

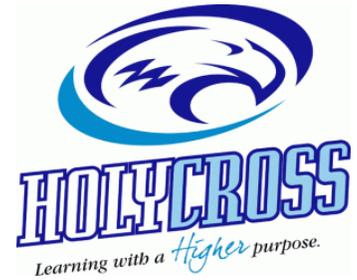
Marketing Christian Education

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Holy Cross Lutheran School, Wichita, KS

<http://lovemyschool.net>

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What I did:

Holy Cross Lutheran School has seen a decline in enrollment over the past five years. The current enrollment is 200 students with the goal being 250 students. Marketing a tuition-based Christian education has been a challenge with the economic strain in Wichita. Wichita is known as the Air Capital of the United States. This industry has taken a hit and community members have lost their jobs. Holy Cross needed to change the focus of the marketing tools and share the importance of Christian education for the next generation.

Seven marketing tools were implemented during the 2012-13 school year. I focused on one at a time to make sure a high level of quality was maintained. The following tools were implemented this past year:

- New website layout and design
- New marketing materials including personalized folders and parent testimonies
- New open house concept
- Wall of Distinction for alumni
- New ways of promoting stakeholder meetings
- Step-up day for students
- Daily Facebook postings

What did I learn?

Christian education is at a critical phase for maintaining financial sustainability in the future. Administrators need to equip themselves with marketing and executive management tools to create a strong Christian education on a limited budget. It is easy for administrators to get caught up in the daily grind of the job and not spend quality time on marketing the school. I quickly realized that I must block out time each day to provide opportunities to market Holy Cross Lutheran School to the community.

What difference did it make?

Holy Cross Lutheran School has a larger enrollment for the 2012-13 school year. We have increased our K-8 enrollment by thirteen students. Preschool enrollment remains the same. We will continue to focus on our preschool enrollment this summer to build stronger numbers. The new marketing tools have helped create a sense of pride and excitement among our stakeholders. We have a higher level of exposure in our congregation and in the community. Our goal is to continue to increase our enrollment to reach 250 students.