

A year of Growth; WRLHS on the Rise

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Wolf River Lutheran High School is a small Lutheran High school in the greater Shawano, WI area. The school was started 10 years ago with only 4 students. We began with only 4 students and did not hire a full time administrator for 7 years. In that time, the administrator would take vacations to Florida in high recruitment season. Subsequently the high school never got out of the teen numbers for enrollment. When I took the position, there were 15 students enrolled in the school. Many in the community questioned why we continued to operate the school. By raising the awareness of who we are and what we stand for, I hoped to raise the enrollment and the backing of the school. So how did I do it?

- 1) Increase presence on social media – we ran a Facebook ad, worked to post more often on Facebook, and made more connections through social media
- 2) Update Web site – worked to streamline the website, removed excess information, focused more on outside people looking at the website
- 3) Google presence – claimed our google business, updated information going out on Google
- 4) Worked with Feeder Schools – shadow days for 7th and 8th graders, school visit teams, invited to dress rehearsals
- 5) Groundbreaking – broke ground on new campus, made sure there was MAJOR media coverage
- 6) Ambassador – worked with the county chamber, am at ribbon cuttings, open houses, etc.

So in the end did all this effort pay off? To date we have 30 students enrolled, thus doubling the enrollment! We have grown by 50% this year. Many stop me to ask how the school is doing, how the building is coming, or to just find out about what is the latest going on. I consider the highest compliment that came in the spring of this year. We have a clay trap team, the only team around the area. (This is a team of students who shoot clay targets and compete in competitions). This sport has been in the state for 25 years. This spring, the local public high school announced they were going to start a clay trap team. We are being noticed, and now WE are being copied!