

HCCS's Seven Strategic Steps toward Enrollment Growth

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My goal for the Van Lunen project was to increase enrollment for the 2018-19 school year by at least 10% and to continue to sustain slow, steady growth for the next five years, retaining our mission to be a K-8th program “for the glory of God” and “for the health of the family.” The first thing we did was add two capable Board members who had school experience, one of whom is a parent in our community. Second, we created a “Social Media Task Force,” from several key stakeholders -- the Board Chair, two Board members, a science teacher with marketing expertise, and our Accountant. Third, we held a “Promoter’s Reception” for pleased parents, where we showcased our Mission, Vision, and Portrait of the Graduate. We gave out business cards with verbiage which I learned from Jim Mackenzie’s talk to the Van Lunen fellows (“Come see what makes us different”) as well as sharing information about the effectiveness of Word of Mouth marketing. We re-worked our print materials and hired Jim Mackenzie to advise us and launch a Drip Campaign. On Jim’s recommendation, we re-worked our School Profile, Mission, Vision and Core Values statements.

We worked on holding better events, and publicizing them better as well. In April, our spring dinner became the “Spring Fling”, a successful effort to develop a culture of giving. We implemented a reading initiative, called “Reading Pals”: our older students visited preschools and read to children leaving laminated bookmarks with “Readers are Leaders” printed on them. Fourth, we upgraded our physical plant, with the help of our host church, adding a new playground was installed by the Church with no cost to the school. Fifth, we created a unique program for the Arts, L.A.M.P.S.: an acronym for Latin, Art, Music, PE, and Science. Sixth, we began a thirteen-month, targeted Go Fund Me Campaign to raise at least \$90,000 for scholarships. Finally, we published a success story, our “Portrait of the Graduate” featuring this story on our social media and in our newsletter *The Herald*.

A coordinated effort of leveraging talent present on our Board, faculty, and parent community, has worked well. When asked to consider the difference our efforts made in our school, I can report that Admissions at this point (May 2018) is already up significantly from last year.