

A Focused Marketing Effort at The Christ School

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<http://thechristschool.org/>

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What I did:

Due to significant enrollment loss from 2008-2010 and slight enrollment growth from 2010-2013, The Christ School convened a marketing task force to study and make recommendations regarding the marketing efforts of the school. The focus of the school-based project was to consider and implement the task force's recommendations. The two key outcomes of the project were: 1) The school's first comprehensive marketing plan and 2) A reorganized advancement division consisting of a new position, marketing and communication specialist.

Key aspects of the comprehensive marketing plan include:

- advertising through print (magazine, newspapers, playbills, etc.), radio, television, Google adwords and e-mail
- event participation throughout the greater Orlando area (student performances, parades, holiday celebrations, etc.)
- press releases, editorial coverage and speaking engagements
- sponsorships/partnerships with external organizations including preschool fairs, sports leagues, church events, concerts, road races, city government, chambers of commerce
- website upgrades for 2014-15 with a 20th anniversary focus for 2015-16
- increased social media, primarily Facebook and Twitter
- banners and campus signage
- collateral, promotional items (car magnets, yard signs, videos) and use of targeted direct mailings
- outreach to local church leaders
- on-going constituent communication (weekly e-mail, Lions' Pride Newsletter, parent ambassadors, etc.)

What I learned:

Through this process, lessons were learned regarding reorganization's impact on employees. It was also learned that reorganization is an on-going process that develops over time more so than simply implementing new positions and job descriptions.

What difference did it make?

This project has made a difference in the school community by providing clarity and focus for the employees of the advancement division. The marketing efforts of the school have been more strategically planned and implemented with the addition of the marketing and communication specialist.