

# How We Enrolled Our Largest Class in History

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# Agenda

- Welcome
- How we enrolled our largest class in history
- Recap
- Next Steps
- Q & A



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# Before we begin ...

- Schechter's story
  - Kindergarten enrollment

Before we begin ...

## K Historical Averages

$$30 + 30 = 60$$

New K Families

Siblings

Total K enrollment

# Before we begin ...

## 2007-2008 K Enrollment

$$47 + 23 = 70$$

New K Families

Siblings

Total K enrollment

# Before we begin ...

- Schechter's story
- Building a foundation for success
- Be mindful of external influences
- Execution is key

# Please Remember ...

Growing enrollment  
is a marathon, not a sprint.

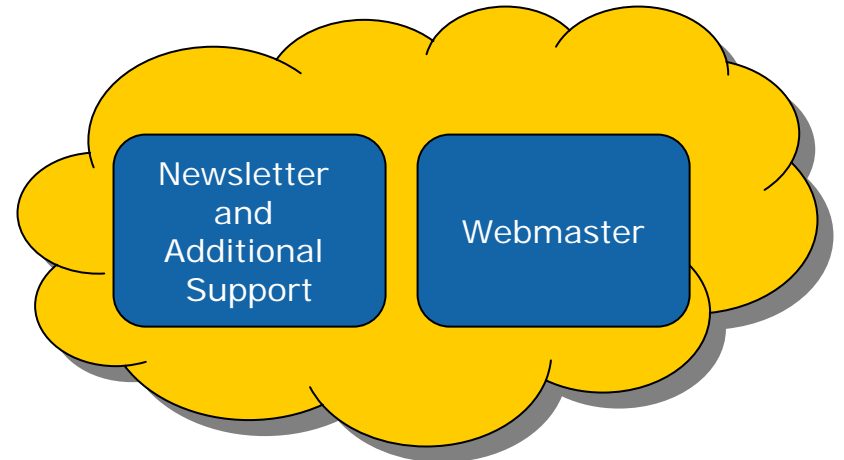
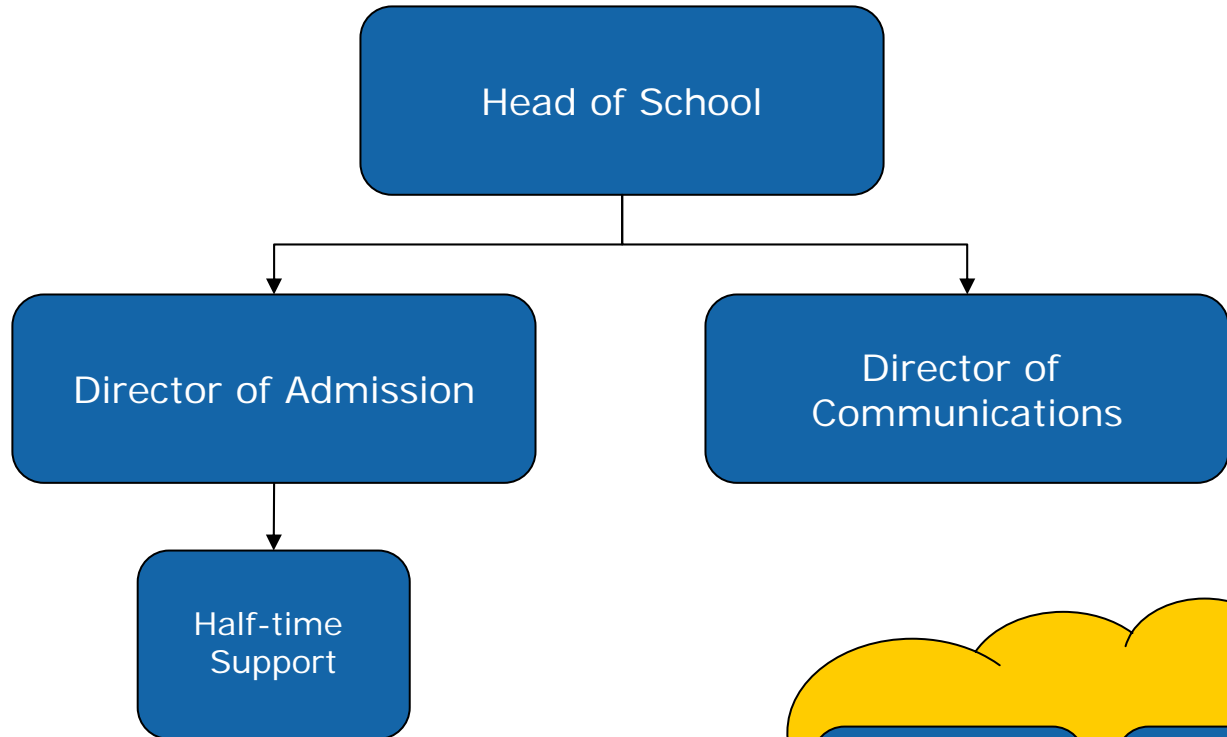




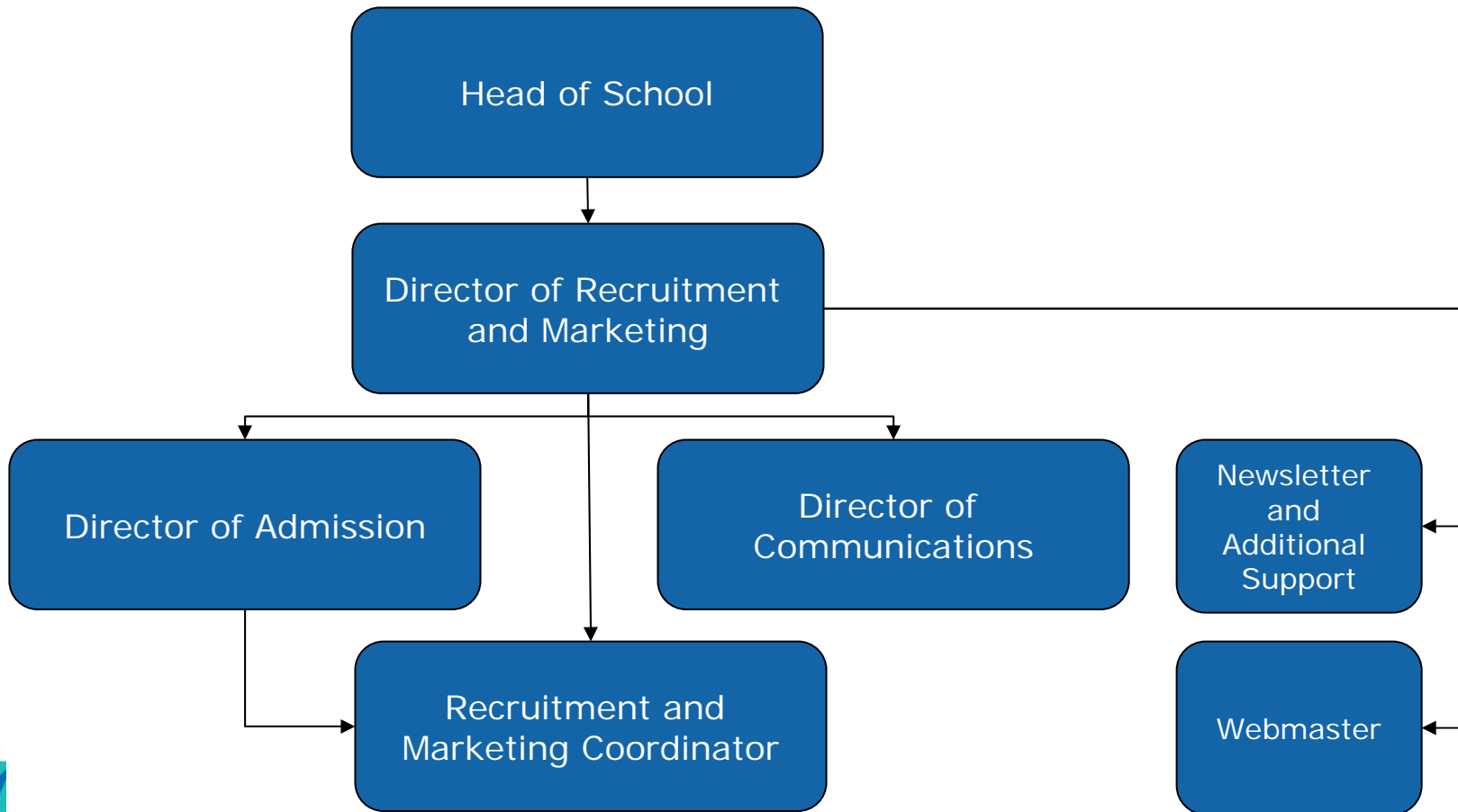
# Step 1: Alignment

- Alignment between the Board of Trustees and Head of School is an essential first step.

# SSDS Organization Chart: Pre-August 2005



# SSDS Organizational Chart: Today



## Step 2: Gather Data

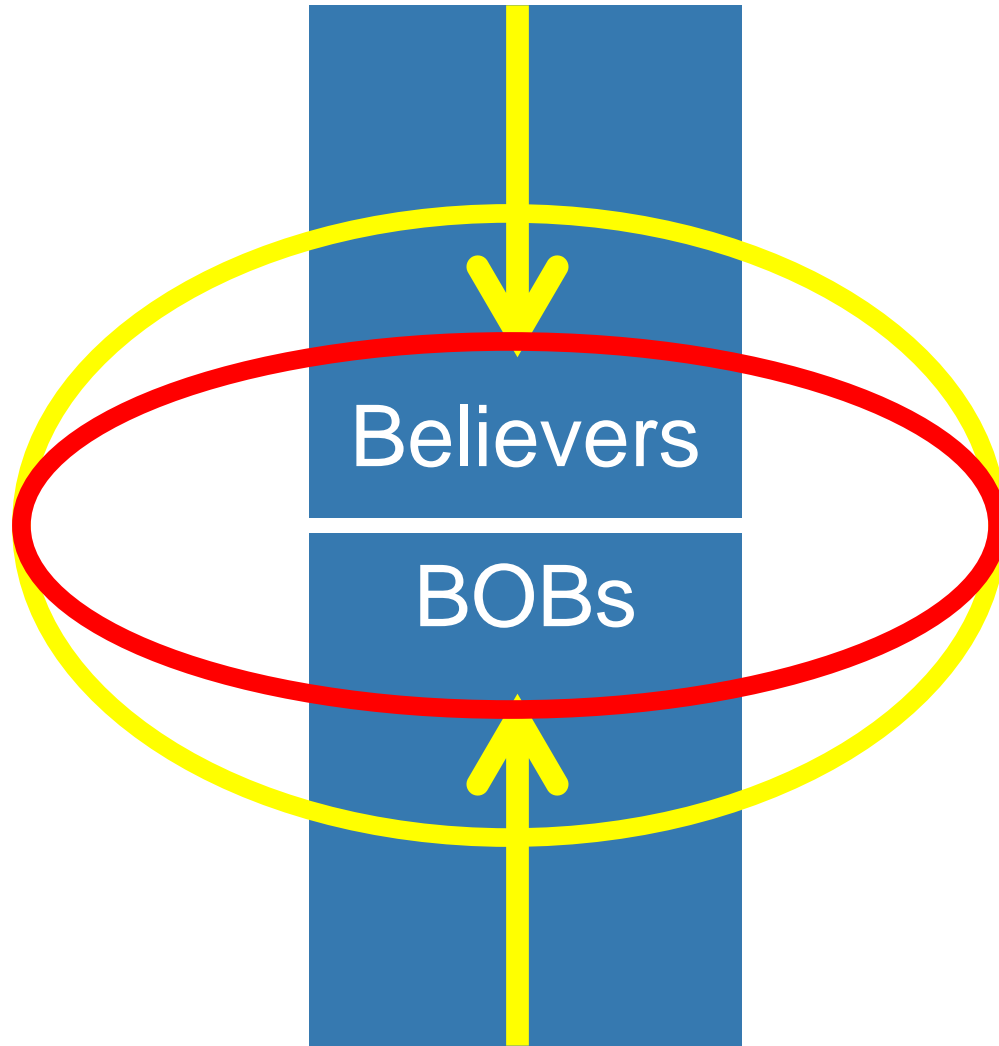
- Gather data before you begin
  - Identify your target market
    - Lieberman Study
      - Boston's Day School Advocacy Forum

# Lieberman Study Highlights

- Believers (14% of parents): Place the most importance on Jewish culture and Hebrew language education. Strong Jewish identity. Heavily skewed toward Orthodox. Need reassurance of secular programming.
- BOBs/Best of Both Worlds (18% of parents): Want a Jewish education for their children, but are not willing to sacrifice the quality of other programs. Skew Conservative. Messaging related to the quality of the secular education will resonate strongly.

# Lieberman Study Highlights

- **Jewish Public Schools (16% of parents):** favor “public school” benefits such as affordability, convenient transportation and special needs, though they still value building Jewish identities for their children.
- **Alternative Communities/A-COMs (20% of parents):** seek a warm school environment, with diversity, reasonable hours, and a sense of community. These parents are not very likely to consider Jewish Day Schools, and skew toward Reform, Reconstructionist and Other/Unaffiliated denominations.
- **Secular Academic Trackers/SATs (32% of parents):** are most concerned with the quality of academics, so that their children can get into the best colleges. This group does show a strong economic potential, due to the large segment size and a high average household income, though these parents are currently not receptive to Jewish schools.



# Step 2: Gather Data

- Gather data before you begin
  - Identify your target market
  - Understand the demographics of your region
  - Understand your school and your population
    - What are your school's strength's and weaknesses?
    - What are your school's distinct points of difference?
    - Who are we? Who makes up our population?



# Step 2: Gather Data

- Gather data before you begin
  - Identify your competition and their strengths and weaknesses:
    - Public Schools
    - Jewish Day Schools
    - Other independent schools
  - Marketing Communications Study
    - Marketing Mix (how are people finding us?)

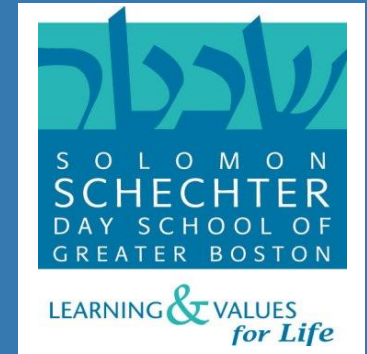
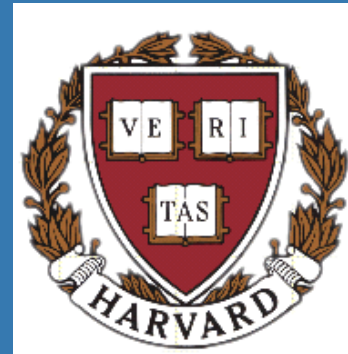
## Step 3: Branding/Messaging

*A brand is the seller's promise to deliver a specific set of features, benefits, and services consistently to its consumers. The best brands convey a warranty of quality and a consistent identity to consumers.*

*- Philip Kotler*

*Marketing in the 21<sup>st</sup> Century*

# Branding/Messaging



# Value Proposition

- Identify your distinct points of difference
  - What makes your school stand out from the rest?
- Identify concrete evidence to support your points of difference

# Branding/Messaging

- Keep it simple
  - If we communicate too many messages, our prospective parents will get confused
  - Develop a Positioning Statement to guide your marketing efforts

# Step 4: Admission Director



- Get the right person(s) on the bus
  - Sunshine
  - Outstanding interpersonal skills
  - Excellent communicator: verbal and written
  - Understand the value of a day school education and can articulate it
  - Detail oriented
    - Cloop!



# Step 4: Admission Director

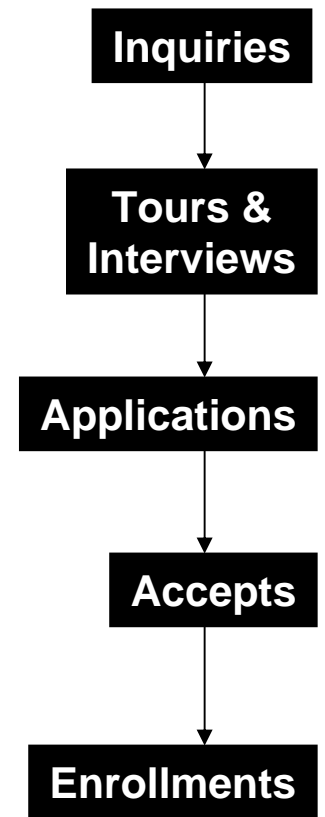
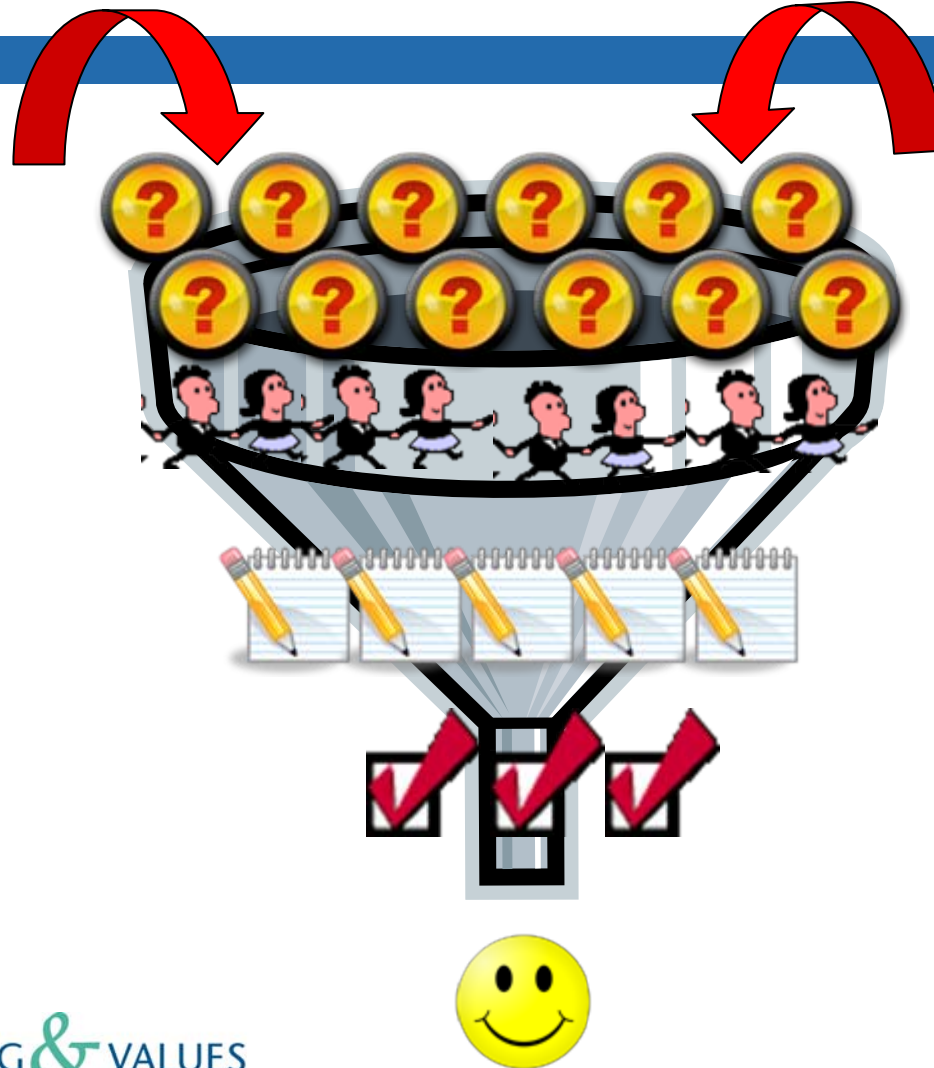
- Get the right person(s) on the bus
  - Ability to see the big picture and Admission's role in the success of the school
  - Understands your market and your school's needs
  - Willingness to think outside the box and engage in new strategies as needed

# The Admission Funnel

- Understand your Admission Funnel



# The Admission Funnel



# The Admission Funnel



What is your yield?

# Marketing Materials

- Website
- Viewbook
- Advertising and Public Relations
  - Ad campaign

## Secular press


**Do we help students find the right answer or ask good questions?**

**YES.**

The educational decisions you make for your child are difficult. Should your child learn content and how to find the right answer? Should she learn how to think analytically and ask insightful questions that lead to deeper understanding?

The simple answer is: **YES.**

Come visit us and learn how we guide children to explore all the questions and all the answers.



**שדנר**  
SOLOMON SCHECHTER  
DAY SCHOOL OF  
GREATER BOSTON

LEARNING & VALUES  
for Life

Solomon Schechter Day School of Greater Boston  
**Open House: 1:00 p.m. Sunday, October 21**  
Contact Carol Rumpler, 617-964-7765 x 1305  
carol.rumpler@ssdsboston.org  
60 Stein Circle, Newton, MA 02459

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## Jewish press

**Do we cultivate compassion or academic achievement?**

**YES.**


The educational decisions you make for your child are difficult.

At Schechter, not only do our students excel academically, but they also become compassionate and involved citizens of the world.

Doesn't your child deserve it all?

The simple answer is: **YES.**

Come visit us and see how we teach to the whole child.



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# Marketing Materials

- Website
- Viewbook
- Advertising and Public Relations
  - Ad campaign
  - Community Calendars
  - Synagogue Bulletins
  - Articles in local newspapers

# Marketing Materials

- Program Brochures
- Newsletters
- Curriculum Guides
- DVD
- Other

# Marketing Programming

- Personal tours and interviews
- Open Houses

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  - Programs for pre-schoolers
  - Classroom visits
  - Community lectures and programming
  - Other

# Marketing Programming

- Warm and inviting
- Pay close attention to detail
- Prepare internal team



# Customer Service

- A rose by any other name ...
  - Parent Relations
  - Hospitality
  - Something else altogether
- The way we treat families has an impact on our ability to attract and retain families in our schools.
- In the day school world, we need every advantage ... and this practice doesn't cost you anything except time.

# Customer Service

- Excellent customer service is about creating a positive, memorable experience for every family ... at every opportunity.

# Customer Service



# Customer Service



*The success of Starbucks demonstrates that we have built an emotional connection with our customers. We have a competitive advantage over classic brands in that every day we touch and interact with our customers directly. Our product is not sitting on a supermarket shelf like a can of soda. Our people have done a wonderful job of knowing your drink, your name, and your kids' names.*

*- Howard Schulz*

*Founder*

# Benefits of Good Customer Service



- A positive atmosphere in your school
- Trust and confidence in you ... and in your school
- Lasting relationships
- Admission referrals

# Consequences of Poor Customer Service

- Poor word-of-mouth
- Frustrated, unhappy parents  
= Potential loss of parents
- A negative, unhelpful atmosphere at your school
- Low enrollment/re-enrollment numbers



# Positive WOM

- Positive WOM is essential to your success
- Eliminate negative WOM

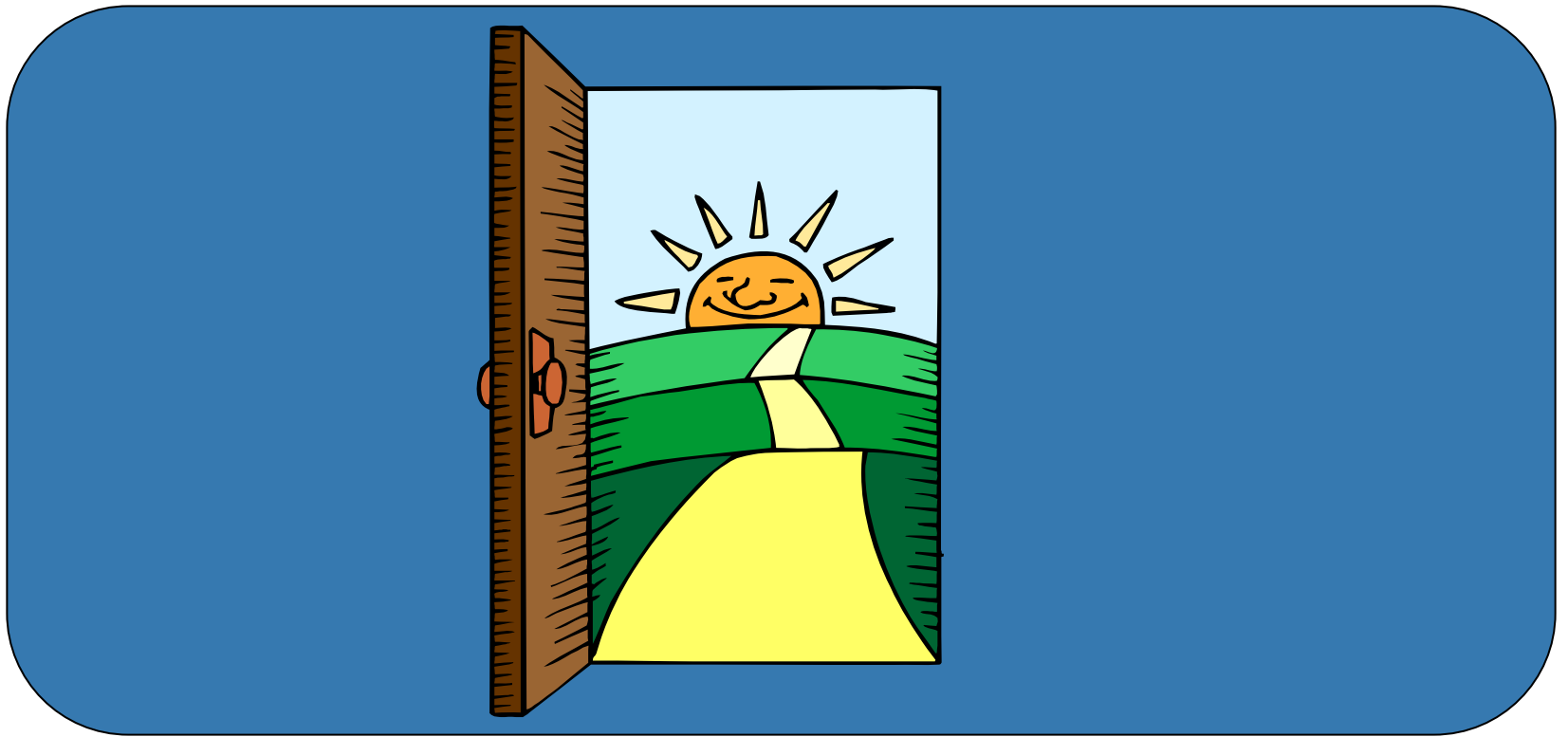


# Collaboration

- Parents and members of the Board of Trustees
  - Phone calls to prospective families
  - Attend Open Houses and other events
  - Positive WOM
  - Advice and counsel



# You're on your way!



# Agenda

- Welcome
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# Recap

- Growing enrollment is a marathon, not a sprint
- Establish alignment between your Board and Head of School
- Gather data
- Develop a brand and a consistent message
- Get the right people on the bus
- Know your Admission Funnel – What is your yield?
- Develop/enhance Marketing Materials
- Be thoughtful about your Marketing Programs
- Encourage excellent Customer Service
- Engage in positive WOM
- Collaborate

# Next Steps

- For Schechter:
  - Bring faculty further along
  - Continue to improve our Customer Service with families
  - Continue to work on spreading positive WOM
  - New brochures and marketing materials
- For you:
  - What's next?

# Q & A

