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What I did:

Marketing

- Events, Events, Events – creatively get out in the community, basketball tournament, field day, volleyball tournament, TowsonTown Festival
- New Mission Statement – Ministry First, Excellence Always!
- Hired a Marketing Firm – become known! They will create a comprehensive marketing campaign to include: a new website and school facebook page
- Consistency – style guide created, branding scheme
- Received Middle States Association of Secondary Schools Re-accreditation and National Lutheran Schools Accreditation

Admissions

- Hired new Director of Admissions with a Pedigree of Athletics and local connections
- Instituted a strong international student recruitment and summer program

Athletics

- Focused on Athletic Coaching – hired talented coaches with rec league and community connections
- Renovated many athletic related facilities – locker rooms, fields

Facilities

- Renovated facilities – drop ceilings, new lights, ceiling mounted LCD projectors, new paint
- Hired a landscaping company to improve school grounds
- Painted the outside of building, school signs

What did I learn?

We have no community awareness and we lack branding. It is what we thought it was. For forty-eight years we have failed to create community awareness even in our own neighborhood. We have a foundation to build on – relationship building, student opportunity, academic offerings, facilities. We have been consistently inconsistent, but what we have been doing is working, albeit slowly. The school has parents that are happy, students that are happy, and there is an energy to build on. Our new Director of Admissions had a difficult time selling the school so we had to improve from the inside to sell to the outside.

What difference did it make?

Relationships! Relationships are important and this is why we hired a new Director of Admissions, coaches who are networked and all are individuals who are reaching out to the community. The new Director of Admissions has brought in new families and given the school credibility in the community. Our two Open House Events have had a 40% increase in attendance. One of our best difference makers has been our new soccer coach as he has developed a summer camp that averages 300 attendees most of whom are in grades 4-5. We have experienced an influx of student applications as a direct result of our new coaches and their connections to rec league programs and because of their coaching abilities.