral).</p> <p>See Resources</p>	 <p>Download flyers, social media graphics, messaging and more (including customizable collateral).</p> <p>See Resources</p>	 <p>Download social media graphics and animations</p> <p>See Resources</p>
 <p>Download social media graphics and animations</p> <p>See Resources</p>	 <p>Download your English and Spanish campus brochure. Elementary, Middle, High, and Multi-level</p> <p>See Resources</p>	 <p>Download tips, templates and more.</p> <p>See Resources</p>



Time to Learn Toolkit



Collateral

How to Customize Digital Graphics	↗
How to Customize PowerPoint Graphics	↗
Customizable postcard with Intersession last day of school 2021-2022 (English and Spanish)	↗
Customizable postcard with School Day Redesign last day of school 2021-2022 (English and Spanish)	↗
Customizable printout flyer with Intersession start date (English and Spanish)	↗
Customizable printout flyer with School Day Redesign start date (English and Spanish)	↗
Customizable postcard with Intersession start date (English and Spanish)	↗
Customizable postcard with School Day Redesign start date (English and Spanish)	↗



Social Media Graphics

Intersession School Animation For Social Media (English)	↗
Intersession School Animation For Social Media (Spanish)	↗
School Day Redesign Animation For Social Media (English)	↗
School Day Redesign Animation For Social Media (Spanish)	↗

Building your district's enrollment strategy

Step 4: Building capacity and assets

Tools / Systems

- **Templates from the communications department**
- **Integrated calendar of enrollment events**
- **District licenses for:**
 - Canva
 - Hootsuite/Buffer
 - Video production tools
- **Training on the tools**

People

- **Why isn't staff more engaged in enrollment?**
 - Don't care
 - Don't think it is important
 - Don't know how
- **Invest in enrollment PD**
- **PLCs are not just for teachers**




Building your district's enrollment strategy

Step 5: Promote and tell your story

1. Parents don't buy the district, they buy the school
2. Understand where parents go to learn about your offerings
3. The goal of a school website is to tell a compelling story to a prospective parent and give them an easy way to take the next step in enrollment.
4. Allow parents the opportunity to “test drive” your school



Summary

- The K-12 environment has changed significantly over the past few years
- To adapt to these changes, districts need to adopt a Strategic Enrollment Management approach
- This approach will require a change in how districts approach enrollment
 - Organizational Management
 - Internal alignment
 - Division of responsibilities
 - Capacity at the school and district level
 - Promotional strategy
- SchoolMint can help
 - Strategic consulting
 - Marketing audits
 - Digital promotion
 - Data insights
 - Recruitment consulting (Secret Shopping)
 - Enrollment Professional Development 

Resources to get you started



Questions?

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