

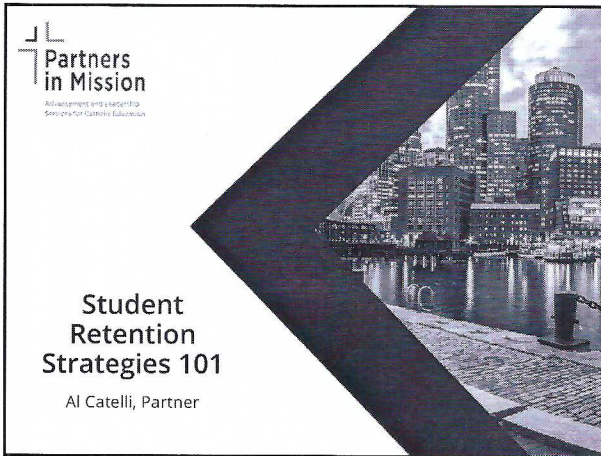


Advancement and Leadership  
Services for Catholic Education

***Session EM 401***  
***Student Retention Strategies 101***

**PowerPoint Presentation**

***The National Enrollment Management  
Conference for Catholic Schools***



1



2

**Objectives**

- **Identify** retention influencers based on research and experience
- **Define** roles and responsibilities for individuals tasked with retention in your school
- **Review** retention best practices

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3

**Types of Attrition**

- Academic Attrition**
  - Poor grades/failing grades
- Social Attrition**
  - Behavioral/Emotional
  - Friends/Siblings
- Natural Attrition**
  - Moving/Distance
  - Not a "good fit"
- Financial Attrition**
  - Financial obligations not met

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4

**Objectives**

- Develop 1:1 Relationships
- Attending School With Friends
- Genuine Sense of Belonging
- Perception of Academic Success
- Participation In Co-Curricular Activities

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5

**Schools With Good Retention Rates:**

- Never forget the relationship with the consumer by consistently meeting student/family needs
- Build connections and foster a sense of belonging
- Provide a high quality academic and educational experience
- Have a faculty/staff who daily demonstrate a caring attitude
- Provide adequate financial aid
- Offer extensive co-curricular opportunities to involve students in campus life
- Provide comprehensive support services
- Identify and work with "at risk" students



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6

## Retention Best Practices

**Begin with data management as it pertains to retention**


- Define roles and responsibilities
- Implement JOPD strategies
- Establish retention committee
  - Determine current retention practices
  - Create grade specific retention plans
- Transfer student program
- Exit interviews: conduct, track, and share

7

## Data Management

- Assess
- Analyze
- Share





8

## Retention Best Practices

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9

## Define Roles & Responsibilities

- Administration
  - Oversight
  - Admissions Director
  - Leadership
- Counseling
  - Assess, communicate, intervene
- Faculty & Support Staff
  - Relate, encourage, converse
- Retention Steering Committee
  - Assess and create retention strategies



10



## Retention Best Practices

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11

## Justification of the Purchase Decision

**Key Components**


- \$'s Spent on Purchase
- Emotional Attachment of Purchase

12

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13

## Retention Committee

Retention Committee

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

← Membership

Charge →

Retention Committee


Name: \_\_\_\_\_

Title: \_\_\_\_\_


Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



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14

## Retention Committee

Retention Planning

Name: \_\_\_\_\_


Title: \_\_\_\_\_

Address: \_\_\_\_\_


Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- Needs of a x<sup>th</sup> grade student
- **Current practices** that address the needs
- **Proposed strategies** to address the needs




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15

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16

Transfer Student Program

- Determine who should be involved
- Establish contact schedule
- Share results with "team"
- Celebrate successes




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
17

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18

**Conduct Exit Interviews**

- Uniformity
  - Who, What, How, When
- Track Data
- Share with Administration, Board, Retention Committee

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19


**Additional Retention Practices**

Establish Parent Ambassador program  
 Distribute "Gotcha's" or "Sunshine Emails"  
 State of the School Address/Email Message

Conduct surveys (online, hard copy, focus groups)  
*Student satisfaction, parent satisfaction, grad, not attending*

Re-enrollment date/process  
 Engage families in "Step-Up Days"  
 Coffee with \_\_\_\_\_  
 The most important question and NPR

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20

**Parent Ambassadors**

**Identify Your All-Stars**

- Positive about the school (may already be involved or not)
- Connected with neighborhood or a specific group (consider one/grade level, neighborhood, etc.)
- Strong leadership
- Comfortable talking to families
- New families/Pre-K families

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21

**Parent Ambassadors**

**Roles & Responsibilities**

- Phone/Email Outreach
- Mentors for New Families
- New Family Event
- Retention Committee

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22

**State of the School**

- Your Value Proposition
- Celebrate Operational Vitality
  - Faith Life
  - Academics/Test Scores/Grads
  - Staff
  - Finances
  - Etc.

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23

**Conduct Surveys**

- **Test your "promises"**
  - Mission Effectiveness
  - Curriculum
  - Staffing
  - Facilities
  - Student Affairs
  - Communication

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24

## A Few Notes on Surveys

- 1. Conduct
- 1. Report Top 3
- 1. Report Progress
- 1. Report Results

### Scoring Surveys



25

## The Ultimate Question

- Rate your total experience with (School Name)
  - Scale 1 (low) to 10 (high)
- What would it take to earn a 10?

Don't convince.  
Just listen, listen, listen.

Adapted from:  
*The Ultimate Question*  
by Reichheld & Markey

26

## Net Promoter Score



**DETRACTORS** (0-6)

**PASSIVES** (7-8)

**PROMOTERS** (9-10)

**Detractors aka the threat**

- Rate you from 0 - 6
- Require proactive outreach to mitigate brand damage
- Are not particularly satisfied by your product or service

**Passives aka the uncommitted**

- Rate you between 7 - 8
- Are susceptible to competitive offerings
- Are left out of the NPS calculation

**Promoters aka your fans**



- Rate you between 9 - 10
- Are loyal and likely to repurchase from you
- Fuel viral growth through word of mouth




27



## Conclusion

- You are your school's **RETENTION EXPERT.**
- Now, be your school's **RETENTION ADVOCATE!**

28

## You Can Do This!

29

# QA

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30