

**School Name Here**

**[Insert School Logo Here]**

Enrollment Management Plan

2013-14

**School Mission Statement:**

Enter your school Mission Statement here. The Toolkit for Enrollment Management and Marketing ([www.archstl.org/EMP](file:///C%3A%5CUsers%5CCara%20Koen%5CAppData%5CRoaming%5CMicrosoft%5CWord%5Cwww.archstl.org%5CEMP)) contains a Mission Statement worksheet (EMP-Worksheet 1). Include the Mission Statement’s date of last revision.

**Enrollment Management Core Team Members:**

Enter your list of EMCT members here. Use EMP-Worksheet 2 to work through forming your team.

* Name – Chairperson (Term of Service)
* Name – Position/Responsibility (Term of Service)
* Name – Position/Responsibility (Term of Service)

**SWOT Analysis Summary:**

Use this space to summarize the results of your school’s SWOT analysis. The [Toolkit for Enrollment Management and Marketing](http://www.archstl.org/EMP) contains a SWOT analysis worksheet (EMP- Worksheet 3).

**Market Research Summary:**

Use this space to summarize the results of your school’s market research. Use EMP-Worksheet 4 from the [Toolkit](http://www.archstl.org/EMP) to develop this summary.

**Primary Target Markets:**

Define your school’s primary target markets as a result of the SWOT and Market Research summaries. Use EMP-Worksheet 5 from the [Toolkit](http://www.archstl.org/EMP) to identify your primary target markets. Copy/paste your completed EMP-Worksheet 5 in this space.

**Recruitment Goals and Strategies:**

Now that you have identified your school's current situation and target markets, define the goals and strategies you will use to recruit new students to your school. Develop at least one recruitment goal for each of your school's primary target markets.

**SAMPLE:**

|  |  |
| --- | --- |
| **Target Market:** | *Enter Target Market Here (Happy Child Pre-School)* |
| **Recruitment Goal:** | *Enter Recruitment Goal Here (Enroll at least one new student from HC P-S for Fall, 2014)* |
| **Strategy:** | *Enter Strategy Here (Develop relationships with families served by HC P-S)* |
| **Action Items** | **Person(s) Responsible** | **Target Date of Completion**  | **Budget**  | **Evaluation** |
| Action 1*(Personal invitation to kindergarten open house)* | *(EMCT Member)* | *(One month prior to OH date)* | *$00* | *(Acquired contact information from 5 HC P-S families)* |
| Action 2 |  |  |  |  |
| Action 3 |  |  |  |  |

[Copy and paste the table template below for as many Target Markets and/or Recruitment Goals as needed for your school.]

|  |  |
| --- | --- |
| **Target Market:** | *Enter Target Market Here* |
| **Recruitment Goal:** | *Enter Recruitment Goal Here* |
| **Strategy:** | *Enter Strategy Here* |
| **Action Items** | **Person(s) Responsible** | **Target Date of Completion**  | **Budget**  | **Evaluation** |
| Action 1 |  |  |  |  |
| Action 2 |  |  |  |  |
| Action 3 |  |  |  |  |

|  |  |
| --- | --- |
| **Target Market:** | *Enter Target Market Here* |
| **Recruitment Goal:** | *Enter Recruitment Goal Here* |
| **Strategy:** | *Enter Strategy Here* |
| **Action Items** | **Person(s) Responsible** | **Target Date of Completion**  | **Budget**  | **Evaluation** |
| Action 1 |  |  |  |  |
| Action 2 |  |  |  |  |
| Action 3 |  |  |  |  |

**Retention Goals and Strategies:**

Now that you have identified how you will recruit new students for your school, it's time to define the goals and strategies you will use to retain the students you already have.

**SAMPLE:**

|  |  |
| --- | --- |
| **Target Market:** | *Enter Target Market Here (Current students)* |
| **Retention Goal:** | *Enter Retention Goal Here (100% retention other than relocation for 2014-15)* |
| **Strategy:** | *Enter Strategy Here (Create excitement and anticipation among students for entering the next grade level )* |
| **Action Items** | **Person(s) Responsible** | **Target Date of Completion**  | **Budget**  | **Evaluation** |
| Action 1*(Students spend the day in the next grade level to experience a glimpse of what they have to look forward to. )* | *(Homeroom teachers in K-8th with Principal or lead teacher coordinating.)* | *(Spring, 20XX)* | ($00) | *(6th graders will keep record of collection by grade)* |
| Action 2*(Teachers write a letter to send home with their future students about how they spent the day and what is in store for the following year.)* | *(Homeroom teachers in K-8th)* | *(Spring, 20XX)* | ($00*)* | *(Anecdotal evidence that students/parents value the opportunity for a "sneak peek" at the next school year.)* |
| Action 3 |  |  |  |  |

[Copy and paste the table template below for as many Target Markets and/or Retention Goals as needed for your school.]

|  |  |
| --- | --- |
| **Target Market:** | *Enter Target Market Here* |
| **Retention Goal:** | *Enter Retention Goal Here* |
| **Strategy:** | *Enter Strategy Here* |
| **Action Items** | **Person(s) Responsible** | **Target Date of Completion**  | **Budget**  | **Evaluation** |
| Action 1 |  |  |  |  |
| Action 2 |  |  |  |  |
| Action 3 |  |  |  |  |

|  |  |
| --- | --- |
| **Target Market:** | *Enter Target Market Here* |
| **Retention Goal:** | *Enter Retention Goal Here* |
| **Strategy:** | *Enter Strategy Here* |
| **Action Items** | **Person(s) Responsible** | **Target Date of Completion**  | **Budget**  | **Evaluation** |
| Action 1 |  |  |  |  |
| Action 2 |  |  |  |  |
| Action 3 |  |  |  |  |

**Admissions Process:**

Refer to the *Alive in Christ* *Enrollment Management and Marketing Workbook* pp.22-23 for an explanation of the Admissions Process as a systematic and seamless progression from the first recruitment indicator (i.e. inquiry phone call, shadow visit, tour, etc.), through interview, testing/screening, application, acceptance, and enrollment. Use this space to summarize how your school will coordinate and manage this process. The [Toolkit for Enrollment Management and Marketing](http://www.archstl.org/EMP) contains sample letters and templates related to admissions.

**Marketing Plan:**

[Copy/Paste from Marketing Plan Development worksheet (EMP-Worksheet 6) in [Toolkit for Enrollment Management and Marketing](http://www.archstl.org/EMP).]

**Evaluation:**

Use the *Enrollment Management Plan Evaluation Rubric* in the [Toolkit for Enrollment Management and Marketing](http://www.archstl.org/EMP) to evaluate the strength of your school's new or newly-revised Enrollment Management Plan.