



PRIZMAH

Center for Jewish Day Schools

COVID-19: Recruitment and Retention

Webinar | May 7, 2020



Agenda

- › Welcome and Introductions
- › Field Work Update
- › Retention
 - › Planning
 - › Communication
- › Recruitment
 - › Planning
 - › Marketing Toolbox
 - › Virtual Tours
 - › Website



Retention: Planning

- › Mapping out the next 12 months
 - › Survey parents
 - › Customer Service
 - › Touchpoints
- › Different divisions have different needs
 - › Gatherings – Virtual and In-Person?
 - › Summer



Retention: Communication

- › Communication
 - › Aligned
 - › Clear
 - › Proactive
 - › Strategic
- › Empathy/Kindness
- › Consistent Messaging
 - › We want you in our school community
 - › We will work with you - define what that means



Retention: Talking Points

- › Construct key messages key constituent groups:
- › Parents & Newly Enrollment Families
 - › Parents are sharing experiences, stories about how their school is staying connected and how the school is handling it all
 - › Creates a positive buzz and decreases negative buzz about the school
 - › WOM has a broader reach and builds parent trust and loyalty



Retention: Idea Sharing



Recruitment: Planning



Short and Long Term

- › Short Term/Immediate Planning
 - › Revise your admission calendar and modify to virtual experiences
 - › Individual stewardship plans for prospective families
 - › Communication
- › Long Term
 - › Website Maintenance – content, platform, analytics
 - › Admission and Enrollment Strategic Planning

Recruitment: Marketing Toolbox



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- › Virtual Open Houses and Tours
- › Information Sessions
- › Open Classes for non-JDS students
- › Parent Coffee Dates
- › Re-imagining Visit Days
- › Social Media
- › Ads, Storytelling & Conversion Copywriting

Bornblum Jewish Community School
May 3 at 7:08 PM · 🌐

If you have a kindergarten-2nd grade age child whose school is not offering online learning, join **#VirtualBornblum** for FREE beginning this week!
Email info@bornblum.org for more information or to sign up.

IS YOUR SCHOOL NOT OFFERING ONLINE LEARNING?
JOIN US FOR FREE AT
#VIRTUALBORNBUM

Starting Tuesday, May 5th, any child in the Memphis Jewish Community who is in kindergarten through 2nd grade can participate in #VirtualBornblum for free.

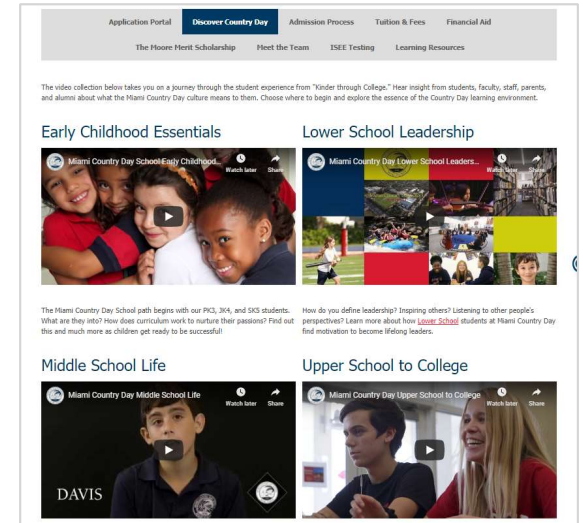
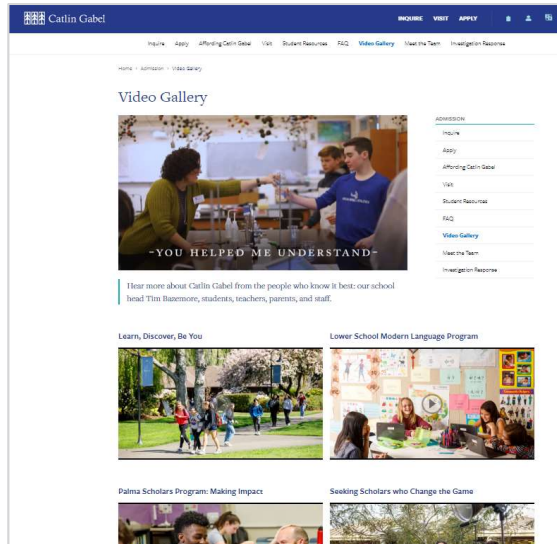
30 MINUTE LIVE ONLINE LEARNING SESSIONS
OFFLINE LEARNING ACTIVITIES
LIBRARY OF RECORDED LESSONS

TUESDAYS, WEDNESDAYS AND THURSDAYS AT 1:00PM
FEATURING MATH, STEM & LANGUAGE ARTS
ALL SESSIONS TAUGHT BY BORNBUM K-2 TEACHERS

FOR MORE INFORMATION OR TO SIGN UP
EMAIL [INFO@BORNBUM.ORG](mailto:info@bornblum.org)

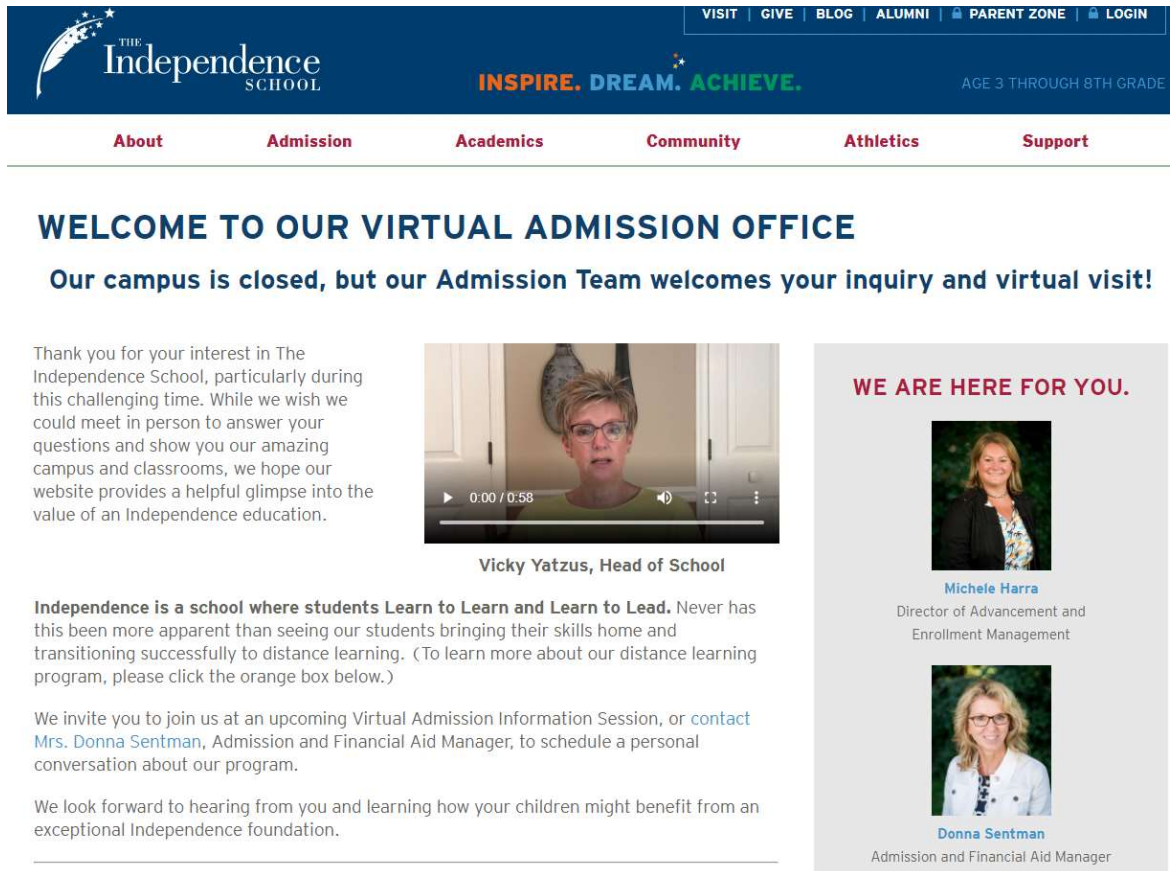
Recruitment: School Tours

Think Creatively



Recruitment: Website

- › Review and update your website regularly
- › Virtual Admission Office
- › Pop Ups
- › Video Messaging



The screenshot shows the website for The Independence School. The header is dark blue with the school's logo on the left, navigation links (VISIT, GIVE, BLOG, ALUMNI, PARENT ZONE, LOGIN) on the right, and the tagline "INSPIRE. DREAM. ACHIEVE." in the center. Below the header is a menu with links for About, Admission, Academics, Community, Athletics, and Support. The main content area features a large heading "WELCOME TO OUR VIRTUAL ADMISSION OFFICE" followed by a sub-heading "Our campus is closed, but our Admission Team welcomes your inquiry and virtual visit!". Below this is a video player showing a woman speaking, with a caption "Vicky Yatzus, Head of School". To the right of the video is a section titled "WE ARE HERE FOR YOU." featuring two portraits of staff members: Michele Harra, Director of Advancement and Enrollment Management, and Donna Sentman, Admission and Financial Aid Manager.

Thank you for your interest in The Independence School, particularly during this challenging time. While we wish we could meet in person to answer your questions and show you our amazing campus and classrooms, we hope our website provides a helpful glimpse into the value of an Independence education.



Vicky Yatzus, Head of School

Independence is a school where students Learn to Learn and Learn to Lead. Never has this been more apparent than seeing our students bringing their skills home and transitioning successfully to distance learning. (To learn more about our distance learning program, please click the orange box below.)

We invite you to join us at an upcoming Virtual Admission Information Session, or [contact Mrs. Donna Sentman](#), Admission and Financial Aid Manager, to schedule a personal conversation about our program.

We look forward to hearing from you and learning how your children might benefit from an exceptional Independence foundation.

WE ARE HERE FOR YOU.



Michele Harra

Director of Advancement and Enrollment Management



Donna Sentman

Admission and Financial Aid Manager

Recruitment: Idea Sharing





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