

Focus on re-enrollment

Learning in January and February who is planning to re-enroll

“You need to put the same effort into keeping the students you have as you do recruiting them.”

Independent School Management
isminc.com

There are three very good reasons to focus *now* on re-enrollment--and also recruiting new students.

Take advantage of national trends

First, January is the time when parents nationwide are thinking about their child's schooling for the next year. It's to your advantage to be in sync with that trend.

Prepare for next year's preliminary budget

Secondly, your school board is going to be asked to submit a preliminary budget in March. To create a budget you need to know how many students you will have. Getting that information by the end of February will give you time to create a budget to present to the board.

Find out who needs encouragement

Thirdly, and specifically connected to re-enrollment, by finding out now who is planning to re-enroll and who is still on the fence you are giving yourself and the your school the chance to address the issues that are influencing those parents' choices. (And yes, I recognize that not all issues will be fixable--but at least, if you know what they are, you can decide what is fixable and what isn't.)

Next week will be a reminder about specific steps you can take. If you just can't wait until then, look up "Re-enrollment" under January Ongoing and Monthly Tasks in Marketing Corner.

Delegating:

This week's message is not specifically a project.

Binder tab: January

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?
- 5) How do we track results?