



## **SUCCESSFUL ENROLLMENT MANAGEMENT (ATTRACTING, ADMITTING, AND RETAINING STUDENTS) IN YOUR CATHOLIC SCHOOL**

We are looking forward to the upcoming mini-course titled *Successful Enrollment Management in Your Catholic School* which will begin on Thursday, February 4, 2021, at 1:00 PM CENTRAL TIME. As you know, this on-line course is presented by The University of Dayton/Institute for Pastoral Initiatives and the Institute for School and Parish Development (ISPD). Students who wish to receive credit, will gain one Continuing Education Unit (CEUs) and a Certificate of Completion from The University of Dayton. Those students who are not interested in the CEUs or Certificate and wish to take the course for the content, discussion, and handouts, that is certainly acceptable to us. Please understand, students do not need to attend each “live” class. If you need to miss a “live” class, that is not a problem at all. You will be e-mailed a copy of the Power Point, the handout materials, and a link to the class recording. You then can “attend” the class at your convenience.

In addition, this course, although following lessons (chapters) out of two “textbooks” and one “workbook” written by Frank Donaldson of ISPD, we will adapt the course content to address the challenges Catholic schools are facing in enrollment management in 2021.

In order to complete the registration for the course and get ready for the first class, please make sure you have done the following:

1. Paid \$95.00 for the course – which can be done on the UD website where you registered. If you are planning to pay by check before the course begins, please e-mail Laura Franklin: [lfranklin1@udayton.edu](mailto:lfranklin1@udayton.edu).
2. Consider ordering the textbooks and the workbook we will be using from NCEA – *25 Lessons Learned in 25+ Years in Catholic School Development* and *15 More Lessons Learned in 30+ Years in Catholic School Development*. Although not mandatory, we encourage you to purchase both texts and the *25 Lessons Learned* workbook. Some of the course content will be taught from the textbooks, and some of the homework assignments will come from the workbook. Here are the links to purchase from NCEA:
  - *25 Lessons Learned* (Textbook only): <https://www.ncea.org/store/detail.aspx?id=DEV-70-1557>
  - *25 Lessons Learned* (Workbook only): <https://www.ncea.org/store/detail.aspx?id=DEV-70-1572>
  - *25 Lessons Learned* (Textbook and Workbook package at a reduced price): <https://www.ncea.org/store/detail.aspx?id=DEV-70-1573>
  - *15 More Lessons Learned in 30+ Years in Catholic School Development* (Recently released through NCEA Publications <https://www.ncea.org/store/detail.aspx?id=DEV-30-1622>)
3. Signed up for the first class on Zoom; here is the link:
  - Successful Enrollment Management—Spring Semester 2021—Class # 1
  - When: Feb 4, 2021 01:00 PM Central Time (US and Canada)
  - Register in advance for this meeting:



- <https://us02web.zoom.us/meeting/register/tZwod-CogzlpGtcTEZy72U2IVMnRZWNA8Y4>
  - After registering, you will receive a confirmation email containing information about joining the meeting.
4. Should you have any questions, please e-mail Karen Hintz at [karenhintz626@outlook.com](mailto:karenhintz626@outlook.com) or Frank Donaldson at [frank@ispdconsulting.com](mailto:frank@ispdconsulting.com). We look forward to having you as a student and best wishes as you move into 2021.