



Denver Academy of Torah


ST. ELIZABETH'S SCHOOL

MONTESSORI SCHOOL OF EVERGREEN



Challenging minds, nurturing spirits.





PLANNING FOR TODAY
ENVISIONING TOMORROW



ACIS

ACIS Thanks ISU Insurance

**For Sponsoring Workshops at the 34th Annual Leadership Conference:
Planning for Today; Envisioning Tomorrow**



ISU Insurance Services of Colorado (ISU) is a 139-year-old independent insurance brokerage firm, partnering with independent schools on their commercial insurance, risk management and employee benefits protection.





Enroll More Families Using an Outbound Marketing Campaign

ACIS Conference
October 14, 2022



Christina Dotchin

Vice President,
Member Relations

Enrollment Management
Association (EMA)

cdotchin@enrollment.org



The Enrollment Management Association

- Global network of 1,300+ member schools and organizations; year-round professional development & learning
- Gold-standard tools for smarter enrollment decisions: SAO, SSAT, Character Skills Snapshot, Student Prospect List
- Specialized research, analysis, and publications (reminder: complete your SOTI survey!)

**Our vision is to
champion
transformational
education journeys.**

**Our tools and resources
provide insights
beyond academics so
schools can empower
students to seamlessly
navigate their unique
paths to success.**



Agenda

1 Insights and Data About Parents

2 Outbound Marketing

3 Direct Email Campaign

4 Mistakes to Avoid

5 Q & A



Rapid Focus Groups

How do you go about making a major purchase?



1

What are the latest
insights and data
about parents?



82%

The vast majority of
parents shopping for
independent schools are
Gen Xers in their 40's-50s.

Gen X Purchasing Behavior

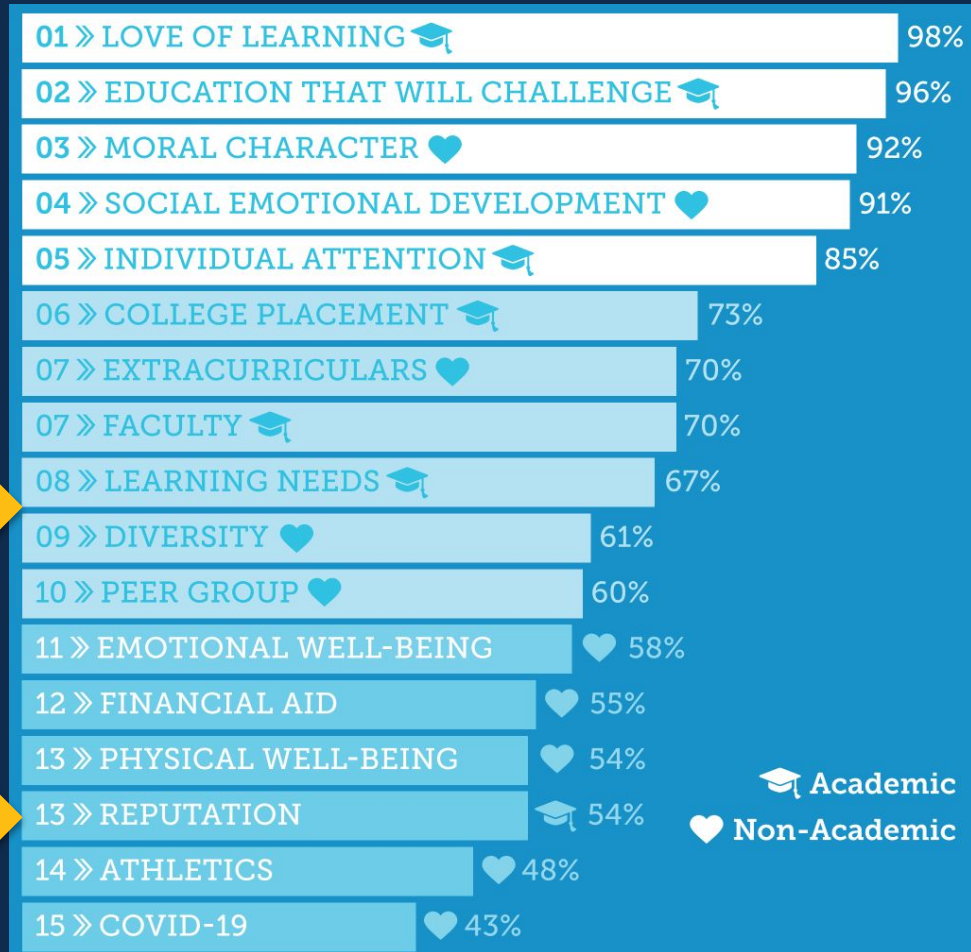
Email marketing is effective for shoppers in their 40's & 50's. This cohort tends to research major purchases online but shop in person.

10%+

The next generational cohort
(and the fastest growing)
shopping for independent
schools are millennials in their
30's-40's.

Millennial Purchasing Behavior

Traditional marketing is less effective for this cohort. Millennials want brands to get real and rally behind a cause.



A silver laptop is shown from a top-down perspective, open. The screen displays a brown, textured background resembling cardboard. In the center of the screen, the word "WHY" is written in large, light-colored wooden block letters. The letters are cut out, showing the grain of the wood. The laptop's bezel and keyboard area are visible at the bottom.

WHY

You should pay us tuition because...

Gen Y / Millennials (Parents in their 20's-30's)	Our school's values align with yours!
Gen X (Parents in their 40's-50's)	Our school is the best fit for your child's needs!
Boomer (Parents in their 60's-70's)	We're the best school in the area!

The Family Enrollment Journey

3.9

On average families research about four schools.

3.2

Most families rule a school off their list before starting the application.

47%

Nearly half of families said the process was harder than they expected.

Decision Factors

	Rank (When Choosing to Apply)	Rank (When Choosing to Enroll)
Academics	1	1
Clubs & Activities	15	2
Sports	5	3
Diversity	7	4
College Counseling	14	5
Financial Aid	16	6

School is failing my child.

Help me find a school that will address those obstacles so I can ensure that my child will not fall further behind and will eventually thrive in school.

My child is exceptional.

Help me find a school that will ensure my child's continued growth so he or she will fulfill his or her potential, mature, and be prepared for college.

Too many exams.

Help me find a school that will focus on my child's social and emotional development

College, college, college.

Help me find a school with an excellent academic program and outstanding reputation so I can ensure that my child gets into one of the select set of schools.

Rapid Focus Groups

Why do families choose your school?

2

Direct Marketing



Enrollment leaders engage in **marketing** to promote the features, benefits, and values of their schools to the world.

Examples of marketing tools include: **website** & **social media**.

Enrollment leaders engage in **outbound (aka direct) marketing** when they tailor and target their messaging to specific high-value audiences.

Examples of outbound marketing include:
brochure at Whole Foods, Facebook Ad, direct email marketing campaign.



A topic for another time!

Does it work?



We need to rethink the
'stealth' applicant.

High Return on Investment

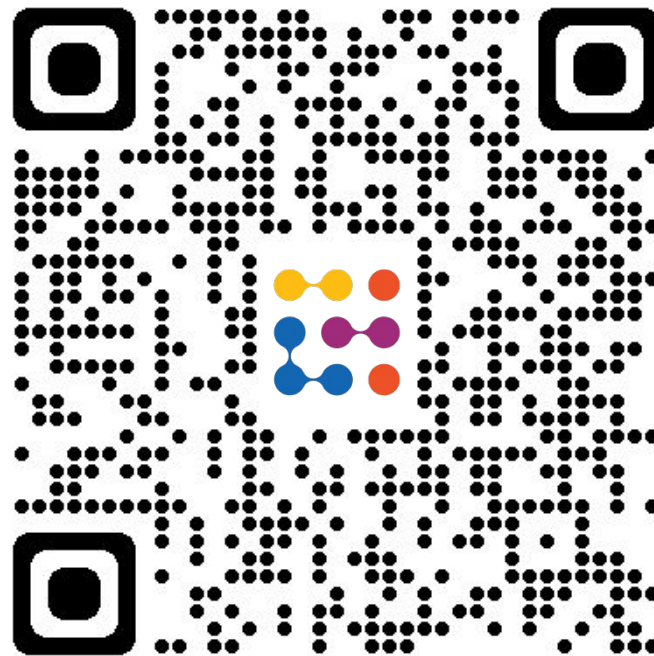
As a relatively inexpensive way of filling the top of your enrollment funnel, direct email marketing has a very high return on investment.

One full-pay family per year will easily justify the investment.

The 2022 Independent School Cost-Per-Enrollment Study

Strengthen Your Enrollment Management
Strategy with New Industry Research

A joint report from the Enrollment Management Association, the National Association of
Independent Schools, and the National Business Officers Association



Get the full report in the EMA Community!

Key Findings

\$7

in median tuition generated
for each dollar spent to
enroll a new student in their
first year.

Key Findings



\$3,677

median cost-per-enrollment.

Key Findings



\$1,622

median cost-per-application.

Key Findings



\$697

median cost-per-inquiry.

Let's Put That in Context

Across all NAIS member schools, average independent school enrollment is around 470 students, and these schools typically enroll 77 new students each year. Using the key findings from this report that would mean a typical school spends

$$77 \times \$3,677 = \mathbf{\$283,129}$$

yet generates

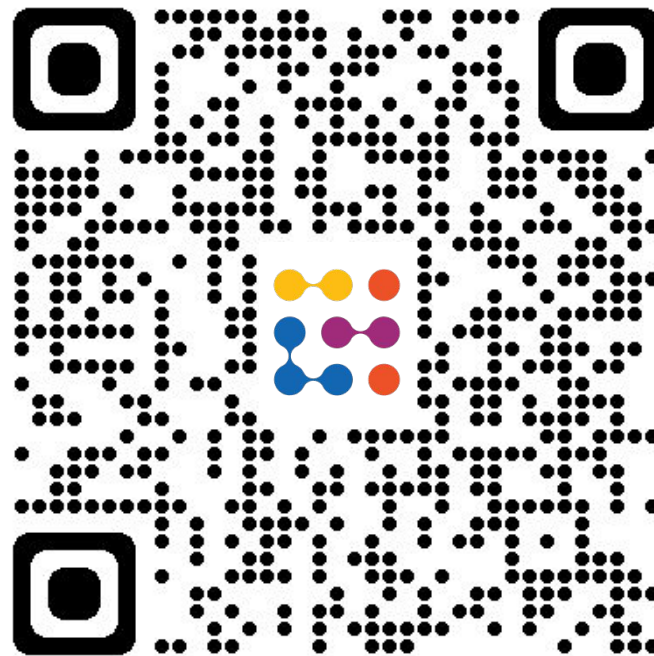
$$\mathbf{\$7} \times \mathbf{\$283,129} = \mathbf{\$1,981,903}$$

in tuition in the first year of enrollment.

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Get the full report in the EMA Community!

74%

Tuition makes up the vast majority of annual operating revenue at most independent schools.

3

Direct Email Campaign



Creating Meaningful Goals

More applicants.

Creating Meaningful Goals

Specific: 9th grade girls who like math

Measurable: 5 new qualified leads

Achievable: Beginning this fall

Realistic: With this tool, time, other resources

Timely: By January



Identify Email Platform

Select an email platform that can send emails to an opt-in list.

Options range from free to expensive. You may already have an email platform that will work.



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Build a List

Who are the mission aligned families you want to reach? Your opt-in list should be customized to the needs of your school.



Identify Email Platform

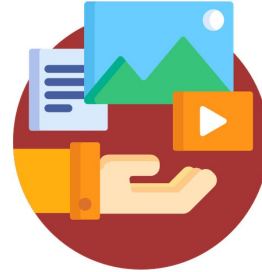
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Create a Lead Magnet

What kind of content will draw families to your school? An event certainly would work as would a video, handout, tipsheet, or ebook!



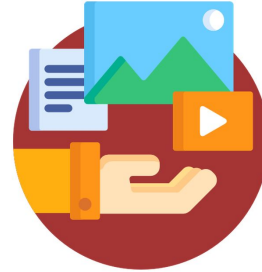
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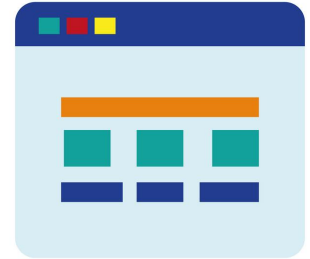
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Capture the Lead

Capture a small amount of information about a family using a form on your website. Congrats you have a lead!

Email Platforms

- Hubspot
- SendinBlue
- Campaign Monitor
- Salesforce
- YAMM



How to Build a List

- Inquiry form (how short can it be?)
- School fairs
- Referrals
- Raffle / giveaway
- Summer camps
- After school programs
- Consider purchasing a list of qualified leads to extend your reach

Extend Your Reach



Student Prospect List

portal.ssat.org/MAP/Inquiries/DownloadStudentProspectList#/spl

The Enrollment Management Association

Welcome, Hans Mundaht • Account Profile • Manage Users • Log Off

SSAT Testing | SSAT Scores | Character Skills | Applicants | **Prospects** | Data Dashboards | Resources

Student Prospect List

Your institution's last download: Oct 6, 2021 at 6:58am

Learning Center: Watch Videos on how to use the SPL

Your Subscription

Local + Regional Upgrade

Unlimited downloads Aug 1, 2021 - Jul 31, 2022

[+ Add An Upgrade](#)

1. Select Filters:

Results are based on the students' interests, designated school preferences, and family demographic information.

Students Interested in: All Boarding, Day, Online | Religious Preferences | Within | All in Max Radius

Demographics: Country | All Genders | All Ethnicities

Academic Profile: All Grades | All Current School Types | All School Year Applying To

Added to List: MM/DD/YYYY - MM/DD/YYYY

Student Profile: All Interests and Activities

Family Profile: Median Income \$ 0.00 - \$ 0.00 | Median Home Value \$ 0.00 - \$ 0.00

SSAT Score Percentiles: Verbal | Reading | Quantitative | Total

Show Only Students Who Indicated They Are Still Actively Looking as of April 27, 2022
Students who tell us they **Actively Looking Filter Available Starting April 27, 2022**

2. Review Filters:

Boarding, Day, or Online programs; Lives within Max Allowed Miles included with your subscription

Show Counts | Reset Filters

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Kinds of Lead Magnets

Applying to Schools is Hard

- How to succeed in your interview
- How to prepare for your campus tour
- Five mistakes to avoid on your financial aid form

Being a Parent is Hard

- How to help your child manage their emotions
- Advice for dads with bright daughters
- How to support your child who is struggling with reading
- 10 Workouts for soccer players

Event

An open house or info session might be a good lead magnet as would something focused on the family like a free class or mentoring session.

Tip Sheet

Families need help and you have expertise. 'How to apply to school' for sure, but what about 'How to encourage reading' or 'Ab Workout'?

Videos

Do you create awesome videos? Why not give some away for free but to watch others you need to enter your email address?

eBook

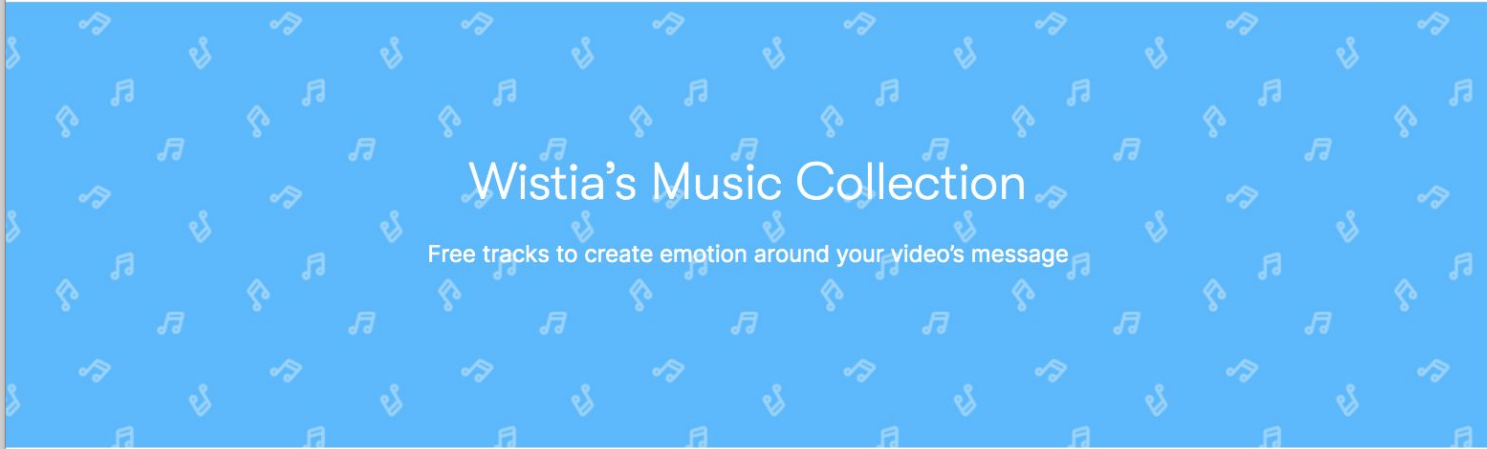
An eBook is a longer version of the Tip Sheet. The secret? An eBook is just a nice looking PDF! You can easily create one that teaches families how to do something.

Lead Magnet Brainstorming



- What is your school known for?
- What is your school really good at?
- Who at your school is a subject matter expert?
- What do your prospective families need?
- What pain points do your families experience?
- What problems are your families trying to solve?
- What has value to your families?
- What do families need to be successful at your programs?
- What do families find confusing? (you teach people things!)
- Could students make it? Are students already making it?

What do you already have that is of value to your families that with a small investment could be useful and evergreen?



Songs From the Vault

[Download album](#)

5 songs / 8 MB

Every video needs a great track – here are some of our favorites from 2017. Learn more about our [in-house process for music and video](#) on the blog.



- | | | |
|--------------------------|----------------------------------|------|
| 1. Back and Sides | acoustic, cheerful, sincere | 1:04 |
| 2. Fullest Self | reflective, anthemic, purposeful | 1:18 |
| 3. Little Wolf | quirky, simple, tech | 1:01 |

Wistia's Music Collection

wistia.com/resources/music

WISTIA Product Learning Center Original Series About

Login Get started

Email

First Name

Last Name

Phone number

Free track

on message



Songs From the Vault

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Ten Tips for Preparing for a Private School Interview

Access our free guide to learn more about preparing for the interview including how to ask questions that matter to you and your child; tips for practice interviews; what applicants should share about themselves; and ways to deal with pre-interview nerves.

Request a Copy



TUITION ASSISTANCE CASE STUDIES



Chat with a Current Parent Today! X



705-652-3324

INTERVIEW PREPARATION MATERIALS

Access our free guide to learn more about preparing for the interview

FILL OUT THE FORM TO RECEIVE

"10 Tips for Preparing for an Interview at a Private School!"



PARENT FIRST NAME*

PARENT LAST NAME*

STUDENT FIRST NAME*

STUDENT LAST NAME*

EMAIL ADDRESS*

CAN (+1) PHONE NUMBER*

ENTERING YEAR* ENTERING GRADE*

REQUEST FREE INFO

Lakefield College School encourages students to show us their authentic selves, so that we can help them reach their full potential. We want to learn about prospective students just as much as we want them to get to know us!

To do this, we hold admission interviews so we can discover each student's strengths and areas for growth, as well as give them an opportunity to ask questions. This way, they can make sure that the school is the best fit for them. Formal interviews can be a little daunting, so we want to help your child feel relaxed and confident.

The LCS community embraces each student's uniqueness, providing an environment where they can thrive, set academic and personal goals, and take advantage of all that the school has to offer. With our emphasis on individual development, it's important that we are able to speak with each applicant to discover what sparked their interest in LCS.

We invite you to consult our free 10 Tips for Preparing for an Interview at a Private School, which will help you prepare.

THE FREE GUIDE INCLUDES:

- How to ask questions that matter to you and your child
- Tips for practice interviews
- What we like to have applicants share with us about themselves
- Ways to deal with pre-interview nerves



The CH-CH Virtual Admissions Experience

In addition to the Virtual Admissions Experience, there are two ways you can learn more about CH-CH:

Show me the IN-PERSON Tour/Interview Options

Show me the VIRTUAL Tour/Interview Options



[Book a Zoom Info Session with a member of our Admissions Team Now](#)

In the Chapel Hill-Chauncy Hall Virtual Admissions Experience, you have the opportunity to learn about every aspect of school life at CH-CH from our students, parents, teachers, and administrators. Click on any of the icons to get to...

Access the CH-CH Virtual Admissions Experience

Email*

First name (Parent/Guardian)*

Last name (Parent/Guardian)*

Current Grade (For 2020-2021 School Year)*

Please Select

I would like to receive an update from the CH-CH blog once a month, to hear school news, student stories, and more.

Gain Access



Search



ABOUT OUR APPROACH ADMISSION SUMMER ELEMENTARY

Black Lives Matter and Blue Lives Matter Explained

Tuesday, September 15, 2020

Social and Emotional Issues



By Ariel Martin-Cone

Members of the Landmark High School administration crafted a thoughtful and meaningful explanation of the Black Lives Matter and Blue Lives Matter movements for the student body. The article provides clarifying examples that will help students understand the intricacies of the movements, which are often misunderstood.

Black Lives Matter is a peaceful movement working to recognize the importance of the lives of Black



50

LANDMARK SCHOOL 50 YEARS

ABOUT OUR APPROACH ADM

Short P

• **More** **Target Practice**

Ariel Martin-Cone, Academic dean at Landmark High School.

MORE SOCIAL & EMOTIONAL ISSUES POSTS

Subscribe to Landmark360

email address

SUBSCRIBE



The leader in educating students in grades 2 - 12 with dyslexia and other specific learning disabilities (SLDs)

LEARN MORE

CONTACT/DIRECTORY

EMPLOYMENT

CALENDAR

FACULTY/STAFF RESOURCES

ACCESSIBILITY

MEDIA ROOM

FOR EDUCATORS (Outreach)

SITE MAP

PRIVACY POLICY

LANDMARK360 BLOG

Lead Capture

Web Form With Confirmation Email

Enrollment Management Software / CRM

Wistia

Google Form

**“Come to our open
house.”**

**“Advice for parents of
gifted middle school
girls.”**

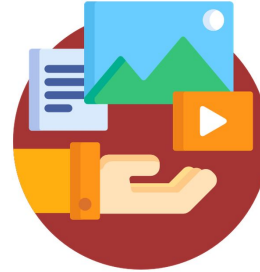
Inquire? How about ask a question, get help, reach out, or let's chat!



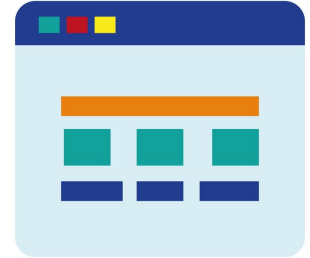
Identify Email Platform



Build a List



Create a Lead Magnet



Capture the Lead

No CTA?
No UTM?
Capture lead?
Oh no!

Filled Out Form

Track ROI based on the number of times a form is completed. If this form is on a public page you won't be able to segment your sources.

Vanity URLs

Create pages that are hidden from your navigation with vanity URLs like [school.org/email-one](#) or [school.org/campaign-one](#) and track traffic using Google Analytics.

UTMs

UTMs are special text at the end of your links that you can customize and then tell Google Analytics to track. It's simple, free, and gives you great data!

CRM

If you use a Customer Relationship Management (CRM) tool like Hubspot you can connect your campaigns to your leads to track ROI.



[Listen now](#)

Get the Patreon

57931393?utm_medium=post_notification_email&utm_source=post_link&utm_campaign=patron_engagement

4

Additional Ideas



What about other ways to connect?

- Consider a customer focused mailer to targeted neighborhoods or names
- Can you use your list for ad retargeting?
- Can you use your list for social media retargeting?

“He came home one day and the next day I was his teacher.”

It’s hard to feel like you’re on your own when it comes to your child’s education.

At Awesome Academy we’re here to help with in-person instruction and a parent mentoring program.

[school.org/get-help](https://www.awesomeacademy.com/school.org/get-help)



5

Common Mistakes to Avoid



Our goals? You know... more students.

All About You



Dear Parent,

We just wanted to let you know that we are a really awesome school. That's right, we have academic programs and really beautiful buildings. But that's not all! We also have arts and athletics. But not too much of either. In fact we have the perfect mix of academics and arts and athletics.

[Apply Today](#)

We're pretty hard academically, but not too hard because we have great teachers who will help. We also foster a globally

Get Married on First Date



Dear Parent,

We just wanted to let you know that we are a really awesome school. That's right, we have academic programs and really beautiful buildings. But that's not all! We also have arts and athletics. Not too much of either. In fact we have the perfect mix of academics and arts and athletics.

[Apply Today](#)

We're pretty hard academically, but not too hard because we have great teachers who will help. We also foster a globally

Better...



Dear Parent,

Do you feel like your son isn't engaged by his current school?
Is he a creative person who loves new ideas, passionate
teachers, and a fun environment?

[Find Out More](#)

Our teachers have received the latest instruction around
teaching boys who are curious, kind, and engaged and we
think our school could be the perfect fit for your child because
of our rigorous curriculum and remarkable learning spaces

Can't we find a better CTA? UTM?



parent,
Do you like your son isn't engaged by his current school?
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teachers, in an environment?

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Can't we find a better CTA?



parent,
Do you think like your son isn't engaged by his current school?
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teachers, and a fun environment?

[Download Our Parenting Guide](#)


Our teachers have received the latest instruction around teaching boys who are curious, kind, and engaged and we think our school could be the perfect fit for your child because of our rigorous curriculum and remarkable learning spaces

Too Many CTAs!

school.org/about

Welcome to Our School

We believe in a 21st century, innovative, globally oriented, [student centered](#) approach to education which ensures that each child will have the opportunity to become fully actualized members of a socially conscious society. We have small classes, [beautiful buildings](#) and a range of athletic offerings. But we're not too focused on sports. Unless you're focused on sports. Then we're very focused on sports.



[Find Out More](#)

We hope you'll take the opportunity to attend one of our many [open house opportunities](#) where you can connect with other families, find out more about our admission process, and take a tour of our beautiful campus.

[Apply Now](#)


[Athletics](#)

[Academics](#)

[Arts](#)

We also offer financial assistance through our


Too Many CTAs!



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[Apply Now](#)

[Athletics](#)

[Academics](#)

[Arts](#)

We also offer financial assistance through our

school.org/gifted-children&utm_campaign_three

Are You the Parent of a Gifted Child?


We know it can be hard sometimes to be the parent of a gifted child! Your son may be curious and passionate one minute but then reports they are bored or frustrated in school the next.

We're here to help! Fill out this quick form to download our free parenting guide!

Name

Email

[Send Me My Parenting Guide](#)

A photograph of four young men sitting on a brick ledge in front of a building with large windows. They are dressed in casual, contemporary clothing. One is wearing bright green pants, another a blue t-shirt with a graphic, and another a black tank top with a Batman logo.

Rapid Focus Groups

What stands out to you about this data and information for the work you do?

Additional Resources

Download the Planning Guide



The
**Enrollment
Management**
Association

+

Direct Email Marketing // Campaign Planning Guide

Step 1 - Make sure you have everything you need

- Email Platform - make sure your email platform can send to opt-in lists
- Opt-In List - make sure your list is targeted to the best fit families for your school
- Lead Magnet - what content will encourage a family to become a lead?
- Lead Form - a form on your website that collects basic information

Step 2 - Prepare for your first direct email campaign

Consider these factors when purchasing a direct email list:

- Consider purchasing [EMA's Student Prospect List](#)
- Think about who you want to reach. Who is an ideal fit for your school?

Answer the following questions when preparing to filter your list:

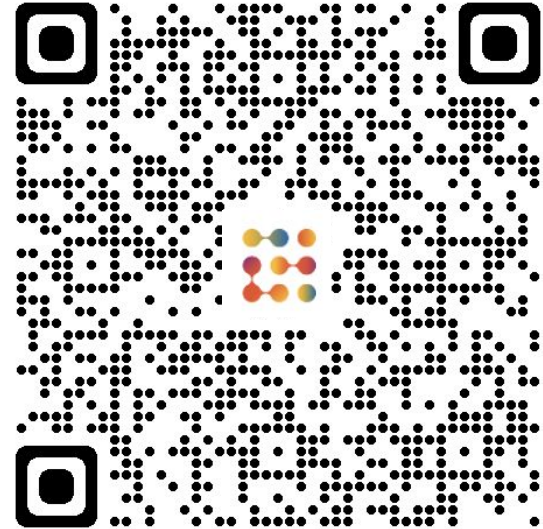
- What grades and genders are we seeking?
- How far are parents generally willing to travel to our school?
- What SSAT score range do students generally have who succeed at your school?
- Is financial aid available at your school? Family income and home value can be indicators or whether or not a family will require financial assistance

Consider these factors when preparing a lead magnet for your campaign:

- What is your school known for?
- What is your school really good at?
- Who at your school is a subject matter expert?
- What do your prospective families need?
- What pain points do your families experience?
- What problems are your families trying to solve?
- What has value to your families?
- What do you already have that is of value to your families that with a small investment could be useful and evergreen?

Step 3 - Make sure you can track results

As you prepare your first campaign you will want to be able to track results. Which of the following methods



The 2022 Independent School Cost-Per-Enrollment Study

Strengthen Your Enrollment Management Strategy with New Industry Research

A Joint Report from the Enrollment Management Association, the National Association of Independent Schools, and the National Business Officers Association



2
0
1
9

Survey Open Now!

STATE OF THE INDEPENDENT SCHOOL INDUSTRY:

Special Report on Enrollment Issues and Trends

|||||

The Enrollment Management Association



Gain Access to 30+ Courses Today



Beyond Zoom

This course is designed to help you learn ways to go 'Beyond Zoom' to ensure your school's first impression on families, is its best impression.



Financial Aid Certificate Course

The goal of this course is to provide information for anyone tasked with financial aid strategy and implementation.



Introduction to Digital Marketing

A course for anyone tasked with digital marketing strategy and implementation.



Video Production Bootcamp: 7 Videos You Can Make Right Now

This course will teach you how to make seven videos to support your school admission and marketing efforts.



Admission 101 for Non-Admission Staff

Meeting enrollment goals is everyone's job. Every department in an independent school has a role to play to meet the needs of families. This course is designed for everyone working at independent schools, both admission and non-admission staff.



Advanced Enrollment Management: Partnership with Communications

The goal of this ADI mini-course is to provide a snapshot from the full ADI course, with a focus on the importance of the communications partnership.



Advanced Enrollment Management: Partnership with Finance

The goal of this ADI mini-course is to provide a snapshot from the full ADI course, with a focus on the importance of the partnership with the finance department.



Advanced Enrollment Management: Partnership with Advancement

The goal of this ADI mini-course is to provide a snapshot from the full ADI course, with a focus on the importance of the partnership with the office of advancement.



Admission Planning: The Guide to Meeting Your Enrollment Goals

Whether you are a seasoned enrollment leader or new to the field, one thing is certain, 2020 forced all of us to think even more outside the box. In this course, you'll learn tools, tips, and best practices to help meet enrollment goals.



Rethinking Enrollment Due to COVID-19

It's fair to say COVID-19 has upended everything we knew about enrollment management. This course will help you move forward!



Admissions Best Practices Certificate Course: East Asia

This online course will help admission leaders, heads of school, & deputy heads of school at international schools in East Asia learn best practices in admission. Full course details are now available.



Board Reports, Board Presentations & Managing Up

This course is for everyone seeking ways to create compelling board reports, board presentations, in addition to ways to effectively manage up.



Advanced Enrollment Management: Partnership with Head of School

The goal of this ADI mini-course is to provide a snapshot from the full ADI course, with a focus on the importance of the relationship with your Head of School.



Enrollment 101: Interviewing and Assessments

The goal of this ATI mini-course is to provide a snapshot from the full ATI course, with a focus on interviewing and assessments.



Enrollment 101: The Application and Financial Aid

The goal of this ATI mini-course is to provide a snapshot from the full ATI course, with a focus on the application and financial aid.



Enrollment 101: Boarding and Day Schools

The goal of this ATI mini-course is to provide a snapshot from the full ATI course, with a focus on events and outreach at boarding and day schools.

<http://enrollment.org/LearningPass>

EMA's Learning Pass



www.enrollment.org/pd/learning-pass

EMA Enrollment Toolkit



Character Skills Snapshot

Better understand your applicants and ensure a holistic admission process.



Secondary School Admission Test (SSAT)

Reliable, objective, accessible, and secure assessments.



Student Prospect List (SPL)

Reach your target audience with access to the right-fit new students.





See you in Las Vegas!

September 11-15, 2023





Questions?