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-8th 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-8th 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.