

Pulling in the Same Direction

Everyone's Role in Advancing the Mission!

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Everyone's Role in Advancing the Mission of the School

by Mike Connor, President, Connor Associates



An **organizational function**
And set of processes for **creating, communicating, and delivering value** to customers and **managing customer relationships** in ways that benefit **the organization and the stakeholders.**

American Marketing Association



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

The Role of the Head, Principal, Divisional and Departmental Officers



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The Role of School Leaders

- ✓ Energetic mission evangelist
- ✓ Operational, sales, and fundraising skills
- ✓ Creates alliances and Partnerships
- ✓ Outreach oriented
- ✓ Expects cooperation
- ✓ Ensures effective counseling and advising
- ✓ Ensures responsiveness and customer satisfaction
- ✓ Supports market and constituent research to ensure quality and successful planning
- ✓ Value and Outcomes Driven
- ✓ **Models Marketing. How can we do it better? 6Ws!**

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!**

A woman with glasses and a young girl are high-fiving in a classroom. The woman is on the left, wearing a light blue button-down shirt and glasses. The girl is on the right, wearing a light blue hoodie. They are both smiling. The background shows a classroom with colorful toys and books on shelves. The entire image has a blue overlay.

The Role of Teachers, Staff, and Coaches



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Why great teachers make great “marketers”

If you're a great teacher, you are continually:

- ✓ Seeking to improve
- ✓ Getting student buy in
- ✓ Making your subject relevant
- ✓ Communicating authentically with parent and student

What families and students need to know about teachers, coaches, and staff.

01

Why did you choose to teach here?

02

What do you enjoy most about teaching?

03

What motivated you to become a teacher?

04

Who are your mentors?
What experiences or people had the most influence on you and why?



05

What do you want my child to get from having known you?

06

What is the most important life lesson you want my child to learn in x course / activity?

07

What do current and past parents and alums tell you about the impact you made?

What families and students need to know about teachers, coaches, and staff.

- What interests you outside the classroom?
What are you passionate about?
- What are your favorite moments with a student?
- How do you get the results you want each student to achieve?
- How do you help them learn how to learn?
- How do you keep current with the subject areas you cover and apply the latest learning research?



How would your teachers or support staff answer these?



A woman with curly hair is talking to a woman with long wavy hair in a classroom setting. The woman with curly hair is wearing a light purple top and the woman with long wavy hair is wearing a light beige top. They are both looking at each other and appear to be in a conversation. The background shows a wooden wall with several children's drawings pinned to it.

Expect great teacher to parent communication!

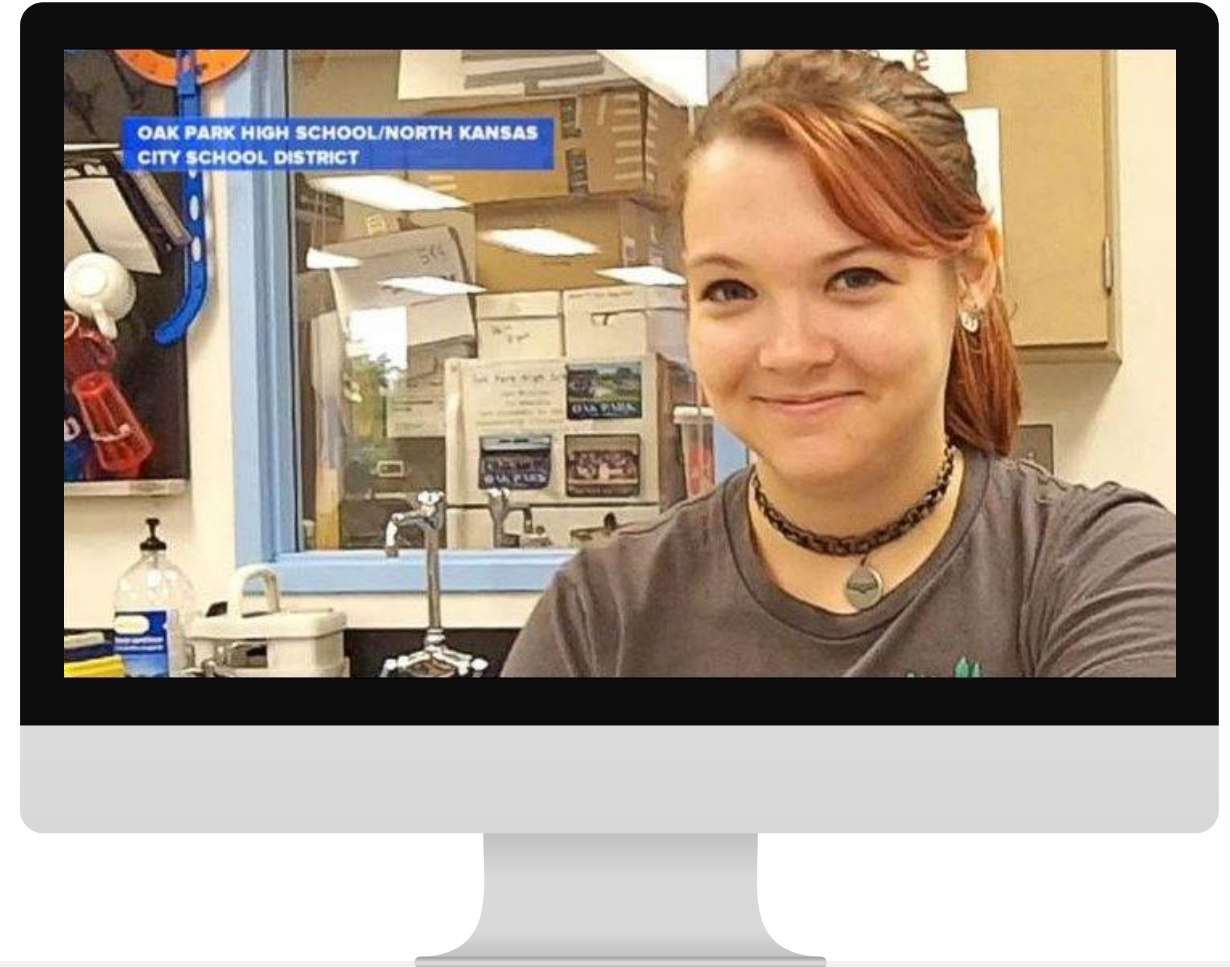
WHAT PARENTS NEED TO KNOW

- Concerns?
- Progress?
- Challenging strengths?
- What can I do?
- What might I expect to see?

Get teachers bragging about your students!

WHAT STUDENTS NEED TO KNOW

- You are the reason I get up in the morning to teach. Here's why...
- You make me a better teacher because...
- You make me want to come to work everyday because...
- I appreciate all you do for us in class because you are....
- You make me inspired because....



“

*The admission office may set the table,
but the teachers, coaches, and staff
bring the entrée.*

”





Role of Enrollment Management



Enrollment Management:

The unofficial guardian of the quality of the School.



The “bridge” between your prospects and your product:

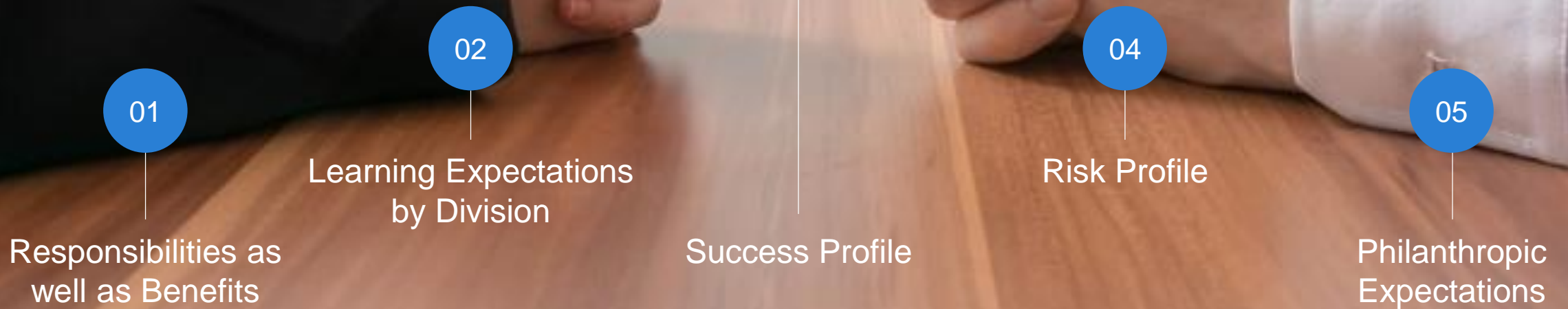
Teaching and Learning



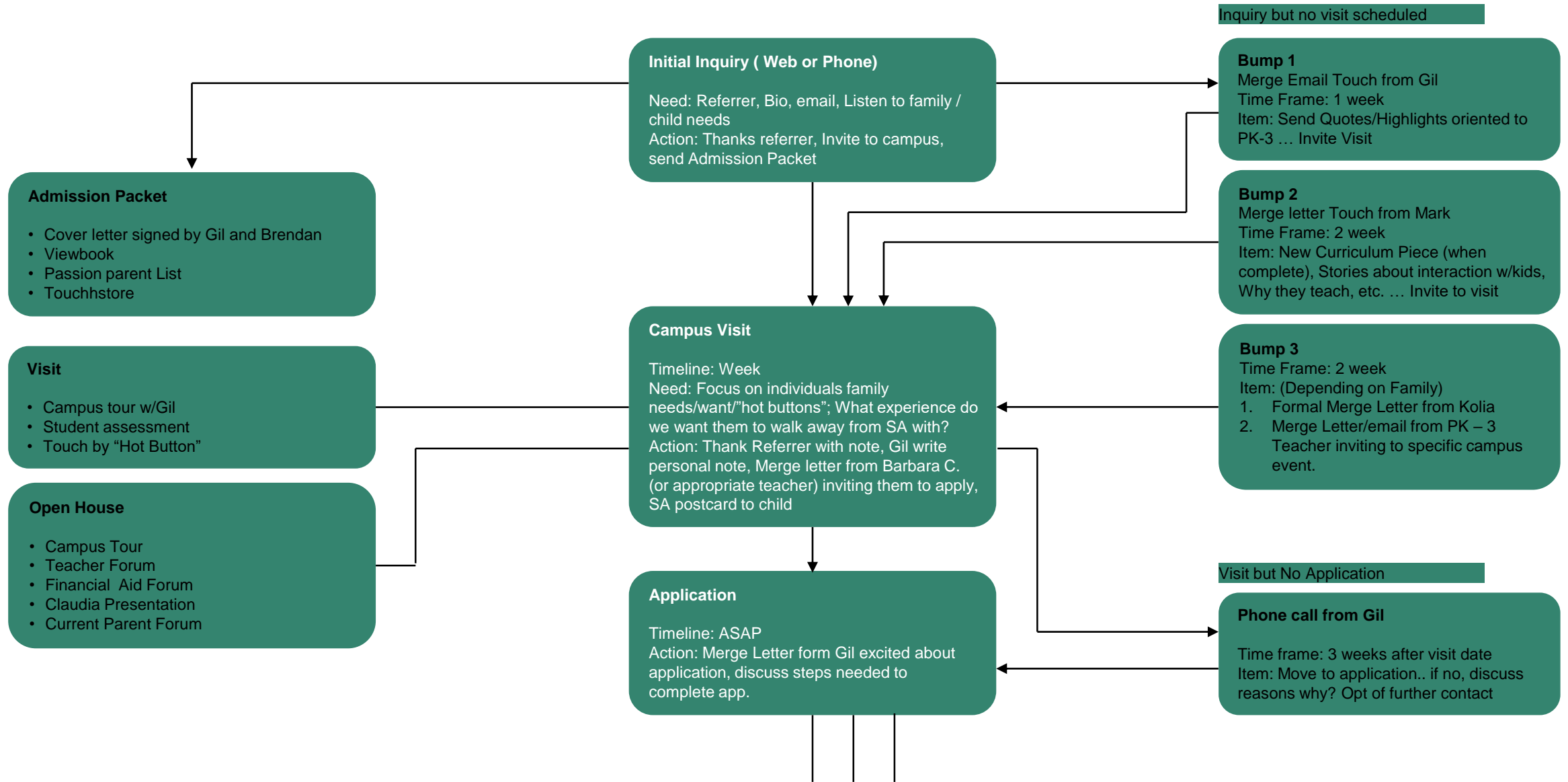
Must be vigilant about your school’s value proposition:

- Is your value connecting to your audience?
- Is the school delivering on it?
- How do you know?

The Manager of Expectations



Enrollment Management: “The Orchestrator of Relationships”



Enrollment Management Summary

01

The unofficial guardian of the School's quality

02

The bridge between the prospect and the product

03

The orchestrator of relationships

04

The manager of expectations

05

The chief revenue officer

06

NOT the sole "salesperson!"





Role of Advancement Development, Alumni Relations, Communications

If Development is Advancing the Mission:



- ✓ Create a collaborative culture between the donor and School
- ✓ Secure resources to support the School's strategic priorities
- ✓ Align donor interest with institutional needs
- ✓ Engage volunteers and move them to become advocates for the School
- ✓ Generate support for the mission and vision among those who can make a difference



If Alumni Relations is Advancing the Mission

01.

Connect past and
future

02.

Lifetime engagement

03.

Seek their counsel

04.

Encourages advocacy



If Marketing and Communications are Advancing the Mission

01.

Manages the value proposition

02.

Motivates support

03.

Develops Win-win-win connections

04.

Increases pride of association

10 CRITICAL COMMUNICATIONS

Value “Buckets”

1. How are you making a difference in those whose lives you touch?
2. How is the school practicing innovative teaching and learning?
3. How do you provide solutions to a family’s needs? Especially NOW?
4. How does the school steward a families’ investment?
**REINFORCING AND
VALIDATING WHY IT’S WORTH
IT!**

Brand and Identity “Buckets”

6Ws

Ensure with the HOS that everyone can communicate it using their own lives as evidence

Role of Finance and Operations



Business Officers, CFOs or COOs advance the mission when they:

- ✓ Understand the school's culture
- ✓ Equate the budget with mission
- ✓ Helps everyone own financial health
- ✓ Provides affordability options
- ✓ Coach and solve problems
- ✓ Sees market research as investment in future revenue

How Can the Business Office Help Admission and Development?

Oversees:

- ✓ Food Services
- ✓ Housekeeping
- ✓ Grounds
- ✓ Maintenance
- ✓ Parking
- ✓ Signage
- ✓ Security and Safety
- ✓ Technology
- ✓ Busing



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Role of the Board




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Trustee Good Practice: Now

- Focuses on the future—your children’s children’s school
- Supporter, Promoter, Advocate, Ambassador
- **Understands Market Research and Demands Proof of Outcomes**

Your Board's Sphere of Influence



- ✓ Other boards
- ✓ Professional associations or non-profit service organizations
- ✓ Youth interest or sports organizations
- ✓ Media
- ✓ Government
- ✓ Schools or local colleges
- ✓ Organizations and clubs
- ✓ New referrers, potential supporters, or funders?
- ✓ Ambassadorial role

A successful independent school
understands its internal team must
be highly *inter-dependent*.

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Psychodemographic Enrollment Modeling and 5 Year Forecasting
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