



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

This on-line, mini-course will cover the following:

- ***Class # 1: Thursday, February 4, 2021 – 1:00 PM CENTRAL TIME***
 - Outline of Course
 - Enrollment Management Ladder of Success
 - EM Funnel
 - Basic Truths about EM Today
 - ISPD's EM "Dashboard"
 - Importance of Mission/Vision
 - Establishing Your Culture of Belonging
 - Your EM Database
 - Enrollment Management Self-Assessment: TFS Test
- ***Class # 2: Thursday, February 18, 2021 – 1:00 PM CENTRAL TIME***
 - EM: Everyone's Responsibility
 - Conducting and Understanding the Research
 - Administering the Ultimate Question Survey
 - Forming the EM Core Team
 - Understanding ISPD's EM "Dashboard"
 - Establishing and Furthering Your Brand
 - Understanding the 7 I's of EM
 - Having the Right Forms to Capture the Right Information + Taking the Right Steps
- ***Class # 3: Thursday, March 11, 2021 – 1:00 PM CENTRAL TIME***
 - Your Top 10 and Your WOW: How Relevant Are They?
 - Ambassadors for the Brand
 - Areas 1-4 of the EM "Dashboard"
 - Database
 - Research
 - Messages
 - Website
- ***Class # 4: Thursday, March 25, 2021— 1:00 PM CENTRAL TIME***
 - Back to School Night: Virtual and Live
 - Your EM Strategic Plan of Action
 - Areas 5-8 of the EM "Dashboard"
 - Electronic Communication
 - Social Media
 - Written Publications
 - Forms/Letters



- ***Class # 5: Thursday, April 15, 2021 – 1:00 PM CENTRAL TIME***
 - Areas 9-12 of the EM “Dashboard”
 - Main Events
 - Open House
 - Catholic Schools’ Week
 - Advertising and Signage
 - On-Campus Activities
 - Promotional Activities
 - Areas 13-15 of the EM “Dashboard”
 - Presenting Your Catholic School
 - Retention of Students
 - Building Relationships with Your School Families
 - Catholic School Best Practices in Enrollment Management
 - 25 Action Strategies That Area Working in Other Catholic Schools in the Country