

Research potential feeder schools

Learning who you could partner with

“If we knew what it was we were doing, it would not be called research, would it?”

Albert Einstein

Cost effective promotions go to where your potential customers already are. For you, that means schools or organizations which are, or could be, feeders for your school.

This week you are going to find out who those organizations are and prioritize which ones have the most potential for becoming feeders to your school. (Next week we'll talk about what you should do with that list.)

List potential feeder schools

If your school is K-8

- Private preschools and day care programs
- Private schools offering grades lower than yours (e.g. a Christian school offering grades K-3)

If your school includes high school

- Private preschools and day care programs as feeders to your elementary school
- Private elementary schools as feeders for your academy

If your school does not offer kindergarten

You can still try to promote your school through preschools but you will have an awkward "gap" year in which students will have to go to another school before they come to you. So you may wish to focus on finding non-school activities and organizations which will let you promote your school to their participants (e.g. sports programs, community recreation programs, children's choirs, music programs, Boy and Girl Scouts--any place in which kids and their parents are clustered)

Research your list

Get the following information about each organization:

- Size
- Christian affiliation
- Allied to, or sponsored by, a specific church

- Have current or prior students of your school attended there
- Distance from your school

Prioritize your list

Create a prioritized list with your best prospects at the top. Rather than a formula, this is a series of principles. Larger schools will be a more efficient use of your time. The same for Christian schools--depending on whether they are aligned with a specific church and the attitude of that church. You may have an inside track at a school from which one of your students graduated and their family is still connected to that community (unless, of course, they transferred to your school when they could still have been attending there). Schools closer to yours mean less transition for parents in commuting.

Delegating:

All of today's actions can be delegated to a volunteer. They may need your input on what feeder schools any of your students attended previously.

Binder tab: September

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?¹
- 5) How do we track results?

¹ Recommendations for #4 “How do we tell our community?” assume your school is doing a good job of pleasing and retaining your current families—specifically your *parent NPS is above 65* and your *retention rate is over 90%* (as listed in the "opening report supplement"). **If not, I want you to focus instead on learning how you can make your current families gloriously happy.**