



Looking for Direction  
on Marketing Research or  
Strategy at your School?  
Follow the Expert.

*Where Do Your Ideal Families Live Now? Where will they be by 2026?*

**The “Burger Approach” to Increasing Inquiries, Conversions, and Yield:  
Enrollment Feasibility and Five-Year Forecasting**



**Mike Connor, President, Connor Associates / ACIS LEADERSHIP CONFERENCE October 15, 2021**

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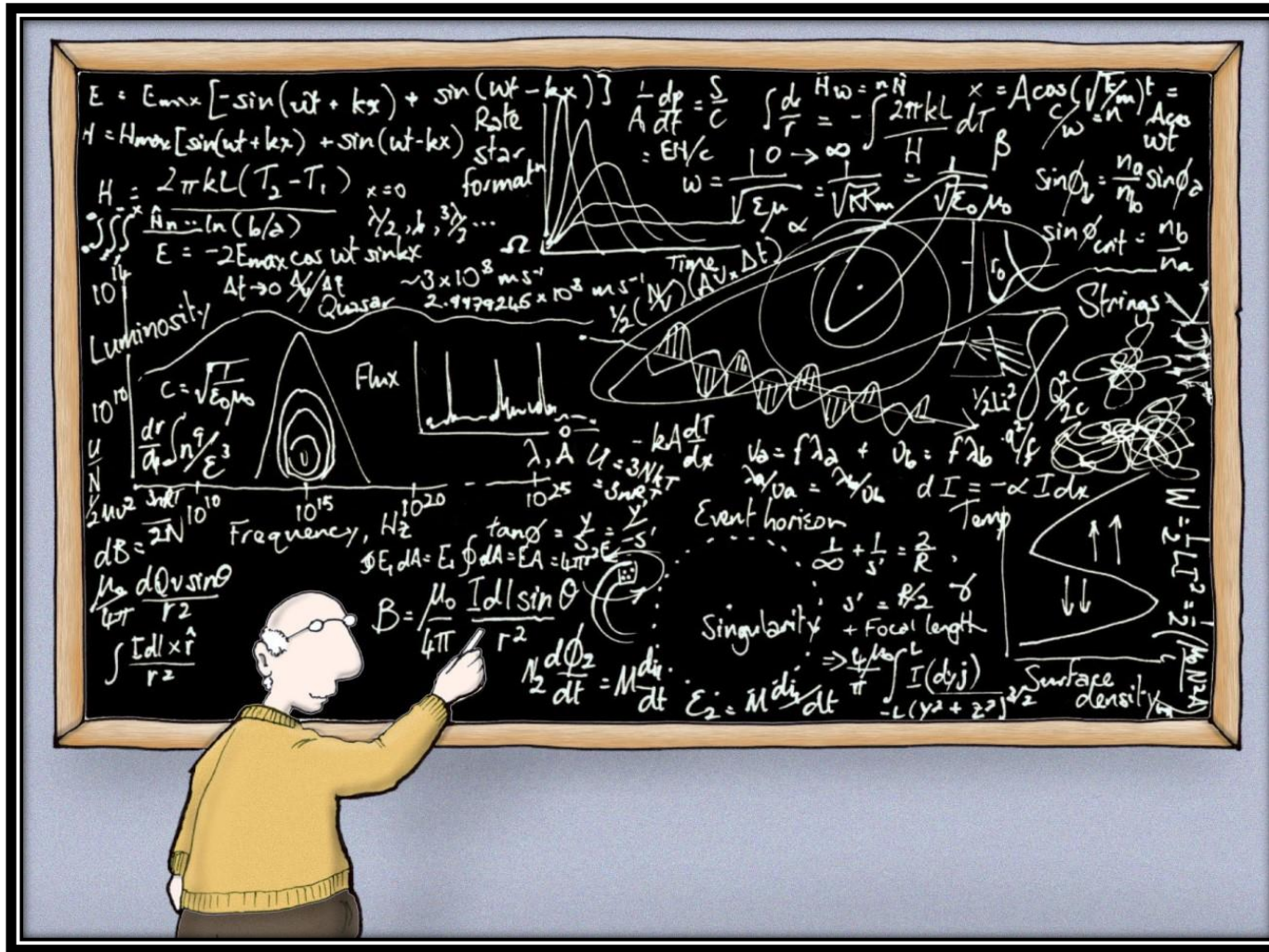
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Our greatest danger in life  
Is permitting the *urgent* things  
To crowd out the *important*.

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Charles Hummel  
*Tyranny of the Urgen*

# School Marketing Made Easy!



© New Yorker Magazine  
 "Astrophysics Made Simple"

# The “Burger Approach” to Highly-Qualified Enrollment Gains:

AKA the Hamburger, Turkey Burger, Impossible Burger, In-and-Out “Protein Style” Burger



# The Top Bun: Identity and Market Research

# Internal Alignment: Boldly Differentiate!

Who do **YOU** think you are? (are NOT)?

## 6Ws *of Branding and Identity*

- 01 Who we are!
- 02 **Who we are NOT!**
- 03 What we stand for!
- 04 **What we will NOT stand for!**
- 05 WHY we matter!
- 06 Where we're headed!

# Widen the Aperture: Who do THEY think you are?



# Become an Outsider!

To whom do you listen?

1. Inquired but no further action
2. Visited but never applied
3. Applied and were accepted but didn't enroll
4. Newly enrolled
5. Voluntarily left the school
6. Feeder schools
7. Matriculating schools
8. Alumni or past parents



# The Importance of Listening to Community Influencers

- Community Influencers can be those who know you well and those you want to bring closer
  - Psychologists, counselors who may support your students
  - Educational Consultants
  - Leaders in businesses and non profits that reflect your mission
  - Media who cover education
  - Officers at local, regional, or national organizations
  - CEOs and HR Directors
  - People you want to bring on to your Board of Trustees
  - Ask your board for help in identifying these influencers!
- Benefits:
- Understand your school's position among your competitors from WOM leaders
- Build opportunities for partnerships to
  - Raise awareness of your school as an asset to the community
  - Identify programmatic or capstone projects to broaden your curriculum and get your students working on real world projects they could present to community organizations

**The Burger:** Identify at rooftop level the families you want to replicate

Ensure that those who will get your message will be the ones most likely to respond to you. **Narrow the funnel.**

Where are they now? Where will they be in five years?

*The Enrollment Feasibility and Five Year Forecast, based on predictive modeling, showed us who could afford us who thinks like us, and who would be most likely to choose us.*

*Your research and data changed our marketing to a **microtargeting** view. That was a game changer, because like most marketing teams, we have finite marketing dollars to spend. We learned what the messages were that we needed to share and where the people were who needed to know those message. This gave us comfort and confidence with our marketing dollars.*

**Of the 24 applications we received on account of your mail list, over 50% enrolled!**

Andrew Deyell, HOS, Elmwood-Franklin, K-8, Buffalo, NY

**Market Profile  
Elements Of Those  
Mission-Fit Families  
Whom You Would  
Like To ‘Clone’**

- *Psychographic Segments:*
  - Target Ages
  - Drive Time
  - Educational Attainment of Head of HH

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- The dominant “tribes” in your school

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- Income
- Home Value

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- Net worth



# Ordering a Mail List of Prospective Families: fields to include so you can sort on specialized target interests



AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM
ESTHOUSEHOLDINECHV		EST_CRT_LTV_RATIO	MOSAICHOUSEHOL	RELIGION_C	ETHNICITY_C	CULTURAL_ARTS	SPORTS	SOCIALENVIRON	DONOR_CONTRIBUTES_TO_PC
G	931600	26 A06		P	10 U		U	0	3
H	1153100	3 C13		P	1 U		U	0	3
K	3152300	72 A01		P	3 U		Y	0	96
L	953400	A06		P	88 U		U		64
K	3303300	31 A01		P	10 U		Y	0	73
J	2883400	A01		P	2 U		U	0	28
G	1824500	A01		J	66 U		U	0	76
H	2605600	41 A01		B	53 U		Y	0	58
K	1669600	44 A01		P	10 U		Y	0	21
K	3491700	41 A01		P	1 U		U	0	58
L	3002300	A01		P	1 U		Y	0	93
H	1559600	14 A03		C	20 U		Y	0	38
L	831700	A06		X	0 U		U	0	73
K	1252700	52 A03		P	8 U		Y	0	51
K	2412600	50 A01		X	0 U		Y	0	61
H	3804400	A01		P	16 U		Y	0	21

Acxiom  
 Experian  
 Claritas  
 ESRI for Demographic Forecasts

## Age of

0 - 3	2,262
4 - 6	2,231
7 - 9	2,958
10 -12	3,055
13-15	2,920
16-18	3,111
<b>Confirmed</b>	<b>12,565</b>
<b>Inferred</b>	<b>3,972</b>
<b>Total</b>	<b>16,537</b>

## Prospective Student Population Representing Market Profile

### Prospective Children by Age

School-defined market area; Ages 0-18

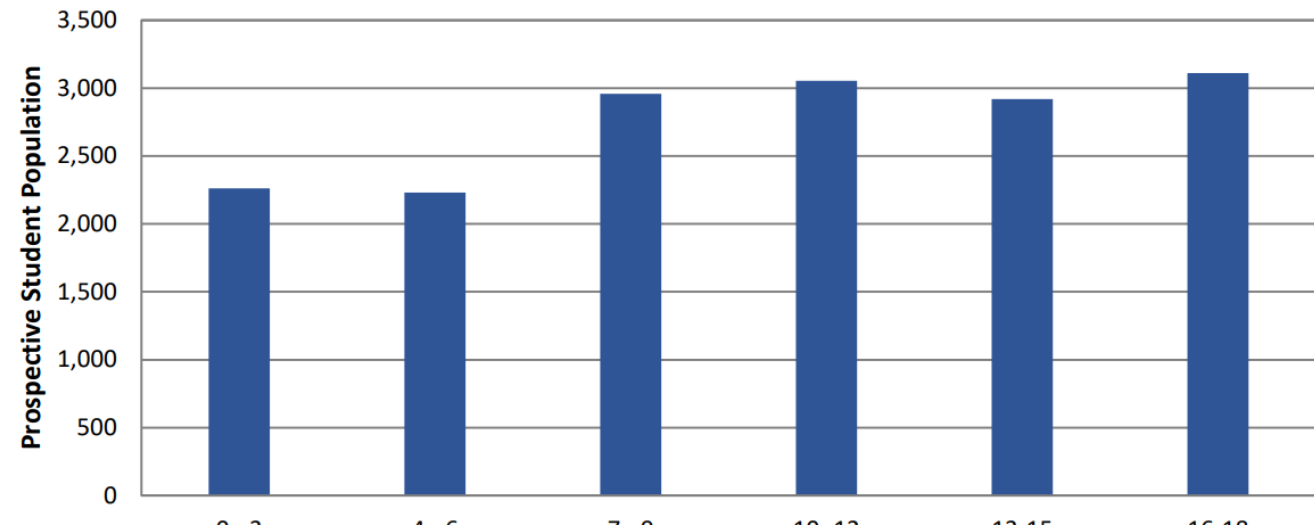
Home value: 500K+; Estimated income: 200K+

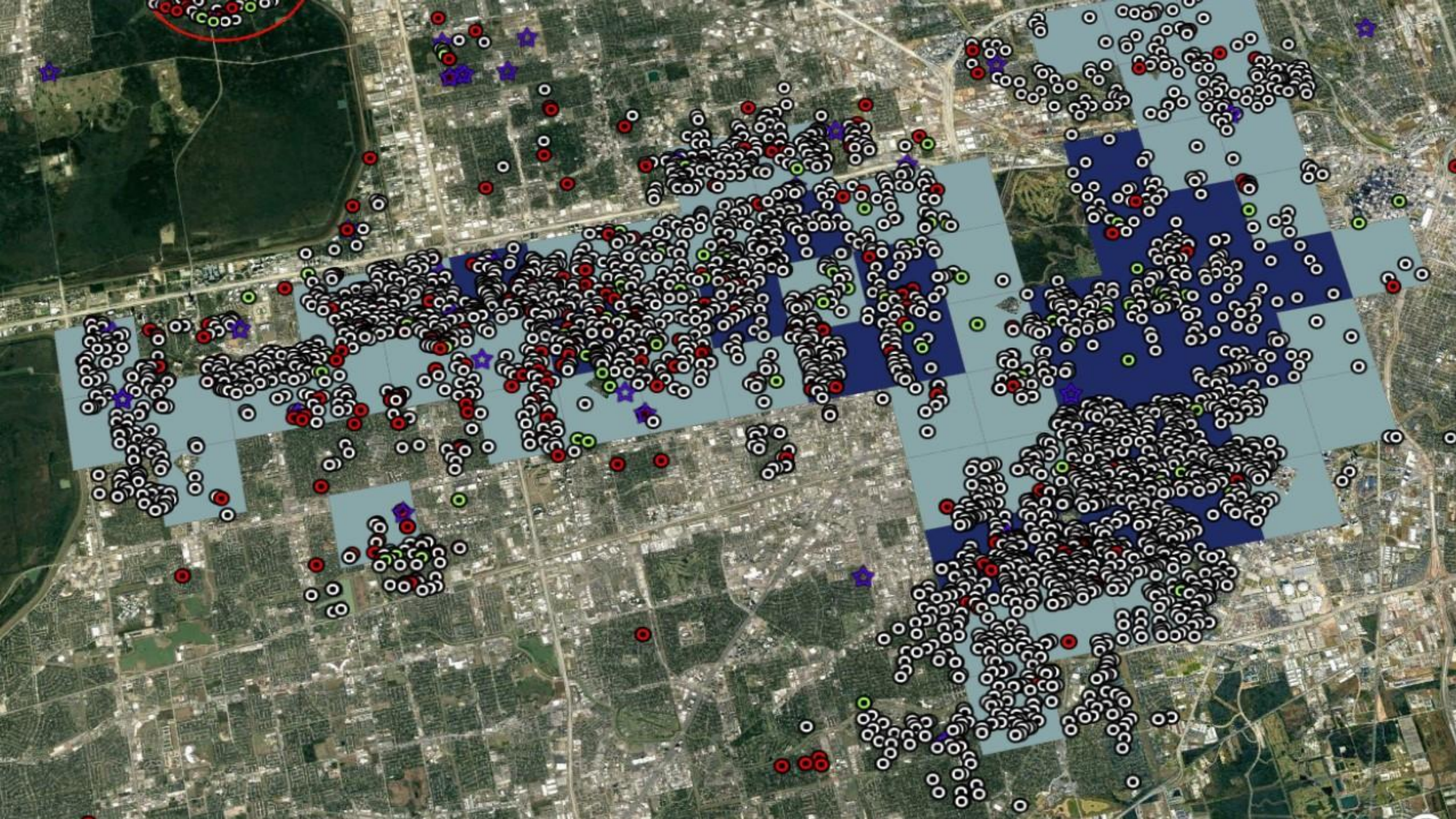
Education Level: Some High School, Some College, Bachelor's, Graduate Degree

School Market Profile Mosaic Groups: A01, A02, A03, A04, C13

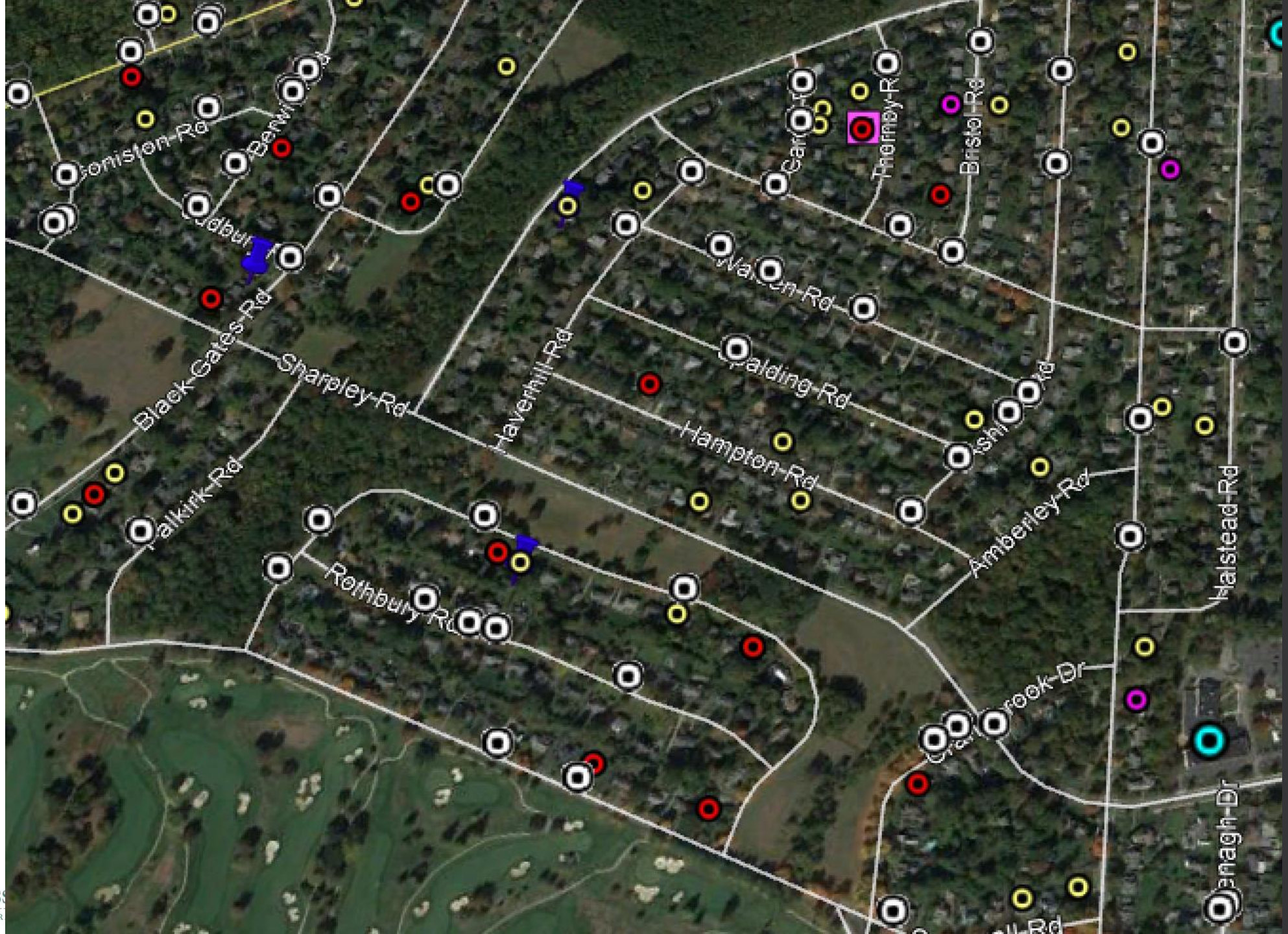
All Households with Children aged 0-18 in School-defined market area: 137,570

Market Profile Households: 8,812 (6.4%)





Microtargeted  
area





*An independent survey found 99% of our alumni were satisfied with the overall quality of their education and 96% percent were highly satisfied with their student experience.*

99%

Putting care  
St. Michael's has  
academic achievement  
We strive to assist  
at school, help  
individual, a re  
At St. Michael's  
issues and real  
world. Our exit  
atmosphere th  
all, without exc



We embrace 21st  
students master the vital  
math, science, and  
writing with ease to a  
ground-breaking IMAST  
program. Science, and  
writing to enhance and  
by integrating creative  
with core subjects.

99% of our  
overall quality  
recent were  
student experience.

96%

Igniting a passion to create. Through the arts, humanities, and athletics share equal weight with traditional academics. Students are also encouraged to participate in extra-curricular activities to further develop their talents. This philosophy ensures that St. Michael's students have the opportunity to develop into well-rounded, confident, and engaged citizens of the world.

"St. Michael's gave me the tools I needed to succeed. My love of Shakespeare and the music program led me to pursue a career in opera. I've traveled the world working with the opera. St. Michael's inspired my passion for success."

Inspiring the spirit.



Inspiring the spirit. The environment is designed to challenge and foster each child's God-given talents and difference in society. Each day begins with a prayer and the faculty of all faith traditions share blessings.

93%

*In a recent survey, 93% of our graduates felt that they were better prepared for high school than their peers.*

93%

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Strong Foundation for Success. At St. Michael's, our faculty and staff are dedicated to preparing children academically and emotionally for an ever-changing future. We are equally committed to developing their sense of values and character so that they may one day take their place as community leaders and global citizens.

Give your child the exceptional opportunity St. Michael's offers. We invite you to visit our website, [smeds.net](http://smeds.net), to learn more or call 916.485.3418 to schedule your personal tour.

# global CITIZENS



3<sup>RD</sup> GRADE  
CHOSE TO BE  
KIND

*"When people ask me where I got my work ethic or how I know so much about the world, I always tell them about St. Michael's."*  
Rebecca Upjohn, Class of 1999

**Putting care into everything we do.** While St. Michael's has long been renowned for our students' academic achievement, we stress far more than scholastics. We strive to support your family values by reinforcing them at school, helping you raise a child who is an accomplished individual, a responsible citizen and a community leader. At St. Michael's, students are encouraged to consider global issues and realize their potential as agents for change in the world. Our extraordinary faculty and students create an atmosphere that promotes caring for others and respect for all, without exception.



**Preparing your child for a brilliant future.** One of the ways to gauge the quality of education our school provides is to ask the principals and directors of the high schools our students attend. So we did! They describe St. Michael's graduates as among their most well-prepared and well-rounded students. They are involved in the classroom, athletics and extra-curricular activities, and many serve in leadership positions.

St. Michael's students earn high marks from community leaders.

Sacramento-area leaders have definite, and very positive, opinions of our graduates. Those surveyed describe our students as:

**95%**  
*Very well prepared for the demands of high school*

**90%**  
*Excellent study skills*

**90%**  
*Ambitious and hard working*

**90%**  
*Strong morals, solid values, well-grounded*

# Outcomes!

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# Steps for Enrollment Feasibility and Five-Year Forecasting Recap

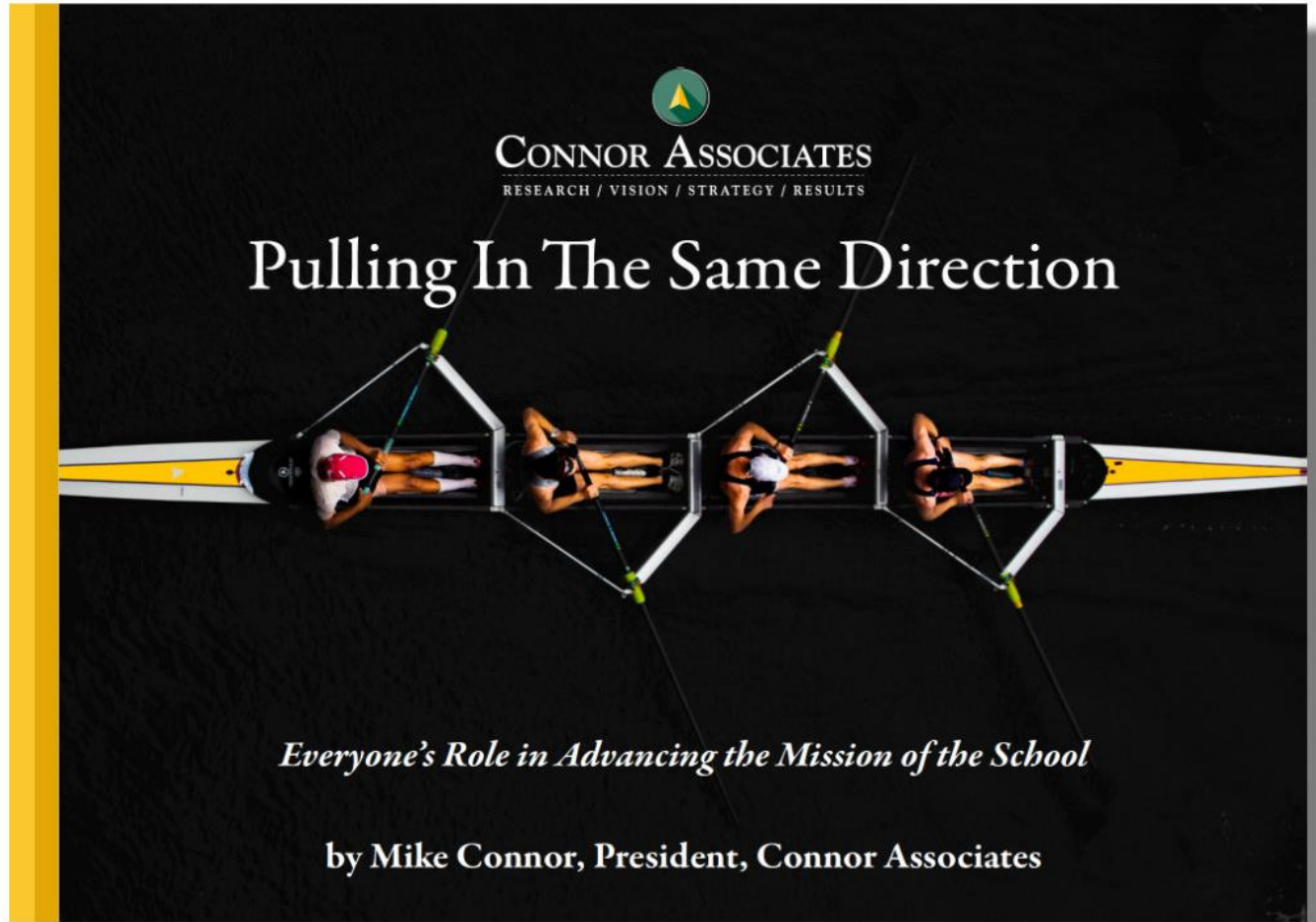
1. Market Profile of the families you want to clone or replicate. Analysis of commonalities, personas or segments they represent, returns both psychographic and demographic data. Who are your School's dominant "tribes?"
2. Use this as a filter to identify and locate all those families who fit your profile in your market areas or drive time.
3. Purchase mail list using your Market Profile. Geocode lat/longs of prospects. The mail list can also provide messaging suggestions through information on the "tribes" or segments and how these prospects want to be approached.
4. Map prospects on Google Earth. Map Brand Ambassadors.
5. Look for tight overlays of prospects and ambassadors to identify primary, secondary, future markets.
6. Overlay Five-Year Forecast "Hot Spots".
7. Combine Market Research and psychographic segment data for Messaging

# The Bottom Bun: Internal Alignment

Pulling in the Same Direction



**Make every  
cell contain the  
genetic code.**

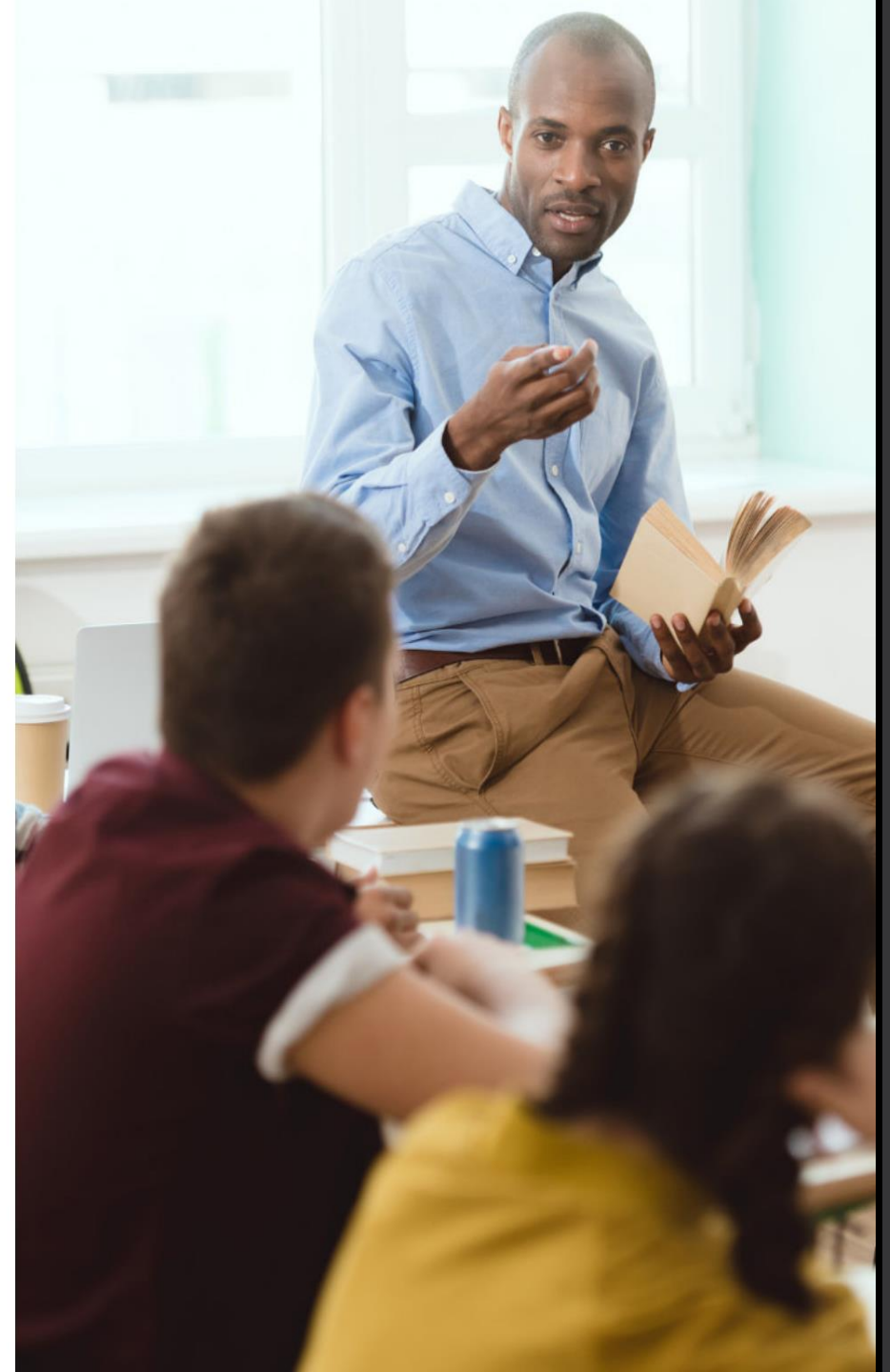


<https://www.connor-associates.com/download-free-ebook>

## *What Can Faculty Do To Promote Enrollment and Retention?*

Have them consider their perspective on the following questions and ask them to share their answers at admission events, parent conferences, and on videos, blogs, or social media.

- Why did you choose to teach/coach here?
- What do you enjoy most about teaching/coaching?
- What motivated you to become a teacher/coach?
- Who are your mentors? What lessons from these mentors have had the most influence on you and why?
- What do you want my child to get from having known you?
- What is the most important life lesson you want my child to learn in x course/activity?
- What do current and past parents and alumni tell you about the impact you made?
- What interests you outside the classroom? What are you personally passionate about?
- What are your favorite moments with a student?
- How do you help them learn how to learn?
- How do you get the results you want each student to achieve?
- How do you keep current with the subject areas you cover and apply the latest learning research?







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Our greatest danger in life  
Is permitting the *urgent* things  
To crowd out the *important*.

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*Tyranny of the Urgen*

# 2021: Five Key Strategic Marketing Tasks for School Leaders

- 1. Identify in the present your most mission-appropriate prospects at rooftop level and map qualified leads five years into the future** – impacting not only enrollment, but also development, institutional strategic planning, marketing plans, and school sustainability as well.
- 2. Assess business operations** and inform boards on **pricing sensitivity, tuition analysis, benchmarking, reliable revenue streams, and capital management**. In addition, we perform administrative **leadership search** and support candidates for up to a year.
- 3. Understand confidentially the *real* reasons** families inquire, visit but not apply, do not choose your school, enroll, or do not return. Our researchers are trained interrogative reporters who listen between the lines to get to the essence of your audience's thinking, fears, and aspirations.
- 4. Understand external perceptions and strategic opportunities** from community influencers, sending schools, matriculating schools/colleges, and others who have the connections to refer families to your school or to build community educational partnerships that will enhance your program.
- 5. Collect and analyze objective qualitative and quantitative data from alumni and past families** for compelling testimonials and success stories to use in content marketing – as well as gather updated contact information for alumni and past families so you can grow and serve your lifetime constituents.

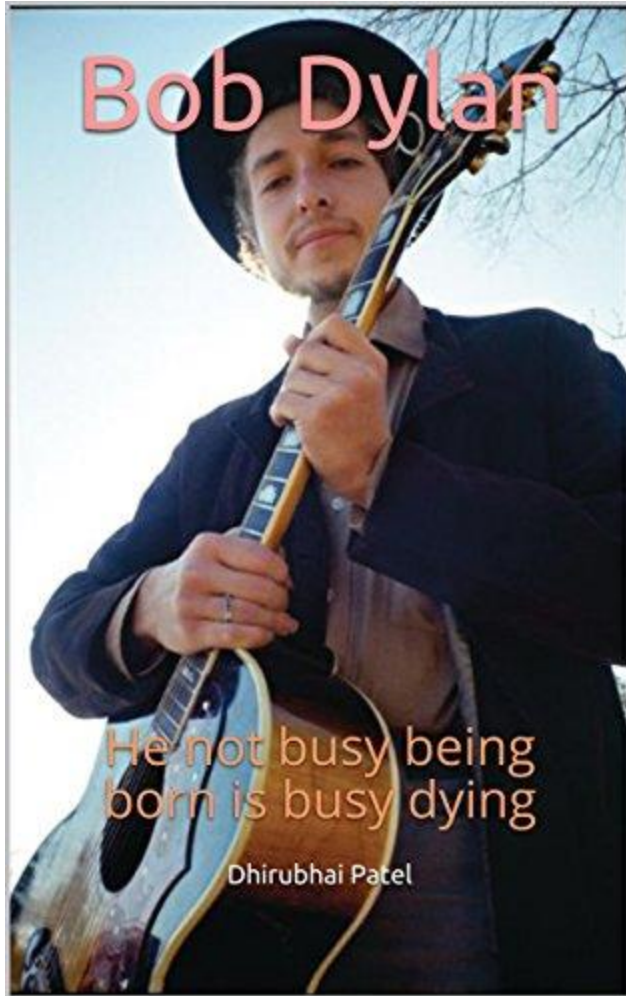
## And Finally:

Apply what is learned into a timeline-based **actionable strategy** and tactics for teaching and learning, marketing/communications, enrollment management, retention, business operations, and fundraising.

Train everyone on their role in promoting and marketing the school, including teachers and trustees.

# The formula for success





...He not busy being born is busy dying.



# Connor Associates Strategic Services



[www.connor-associates.com](http://www.connor-associates.com)



[www.connor-associates.com/marketing-therapy](http://www.connor-associates.com/marketing-therapy)



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Psychodemographic Enrollment Modeling and 5 Year Forecasting  
Forensic Financial Research • Marketing Research and Planning • Forging Identity and Alignment  
Brand Development and Messaging • Website Development and Marketing Collateral • Communicating Value • Institutional Strategic Planning • Leadership  
Search and Executive Coaching