

# Marketing South Christian High School

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## What I did:

South Christian High School was established 60 years ago in a community south of Grand Rapids by the Dutch, Christian Reformed people living in the area. Responding to changes in the community, the churches, and the surrounding educational environment, I led a number of marketing initiatives.

- Refreshed the school website and made it mobile friendly
- Made two promotional videos
- Implemented a marketing strategy directed at a local charter school
- Refined the process for prospective families visiting the school
- FB postings minimum three times per week
- Implemented a weekly teacher devotional for the community
- **Failed** to implement a strategy to acquire more leads

## What I learned:

- that marketing efforts engage many people in a variety of roles in the school.
- that I need to rely on teachers' ideas for creating content.
- the marketing vocabulary of "leads," "closes," and "retention."
- that we need to pay close attention to what our parents value and match our messaging to those values--academics, safety and security, faith development.
- that our school leadership continues to have some hesitation about marketing the school to "everyone".

## The Difference

- Enrolment for 2014/15 was projected to be 605 with a freshman class of 150. Current numbers for 2014/15 are 627 with a freshman class of 174.
- We have increased our fundraising for the annual fund and for the one to one technology program.
- We have increased a sense of awareness and community presence. While the last 4-5 years have been characterized by concern about increased competition from local public and charter high schools, the abrupt departure from the normal enrolment pattern brought a sense of relief and, more positively, a sense of strength and viability.