



Courtship Before Enrollment



Presented by




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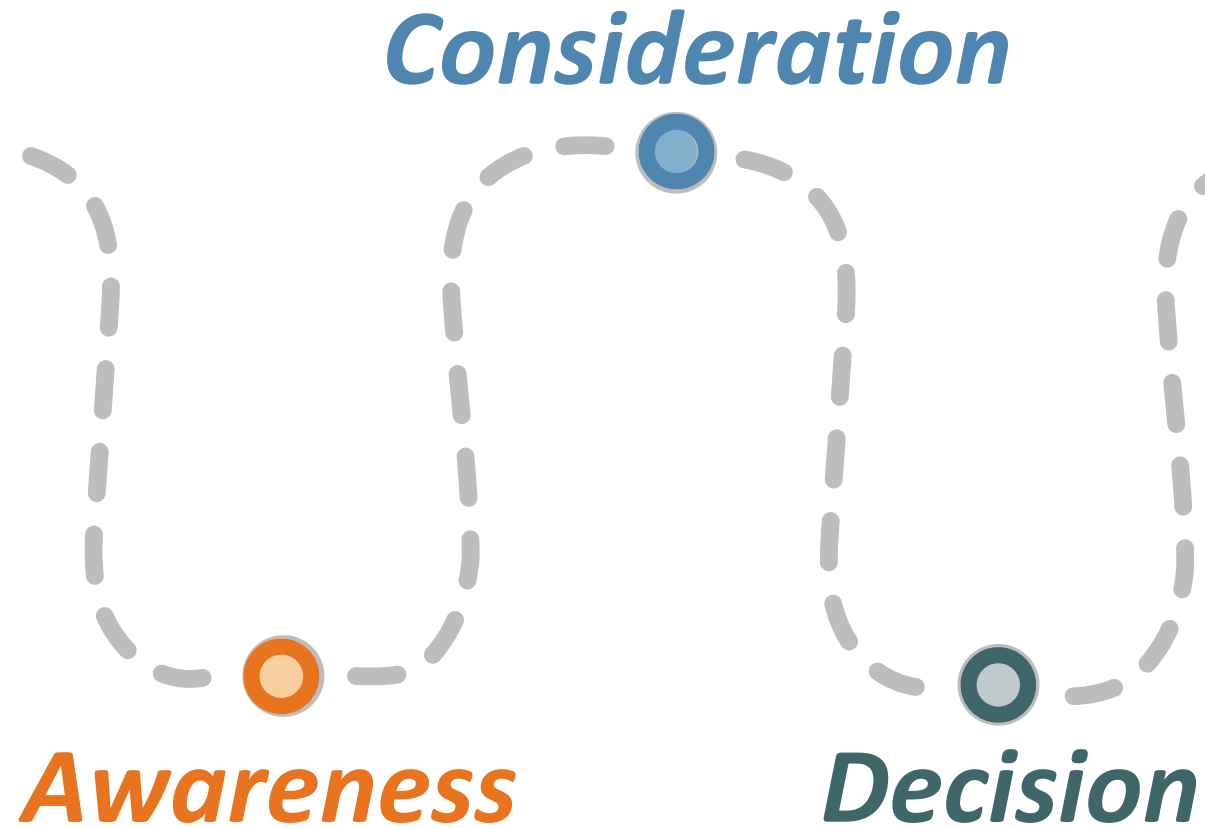
By the end of this session, you will be able to:

-  Identify 3 pain points your prospective parents want to relieve
-  Consider how your admissions process aligns with that of the typical family's journey
-  Improve your admissions process by adapting new methods of courting families along their journey to enrolling

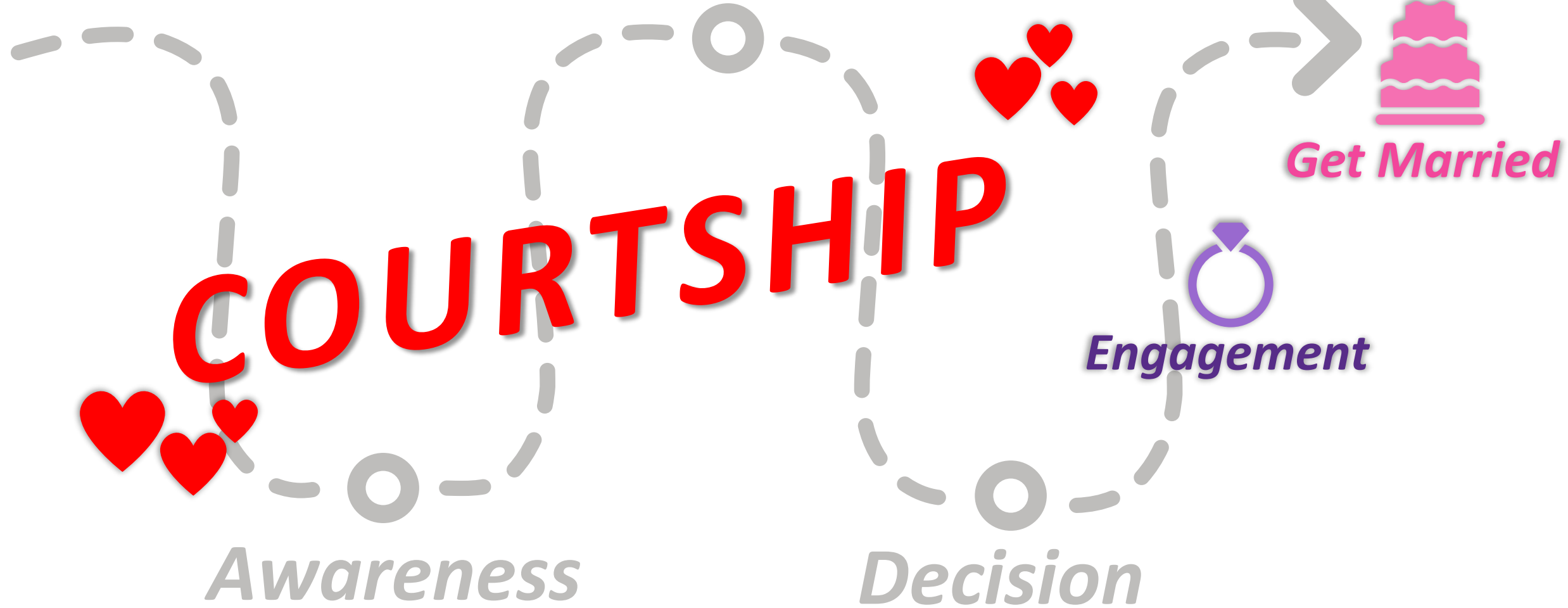
The Family's Journey



The Family's Journey

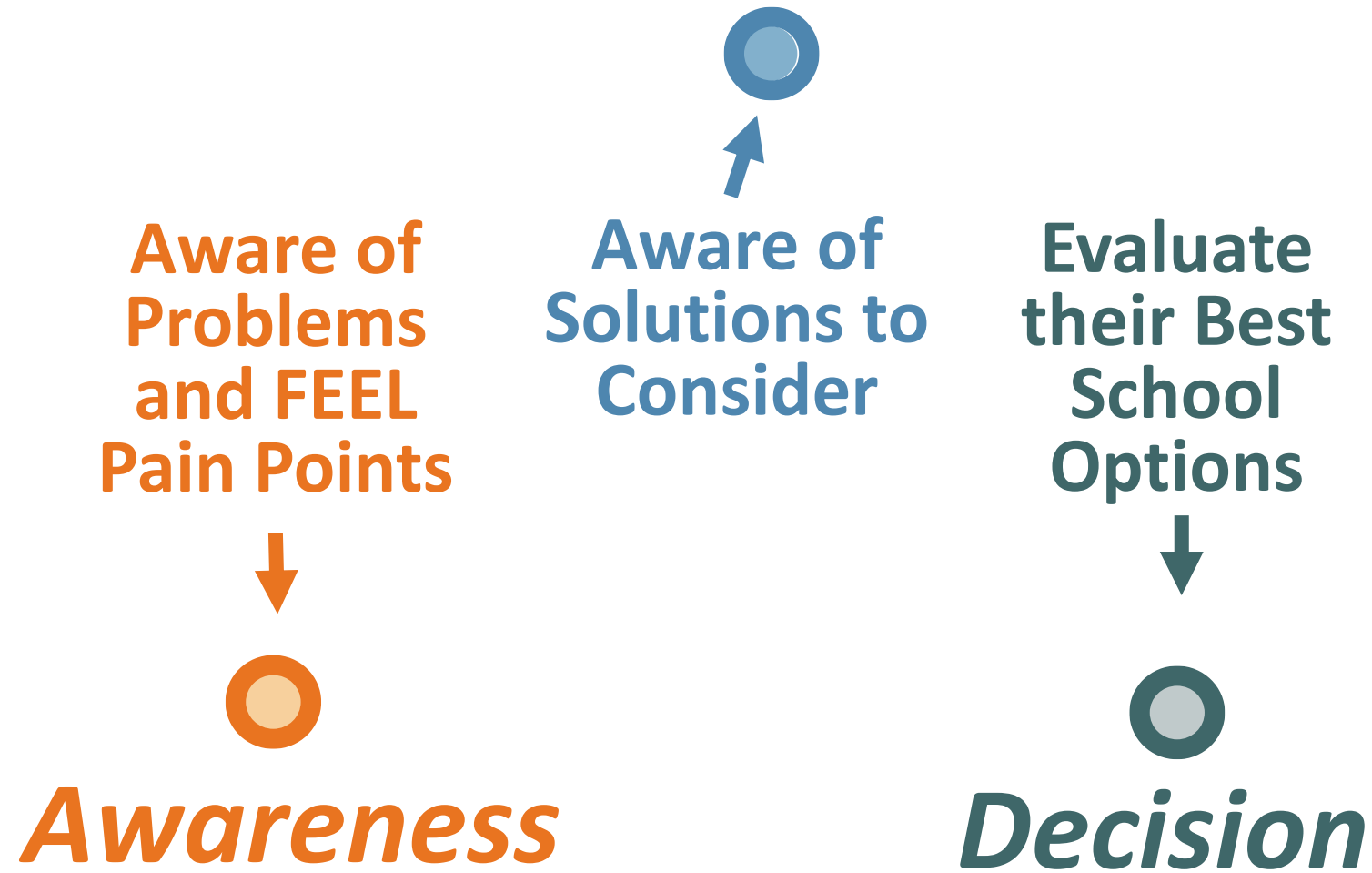


Consideration





Consideration





Awareness Stage:

“Houston, we have a problem.”

What is the problem, exactly?

Is our school the problem?

Is our child the problem?

Are we the problem? (*surely not* 😊)

Are our problem's pain points & fears valid?

Should we stay or should we go?



How they FEEL about the problem

- Hurt** “My child has no friends – has not been accepted”
- Protective** “My child is being “bullied” – he/she is not safe”
- Entitled** “My child is “gifted”– deserves more _____”
- Desperate** “My child is unique – current school is not supportive”
- Afraid** “What if we make a mistake - there are so many options”



Find out what pain point(s) they are **FEELING** right now

What parents are feeling

What are the top three pain points you hear the most from prospective parents at your school?








1. _____

2. _____

3. _____

Ways to Address Pain Points

-  Social media storytelling campaign: demonstrating **friendships**
-  Video showing snips of religion classes, times of prayer, singing
(**like-minded, faith-based, safe, friendly**)
-  Infographic highlighting academic **accomplishments** and awards
-  Video showing **individual** support and tutoring with teachers
-  eBook addressing **felt needs** – Time to Switch (see next page)



Become the school that understands their pain points and offers solutions.

Thinking about **switching** schools this year or next?









Switch

Content
Marketing

Discover why families choose Eastern Christian School.
Download your Switch e-book!



Ways to Address Pain Points

-  Social media storytelling campaign: demonstrating **friendships**
-  Video showing snips of religion classes, times of prayer, singing
(**like-minded, faith-based, safe, friendly**)
-  Infographic highlighting academic **accomplishments** and awards
-  Video showing **individual** support and tutoring with teachers
-  eBook addressing **felt needs** – “Time to Switch”
-  Tip Sheet addressing **fears** - “How to Prepare your child for PK”

Early Education Readiness

Download our free printable checklist. We've designed this checklist to help parents evaluate several key areas of development necessary for pre-kindergarten and kindergarten success.

Content
Marketing

Download Checklist



HubSpot

State of Marketing Trends Report 2022

70% are actively using
content marketing

Is your school following the lead?



Court them before you meet them!



Effective Courtship in the Awareness Stage of the Family's Journey needs to be intentional and active BEFORE the family ever reaches out to meet you.

Check: Are You Courting your Parents?



- Social media messaging (including video)
- Email with embedded videos
- Email storytelling from administrator, teacher, and student voices
- Website content with parent testimonials
- E-Books with relevant content

Consideration





Searching for Options to Solve Their Painful Problem



Parents begin researching to understand:

Approaches to Viewing their Problem

Friends, Counselors, Teachers, Pastors, Relatives

Methods to Solve their Problem

Counseling, Tutoring, Coaching, Academic Guidance

Strategies to Accomplish a Resolution

Practical Steps, Communication, Time Frames



What Parents are Asking . . .

Is my situation unique or is this normal?

Do other schools have a different approach/sensitivity to my problem?

Are there specialized teachers trained to help with my problem?

Are there different methods available for teaching/coaching my child?

Would my child thrive with a different academic approach?

Would my child thrive in a different environment?

Are there steps I need to take as a parent to support my child?

Are you effectively **courting** parents?

During the Consideration Stage of the Family's Journey, make sure you are still courting and not moving into full court press! Parents are still considering.



Solutions You Can Offer

- ❑ **Webinars** on parenting topics:
 - “When Your Child Feels Left Out”*
 - “Effective Parent/Teacher Conferences”*
 - “Let Them Fail: The Art of Stepping Back”*

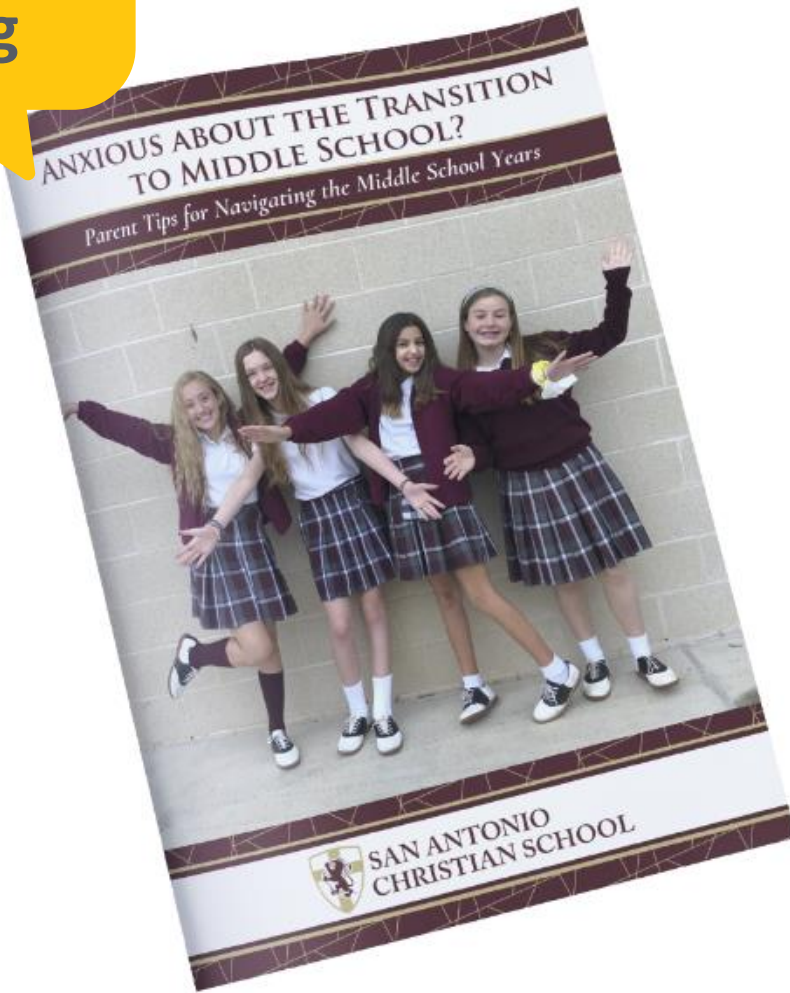
- ❑ **eBooks:**
 - “Guidelines for Helping With Homework”*
 - “Affording a Private School Education”*
 - “Public or Private – Which is best?”*
 - “Anxious About the Transition to Middle School?”*

Anxious about the transition to Middle School?

Content Marketing

Learn some tips and gain insights from a middle school principal and parent on how to successfully manage this transition.

[Download Tipsheet](#)



More Solutions You Can Offer

Video Presentations:

“Benefits of Catholic Education”

“How to Study: A Discussion with a MS History Teacher”

“A Day in the Life of an Elementary Student”

Website Connection:

Meet a current family and ask them real-life questions



Become the school that understands their pain points and offers solutions for consideration.

Your Overall Content Marketing Goal

To demonstrate you and your school are:

Trustworthy – accurate, honest content

Reliable – an authority on education

Relational – authentic, personable, caring

in order to build an outstanding Reputation.

Solutions You can Offer

Based on your common pain points, what are three new solutions you can begin to offer parents for this stage of their journey?



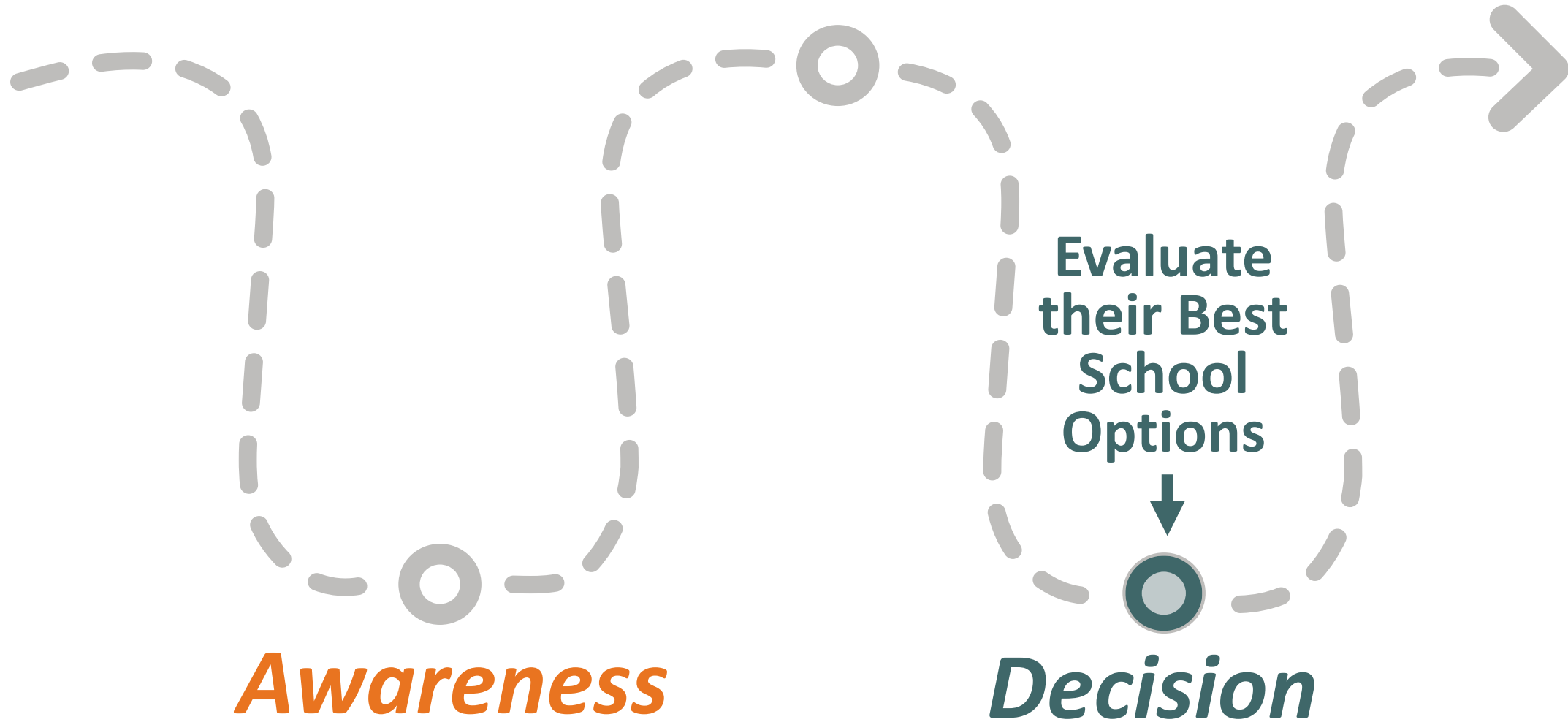
1. _____

2. _____

3. _____



Consideration





Best School

Evaluate Their Best School Options

“Now that I believe I know the solution to my problem, what school will be the best choice?”

They want to hear the *truth*, not a sales pitch

They trust *friends* and parents over “school people”

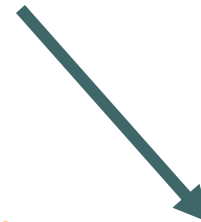
They trust *reviews* and online rankings

They want to *experience* for themselves

They want to *try* before they buy

While engaging, they want their child to *feel*

- ✓ Special
- ✓ Valued
- ✓ Seen



GREATSCHOOLS.ORG
NICHE.COM
PRIVATESCHOOLREVIEW.COM
SCHOOLDIGGER.COM



Help Parents Experience the Solution

- Reviews:** Make sure you have great reviews and rankings (Google)
- Campus **Visits** and **Tours** – experience your environment
- Preview Days** for parents and students - engage with others
- Shadow Days** - Let them try before they buy
- Open House** – Engage with faculty, principals, coaches
- Invite** to a game, a concert, a play, a musical, a parent forum
- Coffee** with a Principal, HOS, Athletic Director
- Easy **Application Process** – streamlined/customized for the parent
- Assessments** and **Evaluations** that Support the Student's Needs
- And in the end, a **Celebratory** Admission Offer



Best School

What are your school's top three experiences that demonstrate you are the BEST at what you do?



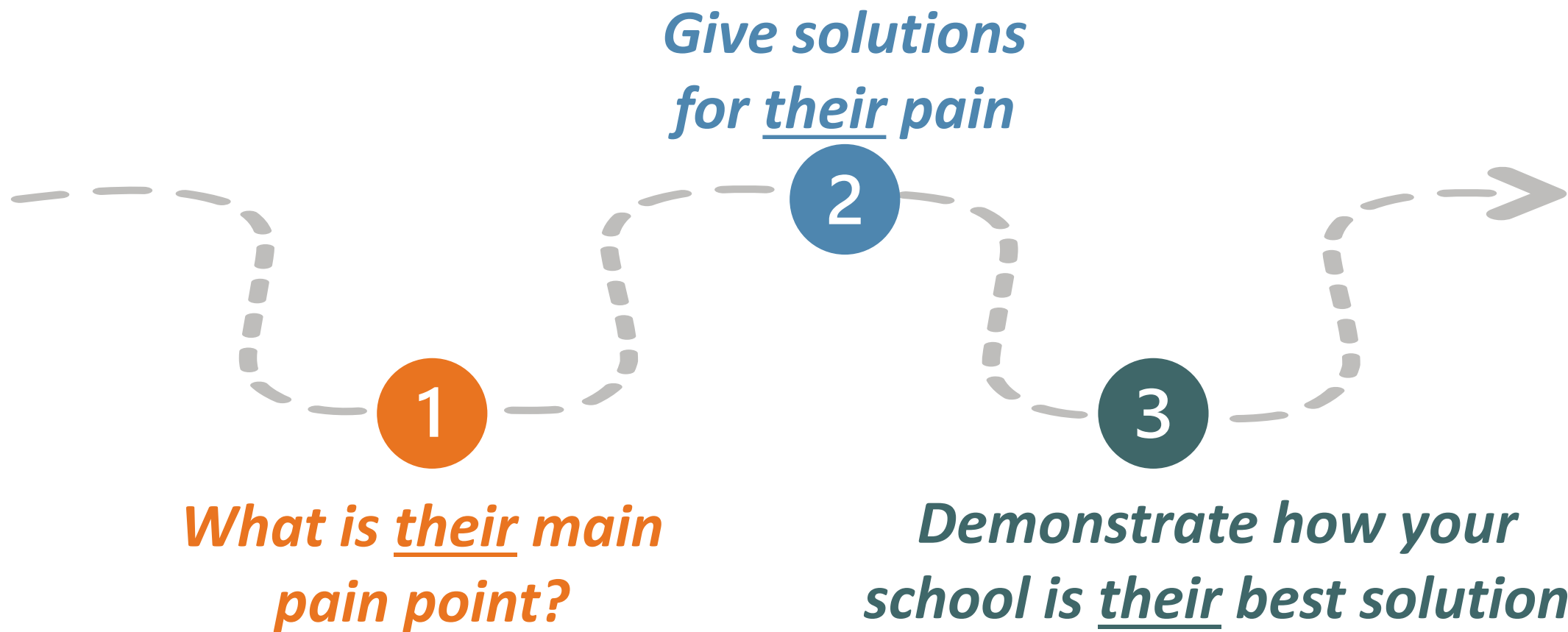
1. _____

2. _____

3. _____



3 Keys to Personal Courtship Before Enrollment




The Family's Journey

Courtship, Engagement, Enrollment



Resources for You

Read about how to connect with parents:

 [*The Celebrity Experience*](#) book by Donna Cutting
(Delivering red carpet customer service to your prospective families.)

Articles:

[*What is the Buyer's Journey?*](#) by HubSpot

[*6 Key Ingredients for Effective Admissions Follow-Up*](#)

by Rick Newberry

[*How Do You Use Inbound Marketing For Schools?*](#)

by Brendan Schneider

[*Nurture Communications – Enrollment Management 101*](#)

by Niche

Follow Private School Thought Leaders:

[*NCEA Talk*](#) – articles & resources for Catholic schools

[*SchneiderB Blog*](#) with Brendan Schneider

[*Enrollment Catalyst Blog*](#) with Rick Newberry

[*Enrollment Insights Blog*](#) by Niche

[*Enrollment Management Association News & Resources*](#)



Enrollment Management

Let me help you improve your effectiveness.



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**Concierge level service is free for FACTS customers.
Schedule a consult with me.**

I offer professional development, best practice, and training for those who are navigating various admission roles in schools. Whether you have a couple of quick questions or desire an audit of your admission practice, it would be my pleasure to assist you.



[Schedule now](#)