



Project *Enroll*

www.projectenroll.com



BUILDING YOUR SCHOOL'S ENROLLMENT AND STRENGTHENING REVENUES

Your Enrollment Building Partner

Amy Holsinger is the Founder and Senior Project Manager for **Project Enroll**, a project-management based marketing company focused on building Catholic school enrollment. Project Enroll accomplishes this through organizational consulting and assessment, strategic partnerships with school leaders, and internal and external marketing and communication initiatives. This is a “roll up your sleeves” style implementation of programs with the help of volunteer teams from your school

Amy is an alumna of Catholic schools and a parent of three students who attend Catholic schools. She recognizes the value of such an education.

When the elementary school Amy's children attend built a Marketing & Enrollment team to address the potential of declining enrollment, the team quickly learned that the trend was not a problem specific to their school alone, but one that was sweeping Catholic elementary schools nationwide. The team also learned that the reasons for decline in Catholic school enrollment were complex and multi-faceted.

Because Amy was passionate about the success of Catholic education, she responded to the call to coordinate and run the newly formed Marketing & Enrollment Team. Amy worked with the school's administration to lead a team of volunteers to create internal and external marketing initiatives and events to sustain and build enrollment at each grade level.



Acquisition and Retention Specialist

In 2009/2010 the team's efforts yielded the addition of 15 new students and tuition income of \$50,000. 2010/2011 brought 17 new students and tuition income of \$60,000. In addition to Amy's experience with school marketing and enrollment, Amy brings 15 years of Corporate Marketing expertise in the areas of customer acquisition and customer retention. She is also the recipient of two AT&T national awards for Superior Project Management. Recognizing the need for new leadership and guidance in the area of Catholic school enrollment, Amy founded **Project Enroll** in 2009.



Mission Statement

To produce sustainable growth in Catholic school enrollment by partnering with school administration and volunteers to assess, strategize, team build, and establish marketing events and programs through solid project leadership and management

Produce Sustainable Growth in Enrollment

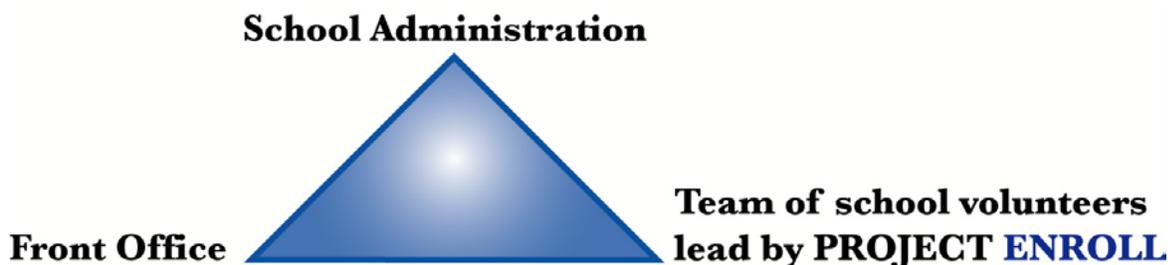
There is a recognized need for an experienced and strategic marketing professional to partner with over-tasked school principals and leaders to create effective internal and external enrollment initiatives that sustain revenue.

The goal of *Project Enroll* is to help school leaders solve one of the toughest administrative challenges facing Catholic Schools today: building enrollment in a day and age in which it seems young families increasingly do not pursue a faith-based education for their children and thus choose public education.

Project Enroll is a strategic administrative partner first and a marketer second, and through this approach helps clients identify the best solutions for each of their situations.

A Team Approach is Key

Project Enroll employs a **3-point approach** to Planning and Implementation:



This approach is a collaborative effort between the school administration which sets the enrollment goals, the school's front office which is your school's "face" to prospective families, and the volunteer team lead by *Project Enroll* which implements marketing programs designed to build enrollment and your revenue stream. Taking a team approach, *Project Enroll* becomes your partner by guiding, consulting and managing each step of this new process, ensuring that all three areas are working as a unit to get the job done.

Internal Communication and Strategic Marketing

Customer retention is key when faced with declining or stagnant enrollment. Parents and families who embrace your story — and are engaged — will be loyal even in the darkest of economic times and will spread the “good news” about your school. **Project Enroll** will work with your volunteers to find internal communication answers to help you determine the strategic messages and vehicles that connect school families with your enrollment priorities.

External Communication and Strategic Marketing

In recent years, Catholic schools have seen enrollment drop for a variety of reasons. As your strategic partner, **Project Enroll** works with volunteers to assess the perceptions and needs of Catholic families in your community. Your school will then have the opportunity to educate them and create opportunities for prospective families to experience the excellence of Catholic education.

Leadership Communication

Communication is an instrument of strategy as well as a strategy in and of itself. Many factors of the changing Catholic school environment are forcing principals and other school leaders to connect the dots differently for families. Families expect more of the school, as the school demands more of their precious resources of time, talent and treasure. **Project Enroll**, with your volunteers, creates messages that tell your unique story in a compelling and captivating way.

Design & Branding

Telling your story goes beyond simply choosing clear and compelling messages. Visually communicating your message directly parallels the importance of communicating it through words. Design is a key element in ensuring your messages are convincing and powerful. Creative, innovative and strategic design that works within the framework of your current branding will enhance your story and engage your audiences. **Project Enroll** will work to identify and develop volunteers who are experienced in the delicacy and importance of communicating your messages visually.

The System

Each client brings unique challenges to ensuring the continued growth and success of their school, and the **Project Enroll** approach goes beyond the traditional tactics. **Project Enroll** brings together your team of volunteers with varied skills and experiences to the table to craft a smart, strategic solution to each unique opportunity. The guiding principles and system remain a constant for every client:

- Step 1** Discovery: Interviewing your school administration and volunteers to fully learn the needs of your school.
- Step 2** Vision and Goal Determination: Determining the best programs to implement by grade level.
- Step 3** Go Team! Pulling the volunteer base together – best utilization of all volunteers and their specific skill sets.
- Step 4** Internal Resource Determination: Establishment of internal resource to lead or assist with implementation of determined programs.
- Step 5** Action Plan and Project Calendar Creation: Putting the plan down on paper and in calendar format.
- Step 6** Act! Implementation of programs by **Project Enroll** and your team of school volunteers
- Step 7** Program Analysis Analyzing how the programs have performed and planning for the future.

A New Journey...

Changing Paths, Changing Minds



Catholic education holds a powerful legacy of excellence in all areas of child development: academic, spiritual, emotional, and physical.

In recent years, we have entered an uncharted phase of funding in Catholic elementary education. Historically, parishes funded almost the entire school operations. This was possible because schools and parishes were blessed with religious personnel who were paid little or no salary. Unfortunately, those days are over, and funding for Catholic elementary schools is borne mostly by the school children's parents. While many parishes across the country have provided parish subsidies to their parish school, that ability to give to the school is dwindling due to the many other ministries that parishes undertake.

The changes in funding and the growing apathy of younger families with regard to their Catholic faith have begun to diminish the legacy of Catholic education. The result is an increase in tuition and a decrease in enrollment.

Across the nation many parishes have been forced to shut down their schools, due in part to substantially decreased enrollment, leaving families who understood the need for spiritual development in daily education un-served.

The implementation of a well articulated and vital enrollment program is a critical initiative for Catholic schools to sustain enrollment growth. In order to begin this program, it is necessary to define the administrative needs of Catholic schools as they relate to enrollment and marketing:

- ▶ To successfully build enrollment, a Catholic school must continuously focus on enrollment numbers
- ▶ The Principal and other school administrators do not have the time to focus fully on a growing and complex enrollment situation
- ▶ There is a need for a project manager who will understand your enrollment needs, formulate a strategy, create programs, inspire volunteers to implement these programs, and tabulate the results
- ▶ There is a need for the project manager to be integrated into your administrative staff as a consultant and partner

In these needs, there is the opportunity to solve not only the situation of your school's long term decreasing enrollment trend, but also the opportunity to reach out to a segment of our faith family that has possibly become apathetic; to re-ignite excitement about Catholic education and faith; to tell our story, the real story of the great legacy that Catholic education carries; to revitalize what is possible; and to positively affect the future of your school, your parish and your faith.

Our Catholic family is on a new journey, a new path. Although changing paths is never an easy task, it is one filled with great possibility.

Project Enroll will partner with you to make all that is possible a reality.



Project Enroll Founder, Amy Holsinger, has proudly lead the volunteer Marketing & Enrollment teams for many area schools in projects that secure tuition income and increase enrollment. Read below to learn how Project Enroll works with its clients, driving the processes necessary to achieve their goals.

Acquisition programs:

Donuts with Santa: Invite prospective and current young families to your school to meet Santa, eat donuts, and showcase your school. It's a "feel good" event that gets them in the door at registration time and enrolled for the next school year.

"Pathways" programs including "Meet the Principal" and "Preschool Room Party" are designed to inspire Parish families NOT registered in your school to learn all about the Catholic education possibilities in their own parish right after mass on designated Sundays throughout the year.

Life Cycle marketing newsletters reach out to the young parents of your parish introducing them at baptism to your school. Consistent communication over a three-year period brings them to the critical "fork in the road" of making the decision to choose Catholic over public education.

Catholic Schools Week events draw community members and parishioners into your school, giving them the opportunity to experience the difference a Catholic education makes in the life of a child.

"Shadow Day" invites targeted students to visit your school and take a peek into what it's all about.

"E-Realtor" creatively informs busy area realtors of the openings in your school via quarterly email blasts which include targeted information about your school.

Referral Program: Engage your current parents in the process of building your enrollment. Through referring a family to your school, parents are financially rewarded and enrollment is increased.

Retention Programs:

Step-Up Day: On a designated morning, Preschool and Kindergarten step up to the next grade level for a sneak peek into the near future. T-shirts for the students and a letter with digital class photo are sent home to the parents. The goal is to secure the continuation of that child's Catholic school education.

New Family "buddy" programs are designed to bridge the time from the registration of the student to the start of school with the intent of ensuring this child actually does become a student in your school.

A professional website helps your current families to stay connected to your school and provides critical information to prospective families.



**PROJECT
ENROLL**

www.projectenroll.com