

## Marketing, Student Recruitment, and Retention

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**Goal: To increase student enrollment through internal and external marketing efforts**

### Action Steps

- Hired a part-time marketing director
- Worked with school stakeholders to develop a new mission statement and Profile of a Graduate
- Evaluated our current marketing efforts
- Coordinated our school logo to correspond with our church logo
- Launched a re-focused, intentional school Facebook page
- Launched an Instagram Account
- Installed new school sign
- Created a video to promote location
- Created a new website just for admissions
- Participated in events to raise school awareness in our community
  - Events included hosting community meetings, hosting a playdate on our gorgeous new playground, partnering with local businesses, and attending Chamber of Commerce functions.

### Results

- School Facebook Page likes increased from 467 to 612. Organic post reaches of 1,000-2,000 is now common, with paid reaches hitting 4,000. Highlight video has been viewed over 15,000 times.
- The current school parents are now more aware of what other grade levels are doing.
- New student inquiries have increased from the previous year. Preschool inquiries increased from 29 to 47. Kindergarten inquiries increased from 18 to 39. The retention rate from spring 2016 to spring 2017 has increased from 87% to 92%. We already have 24 inquiries for the 2018-2019 school year, mostly in preschool and kindergarten.
- Enrollment for next year is projected to be slightly higher than this year.
- This marketing effort is like building a snowball. We just got it rolling, and it will take some time to build in strength and momentum.

### Takeaways

I have learned that marketing can be expensive, with sometimes no immediate return on investment. Many of our efforts this year were brand-new, so I am trying to be patient with results. If marketing was compared to creating a stone statue, I would say that this year, we took off all the major chunks and are starting to form the main features of the figure. We are still a long way from the fine-tuning and detailed work. As I look back on the last 9-months, I am pleased with the effort. As lead administrator, I do not have the time to commit to such endeavors. Without two wonderful part-time employees, we would never have made such progress. I am encouraged by the initial results. I look optimistically and anxiously to the future.

### What difference is it making in our school?

Our marketing efforts are definitely having a positive effect on our current families. There is a wonderful, positive buzz around campus. Several of the new students attending St. Paul Lutheran School next year were impacted by our new efforts. I am thankful and look forward to serving the children.