



First Impressions Audit:

The Prospective Parent Experience



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Introductions

Name

Job Title

School

City

Archdiocese / Diocese

*To get the most out of today's workshop,
please consider partnering with someone for discussion.*

It takes **7 seconds** to form a complete first impression.

That is 7 seconds to convince a parent...

- Your school is the **best place** for their child
- Their child will **encounter Christ**
- Your team can be **trusted** to nurture the **whole** child
- Their family will be **welcome**
- The financial sacrifice is **worth it**

That is 7 seconds to convince a student...

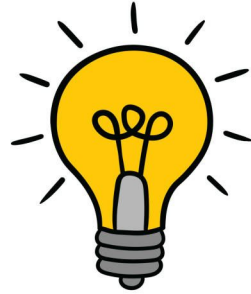
- They will make **friends**
- They will **learn**
- They will be **treated fairly**
- They will like their **teachers**
- They will be set up for **success**

Once formed, first impressions are **highly resistant to change**, even in the face of new, contradictory information.

(Fiske & Taylor, 2013)

The Prospective Parent Journey

1. **Awareness** (Discovery Phase)
2. **Inquiry** (Interest Phase)
3. **Consideration and Visit** (Trust Building Phase)
4. **Application** (Commitment Testing Phase)
5. **Enrollment** (Decision Phase)
6. **Onboarding / Belonging**



Think: What would I think if / was a prospective parent?

Know Your Audience:

- Age & Generation
- Culture
- Language
- Education level
- Experience with Catholic education
- Household income / socioeconomic status
- Priorities / values

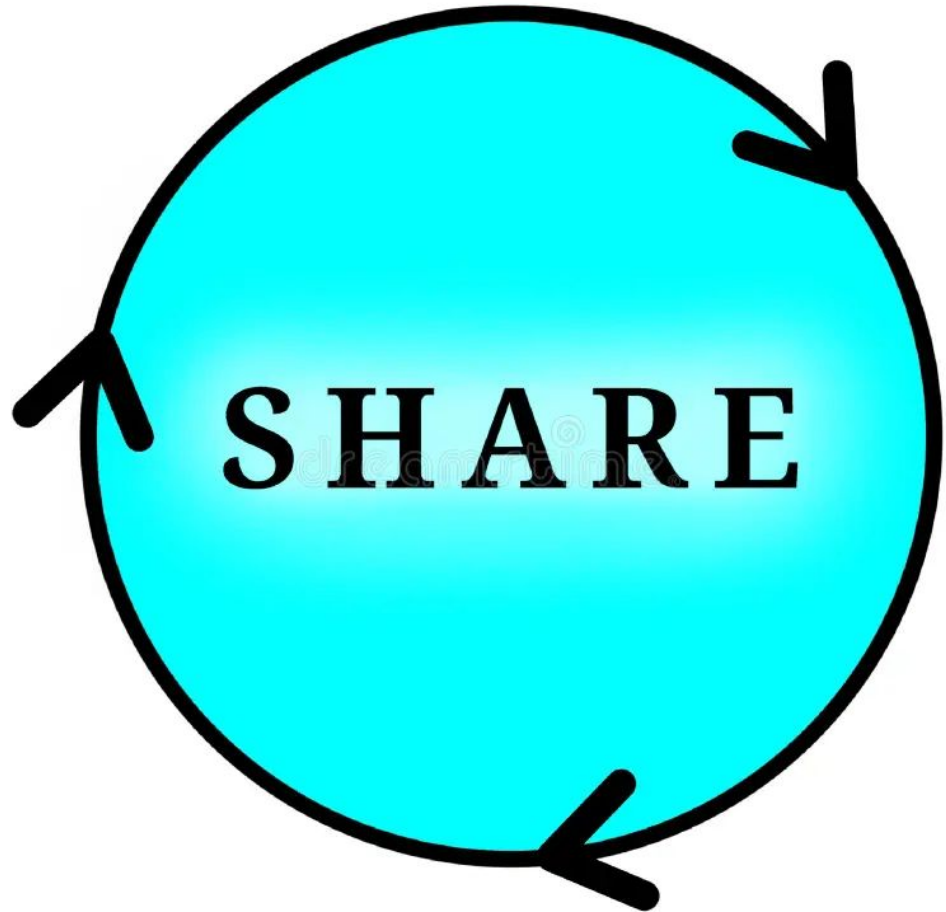
Know Your Audience



Characteristic	Group 1	Group 2	Group 3
Commonality			
Ages of Children			
Group Age Range			
Generation			
Primary Language(s)			
Education Level			
Experience with Catholic Schools			
Household Income			
Priorities / values			

How many prospective parent groups do you have in your community?

Are you currently appealing to all of them or just some?



How do we make a good first
impression?

The Prospective Parent Journey

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6. **Onboarding / Belonging** (Post-Decision Reinforcement) - “We belong here.”

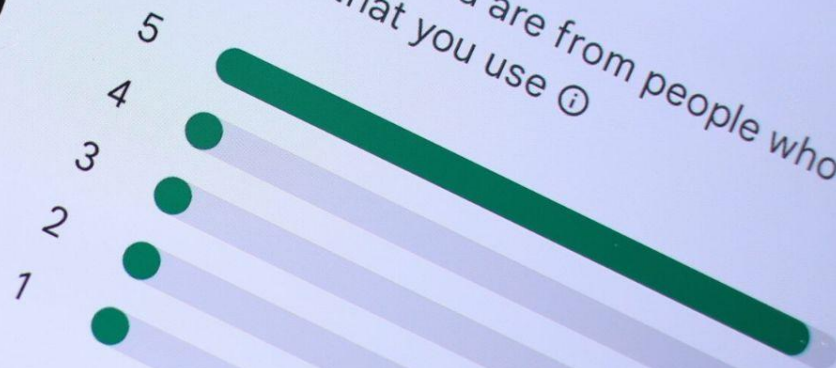
Ratings and reviews

55%
LTE1

Ratings and reviews are verified and are from people who use the same type of device that you use ⓘ

5.0

3,669

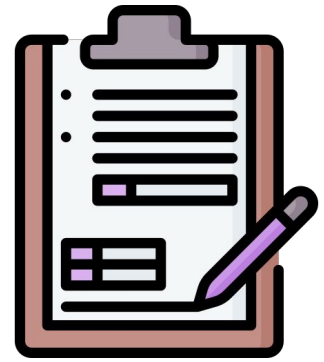


Digital Factors

Locations:

- Website
- Social media
- Online reviews
- News coverage
- Search results

Search Results



- Google your school.
- Is the Google search result clear and accurate? Y/N
- Are the Google images reflecting a positive school experience? Y/N
- Is the Street View creating a welcoming impression? Y/N

Repeat the process for your partner

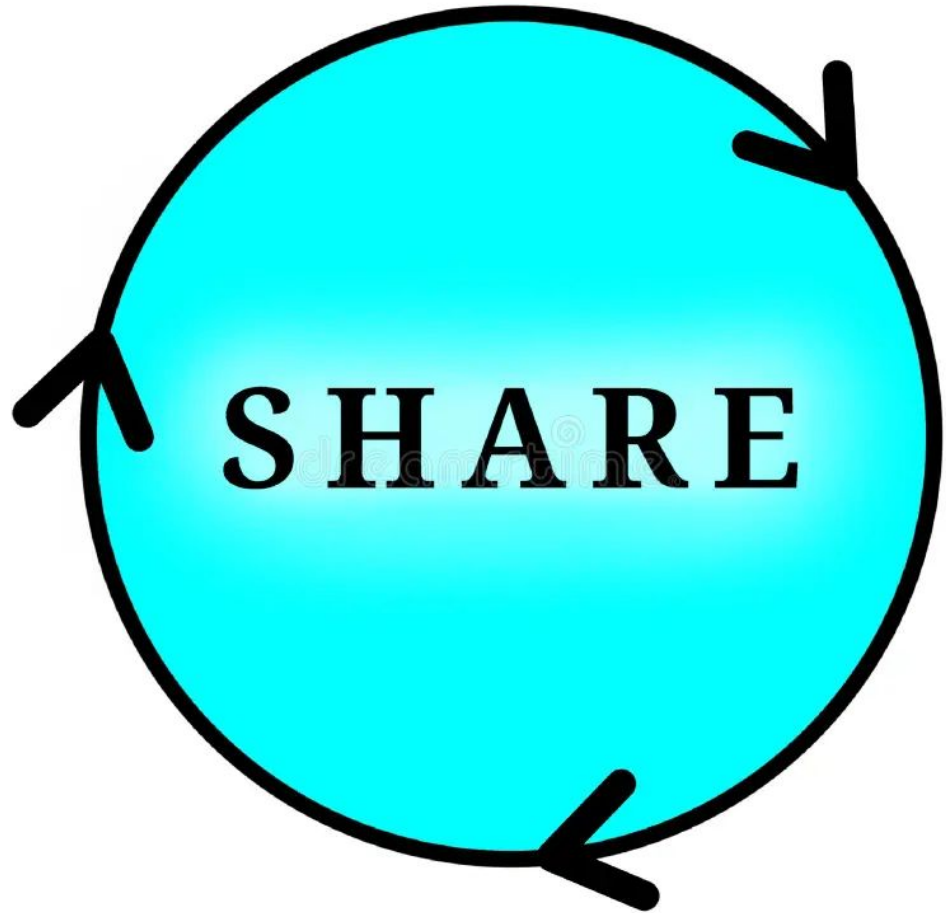


- Google your school.
- Is the Google search result clear and accurate? Y/N
- Are the Google images reflecting a positive school experience? Y/N
- Is the Street View creating a welcoming impression? Y/N

What was the impression from the photos?

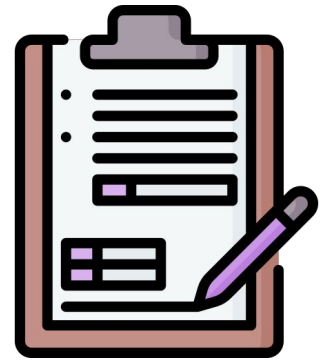
Are there any challenges the photos create?

How can you address those challenges?

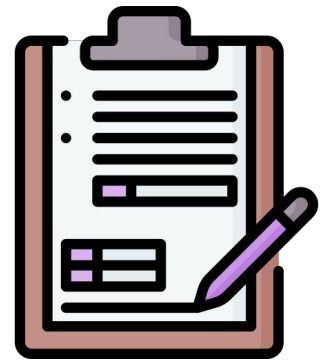


School Website Scan:

- Pull up a stopwatch on your phone.
- Go to your school's website.
- Pretend you are a prospective parent and try to find each of the items listed under the "School Website Scan" on page 2 of the audit.
- For each, record how long it found to find the items.



Duplicate the process for your partner:

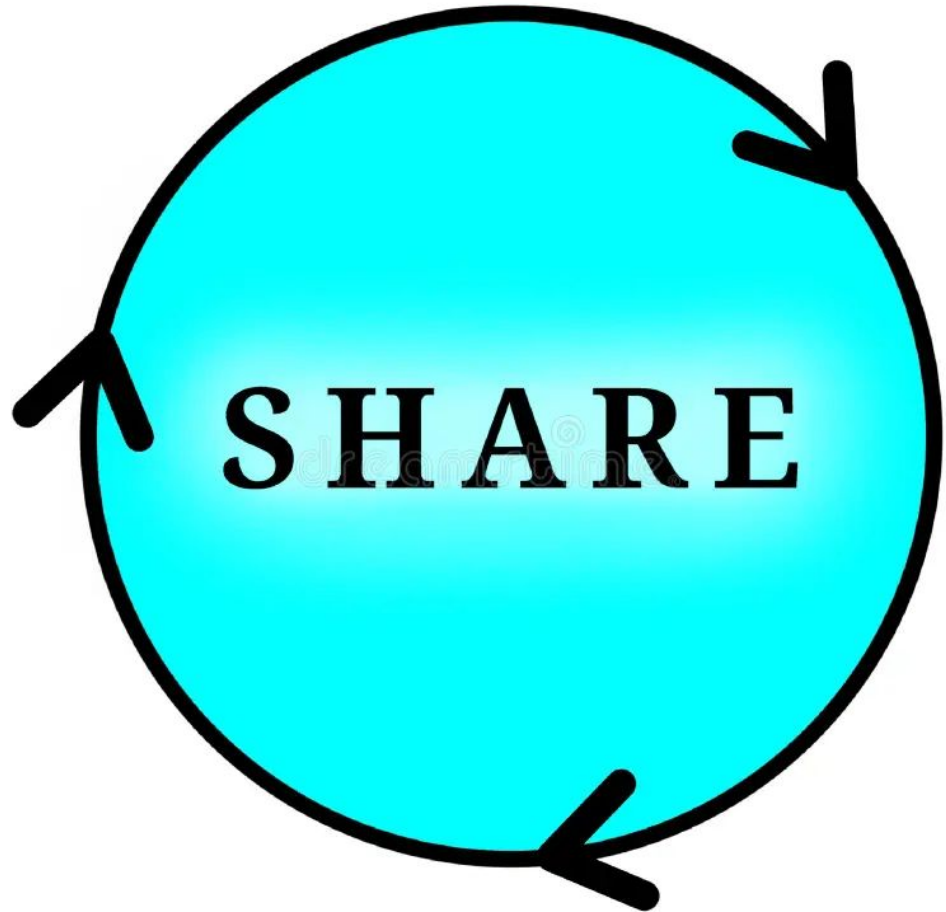


- Pull up a stopwatch on your phone.
- Go to the school's website.
- Pretend you are a prospective parent and try to find each of the items listed under the "School Website Scan" on page 2 of the audit.
- For each, record how long it found to find the items.

Did you find
what you were
looking for?

Was anything
missing?

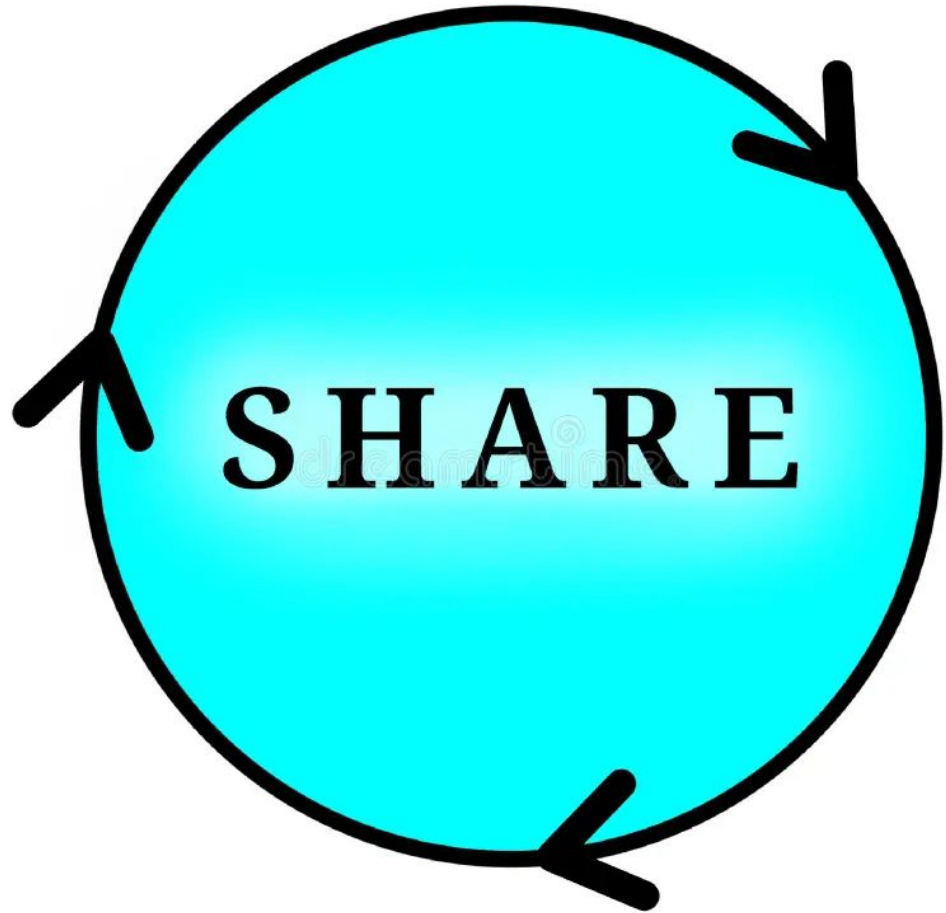
Was it hard to
find?



What We Know About Web Users:

- Users begin to feel frustration within **10-20 seconds** and **3-5 clicks** if they cannot find what they are looking for
- A task that takes more than **60 seconds** will often get abandoned (e.g. using the contact form, completing an information request)
- 50-60% of users do not scroll far on the page

What needs to
change on your
website for
prospective
parents?

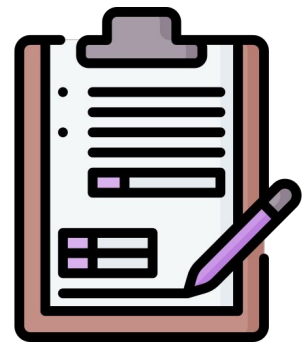


Conduct an audit of the *content* and messaging on your website with a group of people.



The Prospective Parent Journey

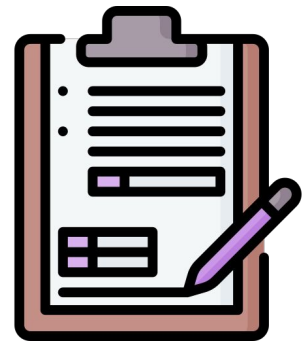
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Online Form Completion:

- Pull up a stopwatch on your phone.
- Go to the website and complete the online inquiry / information request form as a prospective parent.
- Complete the “Online Form” audit items on page 3.

Repeat the process for your neighbor:

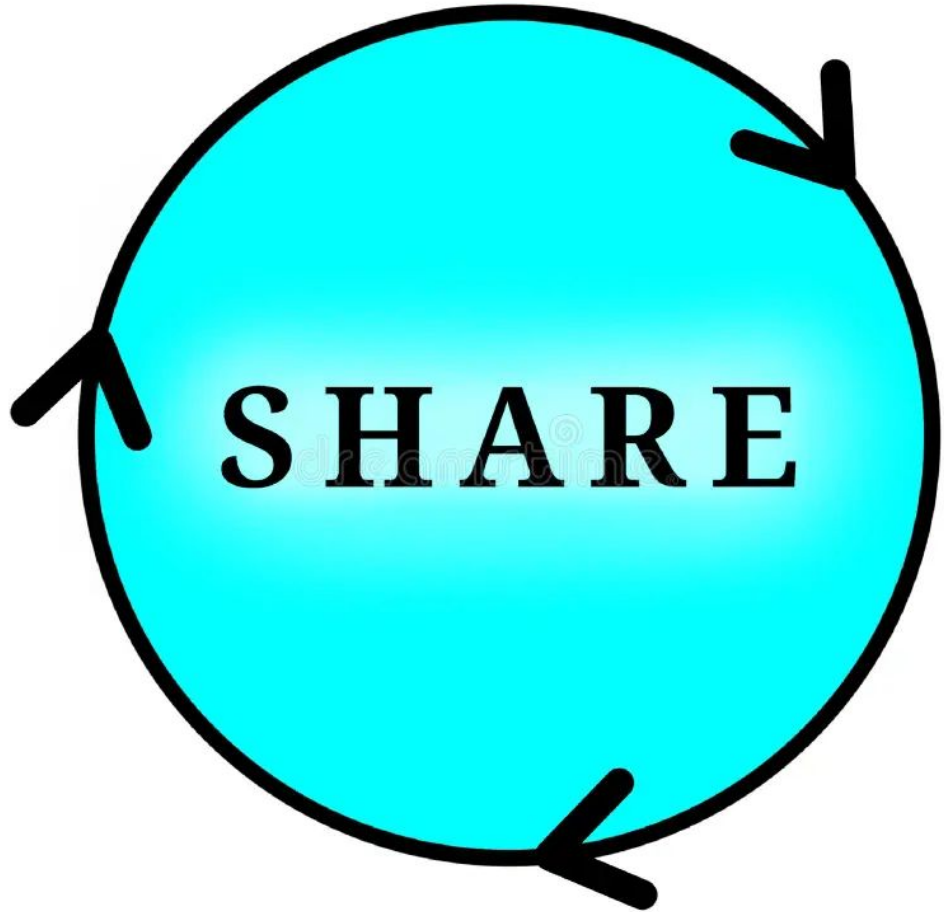


- Pull up a stopwatch on your phone.
- Go to the website and complete the online inquiry / information request form as a prospective parent.
- Complete the “Online Form” audit items on page 3.

How long did it
take to complete
the form?

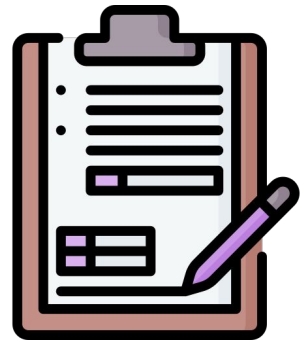
Was it simple?

Did you get an
automated
response on the
page AND in your
inbox?



Phone Call (optional)

- Call the school and pretend to be a prospective parent.
- Complete the “Phone Call” audit items on page 3.



Duplicate the process for your partner.

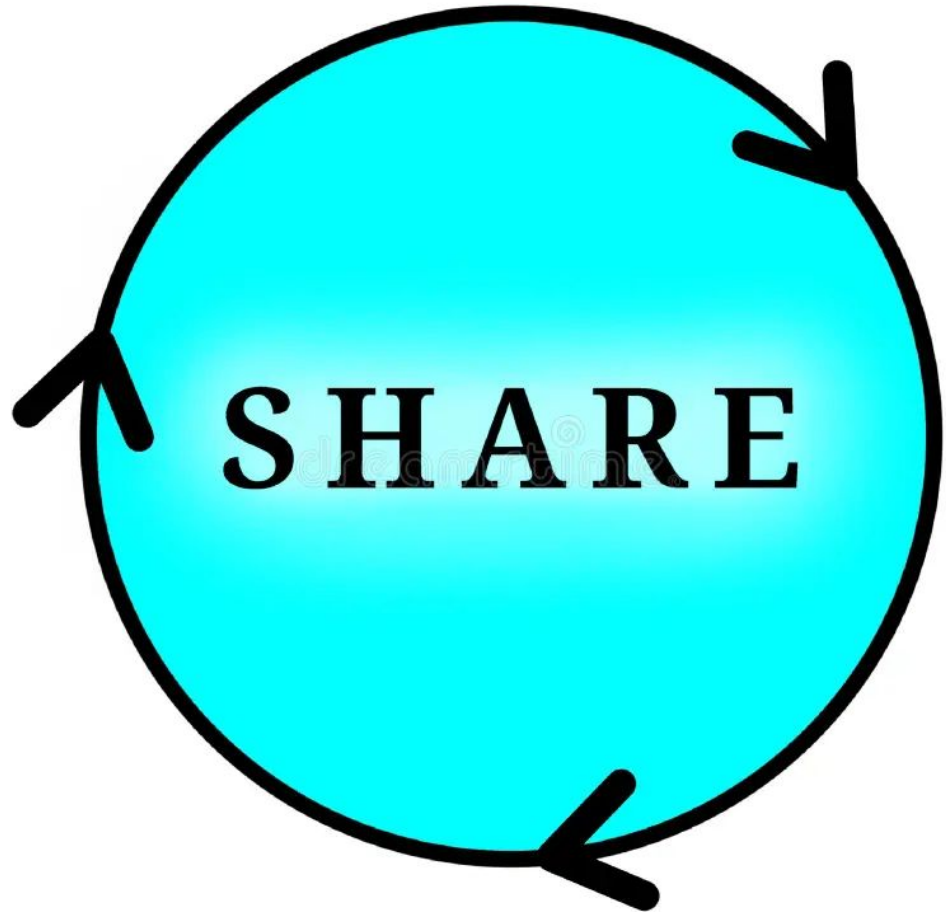


- Call the school and pretend to be a prospective parent.
- Complete the “Phone Call” audit items on page 3.

Were your
questions
answered?

Was the staff
friendly?

Was the voicemail
easy to navigate?



- Rework your online form.
- Conduct training or phone call expectations.
- Repeat audit process at different times of day.
- Update voicemails and instructions.



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Environmental Factors:

- Appearance
- Cleanliness
- Lighting
- Noise level
- Decor and visual appeal



Exterior:

- Street view
- Signage
- Front door
- Parking lot
- Playground
- Church
- Top-down view
- Windows
- Fence
- Railings



Interior:

- Front Entrance
- Front Office
- Secretary Space
- Principal's Office
- Admissions Team Office
- Hallways
- Classrooms
- Bathrooms
- Cafeteria
- Gym
- Church / Chapel

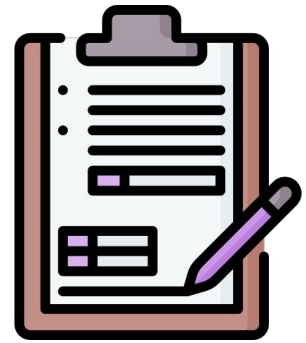


Visit and Tour Items:

- Using your knowledge of the school, prior feedback, and/or images online, complete the **environmental** audit for your school.
- It is okay if you cannot provide a response for each item.



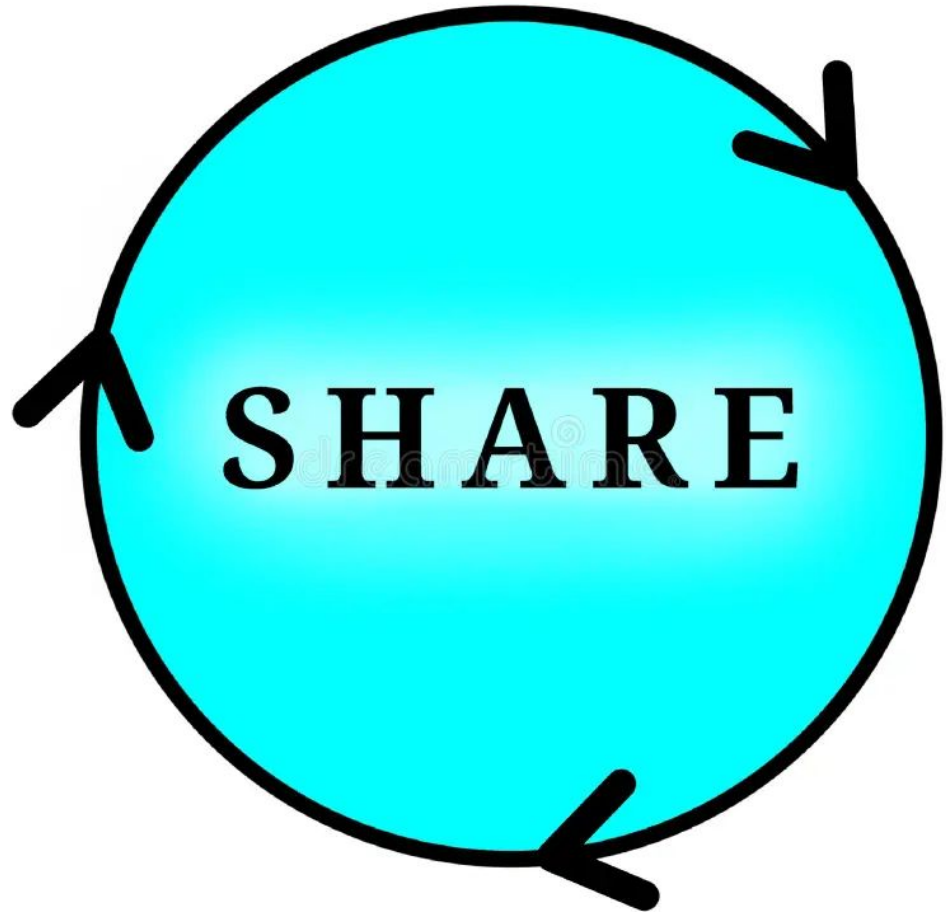
Repeat this process with your partner.



- Using knowledge of the school, prior feedback, and/or images online, complete the environmental audit for your school.
- It is okay if you cannot provide a response for each item.

What are your
school's areas of
strength?

What areas need to
be addressed?



Nonverbal Factors:

- Clothing and grooming
- Body language and posture
- Facial expressions
- Eye contact
- Handshake

* Applies to all interactions, including those with students

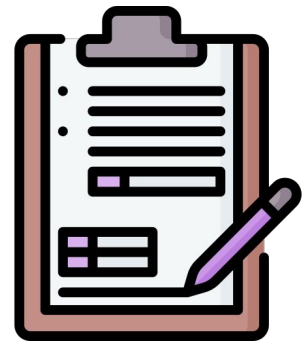


Verbal Factors:

- Word choice
- Tone of voice
- Clarity
- Brevity
- Politeness
- Content



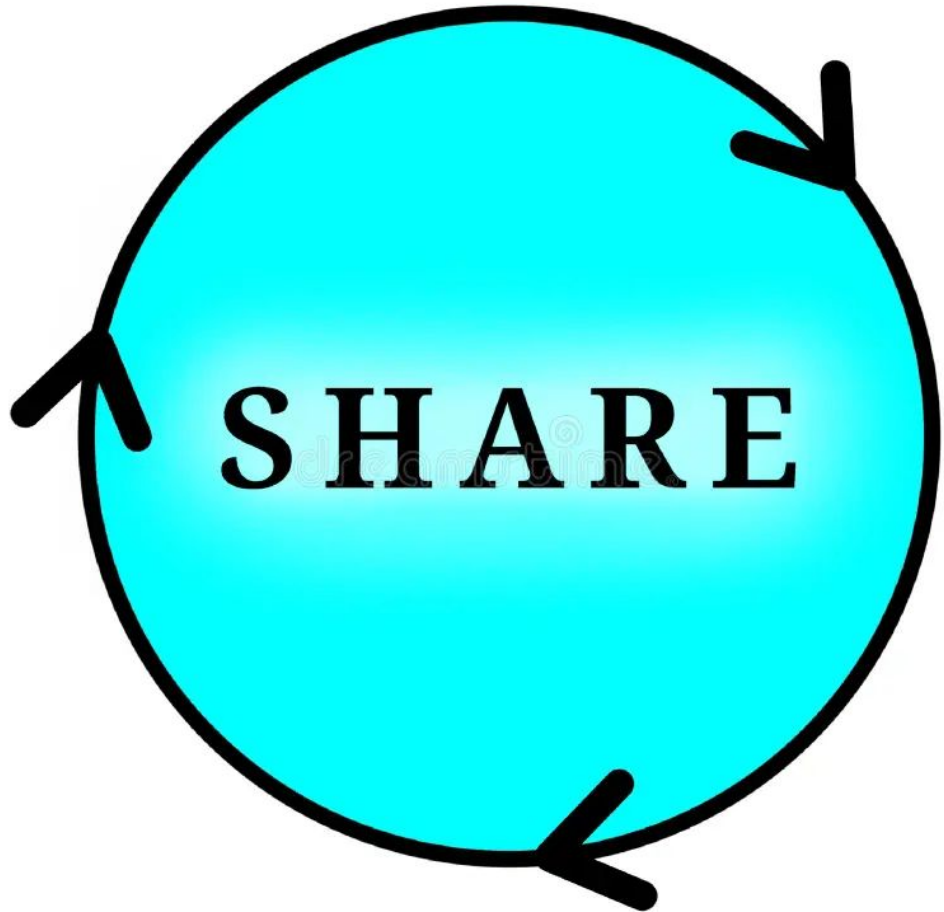
Nonverbal & Verbal Factors Audit:



- Using knowledge of the school, prior feedback, and/or images online, complete the nonverbal and verbal factors audit for your school.
- It is okay if you cannot provide a response for each item.

What are your
school's areas of
strength?

What areas need
to be addressed?



- Conduct an audit of the tour experience.
- Next week?
- Next month?
- Before end of summer?



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Application vs. Enrollment: Know the Difference

Application

- Formal request to be considered
- Submitting basic profile information
- May include a student essay or interview or recommendation letter

Think: Creating Your Account

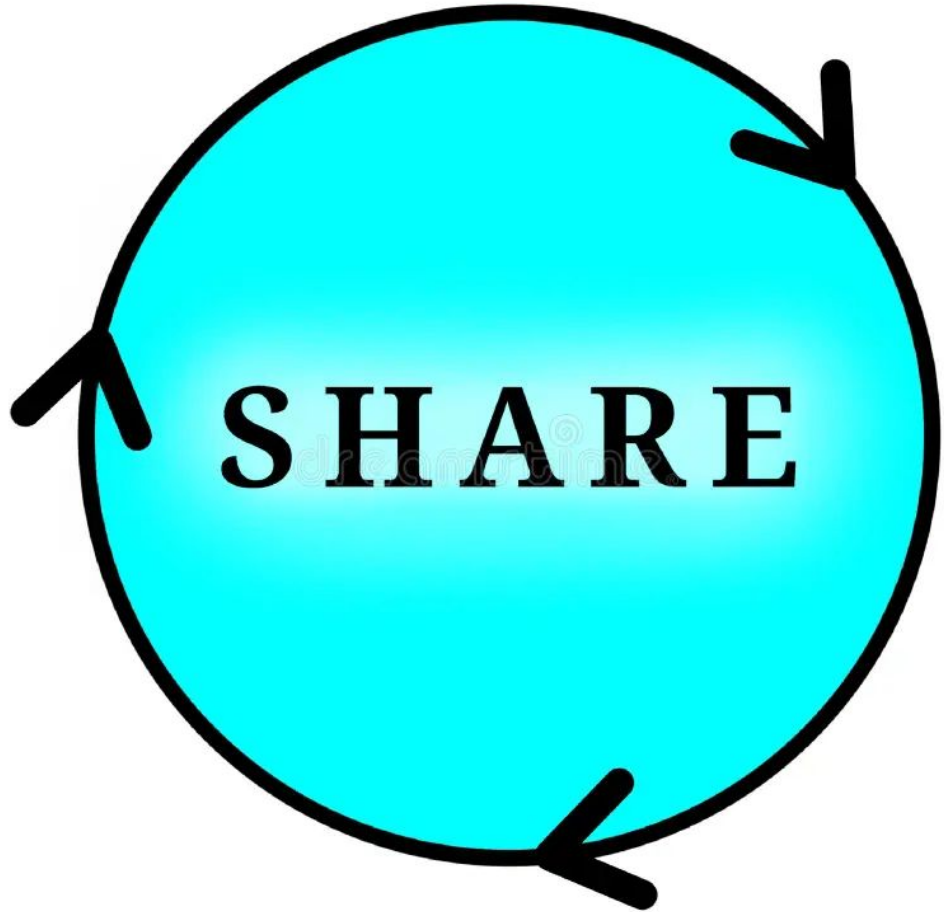
Enrollment

- Official final step of accepting the offer
- Submitting detailed paperwork (e.g. health forms, allergy list, photo opt-in)

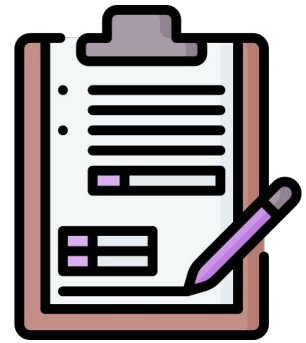
Think: Setting Up Your Profile

Does your school separate the application process and enrollment process?

What is the downside of combining the two?



Application vs. Enrollment:



- Examine your forms on your website.
- Which forms should be required during the application process?
- Which forms should be required during the enrollment process?

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- “We belong here.”

Onboarding and Belonging:

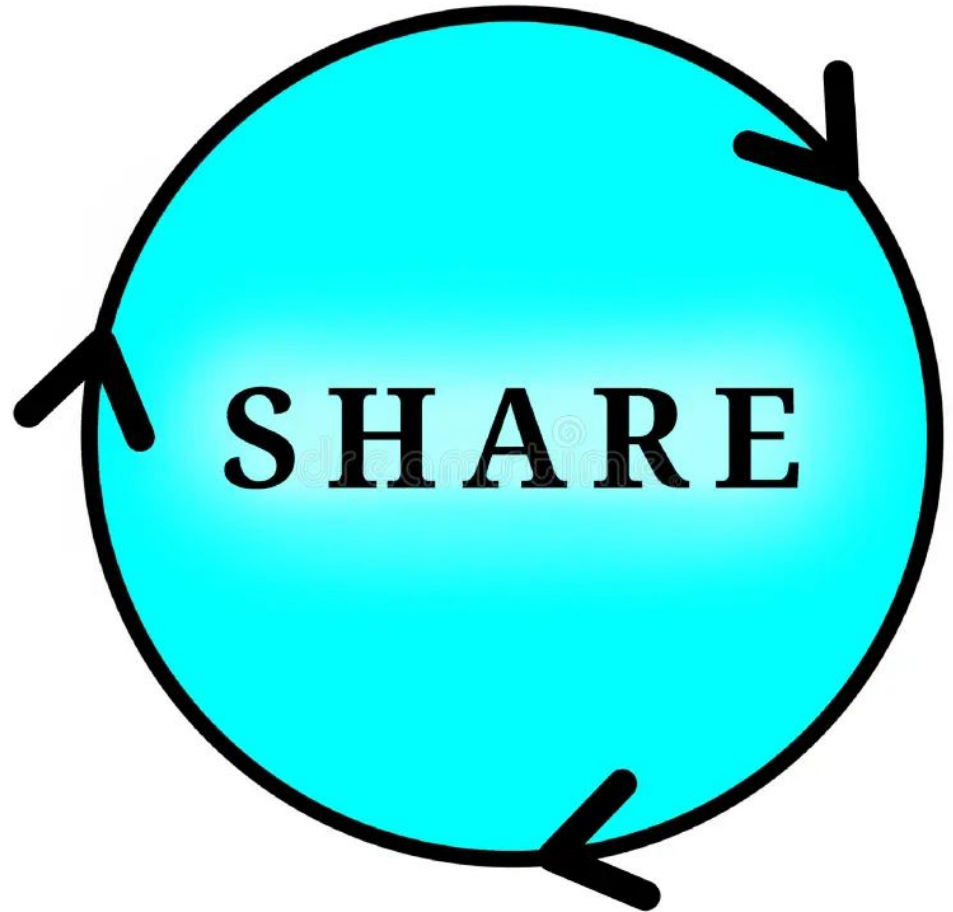
- Using knowledge of the school, complete the onboarding and belonging audit.



What do you provide
your newly enrolled
families?

Who is responsible for
this?

How are your efforts
impactful? How do you
know?



- Survey new families to see how you can improve the application, enrollment, and onboarding process.



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Next Steps

