

**Iowa Christian Academy**  
**Retention and Recruitment in Action**  
Dr. Brenda K. Hillman - Administrator

Through the Van Lunen Project, ICA sought opportunities to rebuild, educate and maintain our connectivity within the school community and the West Des Moines Community through classroom and schoolwide events:

- Monthly Monday Potlucks were hosted by different segments of the school: these informal times of fellowship brought families of 4 year olds and 18 year olds together in an relaxed conversational setting. .
- Family Lunches were scheduled to encourage parents and grandparents to come have lunch with their student. These events provided much needed exposure to the friends and educators who are spoken of regularly at home.
- Family Game Night; Family Movie nights and Family Fun Nights were implemented.
- The 2017-2018 Retention rate is currently 85% which is within the 5 year average of 83%. The long-term goal is to track closer to 87% by May 2018.
- Expenditures on magazine, radio, and social media ads have been doubled this year. All mediums are being tracked to make an educated assessment of the impact on recruiting.
- A silver cord program was initiated this spring based upon servant leadership principles. *Developing Leaders Committed to Christ* will be reinforced by the opportunity for community outreach through a broadly defined service definition.
- The ICA family recruitment incentive has been increased to further encourage our greatest recruitment tool; current satisfied ICA families.
- A restructuring of of administrative duties has placed the communication/community coordinator as the Director of Admissions.
- An ICA family host for international students is being implemented to assure connectivity between our families and our international students from all over the world.
- Student Hosts were identified trained and provided incentives to assure that students visiting the classrooms receive a consistent message and are provided an informative experience regarding what attendance entails.
- Tours of new students are up over 150% over this time last spring. The shadow opportunity for potential students has been increased from half-day to full-day which has bolstered the number of students visiting. The investment in a competitive environment compels a higher level of exposure and time with potential constituents.