in bite-sized pieces

Mission	Who are we?	Marketing Specialist tasks » Gathering input on key message points » Guiding mission statement drafting and approval » Integrating new mission into communication materials
Who are we? Step 1 Step 1 Step 1 Step 1	What do our materials say about who we are?	Marketing Specialist tasks » Reviewing all print and digital content for the brand it is projecting » Presenting to staff and board for input » Adapting materials to match mission and differentiation » Training staff on communicating brand consistently
Satisfaction assessment	Where do we excel and where do we need to improve?	Marketing Specialist tasks » Using assessments and survey data to help staff identify message points in their successes and create measurable action items to address areas needing improvement » Creating communication plan
How will we p families Steps Steps	How will we be unique in addition to being Adventist?	Marketing Specialist tasks » Guiding staff through researching local schools, identifying our opportunities and choosing differentiation » Presenting to school board for input and approval » Working with whole team for training and implementing » Creating communication plan and tools
Step 4 Step 4 Internal promotion plan	How do we encourage internal referrals?	Marketing Specialist tasks » Writing message points based on mission, differentiation and satisfaction » Creating a plan and materials for promoting referrals » Training the principal, staff and school board
External promotion plan	How do we increase visibility in our community?	Marketing Specialist tasks » Working with volunteers to list markets and resources » Writing message points » Creating a plan and materials for external promotion » Training volunteers, staff and school board
Recruitment 2 2	What happens when the phone rings or email pings?	Marketing Specialist tasks » Comparing current stats to national benchmarks » Creating system to ensure most interested parents enroll » Training phone answerers, teachers and principal » Educating the school board
Recruitment Step 5 Retention	What are we doing to keep current students?	Marketing Specialist tasks » Comparing current stats to national benchmarks » Gathering information on why families leave » Creating a retention program based on best practices » Training principal, teachers and board on action steps
Governance tasks	What can the school board do?	Marketing Specialist tasks » Listening to board concerns about marketing » Explaining individual and corporate tasks for members » Note: This is a single meeting