

# Rocky Mountain Christian Academy

Niwot, CO

Brett King, Headmaster

## Summary: **MARKETING**

Rocky Mountain Christian Academy is a Christian and classical school situated in the shadow of the majestic Rocky Mountains near **Boulder, Colorado**.

Started by Rocky Mountain Christian Church in 1998, the school grew very rapidly in its first decade. At its peak enrollment in 2007-08, the school served just over 500 students in its early childhood and K-8<sup>th</sup> grade programs.

**By the 2010-11 school year, enrollment had dropped to just under 400 students. This 20% decline in a few short years negatively impacted finances, programs, staffing, and community perception.**

The purpose of this project was to better understand this downturn and initiate new marketing and retention strategies that would increase both retention and recruitment rates.

***In other words the aim was to stop the "bleeding" and grow enrollment.***



## Strategies and Tactics

- *conducted careful market research* -
- *crafted branding message* -
- *emphasized word-of-mouth referrals* -
- *updated print advertising* -
- *leveraged internet, email, and social media* -
- *refreshed the look of promotional materials* -
- *redesigned website* -
- *clarified the admissions pipeline and process* -
- *conducted reenrollment events* -
- *cast a compelling vision for the future* -

## Results: **GROWTH**

- 1. Early childhood enrollment increased 20% by Christmas**
- 2. Year-to-year retention rates in K-8<sup>th</sup> grades were increased from 85% to 95%**
- 3. Net enrollment for the subsequent school year increased by 3-5%**
- 4. A sense of institutional momentum was gained**



## What We Learned

- Marketing is **HARD** but **FRUITFUL** work. Neglecting it can be fatal.
- Marketing is not just the job of a few, but a organizational mind-set, requiring the involvement of **ALL**. A marketing team must champion the effort.
- Leveraging **SOCIAL MEDIA** is necessary in today's market.
- **WORD-OF-MOUTH** is the most effective marketing tool. Equipping parents to promote the school is essential.
- The **PARENT SATISFACTION** and **REFERRAL SURVEY** by **GRACEWORKS** helped us to understand what is most important to our constituents.