

Governing for Greatness Series

What Board Members Should Know About Enrollment Efforts



BOARD
NETWORK



Wendy Larvick | Shawn Hoffman





NATIONAL CHARTER SCHOOLS
INSTITUTE

BOARD
NETWORK



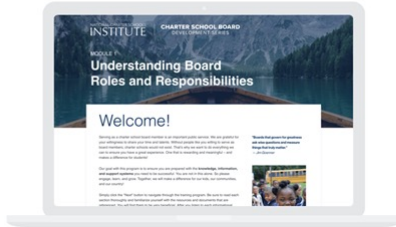
A Community Designed to Elevate Your Boards

www.CharterInstitute.org/Board-Network



A Community Built for Boards

Enjoy the Advancement!



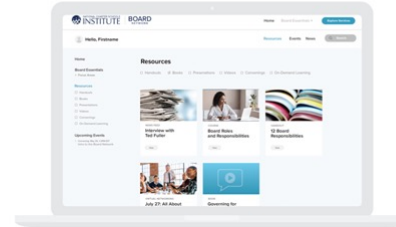
On-Demand Learning

Online trainings are released each month with timely board related topics that will earn you credentials.



Networking & Events

Connect with your peers and acquire best practices from across the nation with monthly virtual networking events.



Tools & Resources

Access a resource library comprised of a broad range of tools and information to advance your board.



BOARD
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Poll

1. How are enrollment efforts going for you currently? (Multiple Choice)

- ☐ We're solid!
- ☐ We could use a boost...
- ☐ We are in need of 50 or more students!

2. How do you currently market for enrollment? (Select the most used) (Multiple Choice)

- ☐ Social Media Ads
- ☐ Emails/Flyers
- ☐ Word of Mouth
- ☐ Other



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Shawn Hoffman

Director of Business Development

- 10 years as a teacher and school coordinator
- Serves as business developer and relationship manager for several startups in the US and Spain.
- He holds a BA in Social Behavior and a Master's in Intercultural Communication.
- Work with Schola allows him to leverage technology and apply partnership-building skills toward increasing educational equity and improving learner outcomes.
- shawn@schola.com



Schola

**Delegation, Consolidation, and Automation to
Augment Your Team's Enrollment Efforts**

scholasolutions.com

Welcome to Schola

Schola Serves as a **Bridge Between Families & Schools**



Our mission is to help students
discover, connect and enroll
in their ideal learning
environment to **create a**
brighter future

How Can Schola® Help You?



SCHOOLS AND ADMINISTRATORS

1

ATTRACT

Obtain outreach access to prospective families in your area looking for what your school offers.



2

COMMIT

Families submit and complete their enrollment application online, with the support of Schola's two-way communication tools.



3

NURTURE

Continue the conversation with prospective families through phone, text, and email directly on Schola® to ensure they show up on day one.



PARENTS AND STUDENTS

1

DISCOVER

Get matched with your ideal school using ScholaMatch™.



2

CONNECT

Connect *directly* with the school on Schola.com.



3

ENROLL

Seamlessly enroll or request a school tour with just one click through the Schola® website.





What Schola **is NOT**:

- ❌ Consultants
- ❌ Marketing Agency
- ❌ Recruiters or “Headhunters”
- ❌ Enrollment Software or SIS

Schola **is**:

Online Tool for School Choice
Marketing Hub to Centralize Efforts
Student Recruitment Platform
Free and Premium Tools to
Augment Your Team



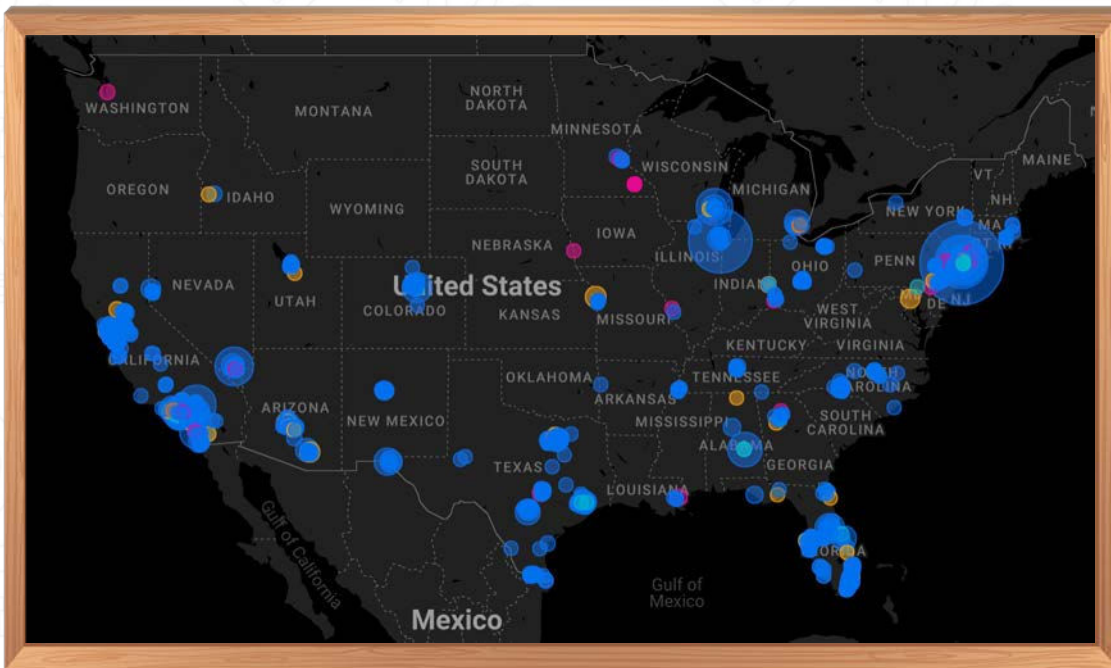


160k+

10,000+

~500

Families Helped Per Week





Green Dot Public



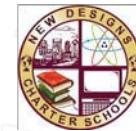
PUBLIC  PREP



INTERNATIONAL
LEADERSHIP OF TEXAS



COMPASS
CHARTER SCHOOLS



KIPP:



Family Life Academy
CHARTER SCHOOLS



A Peek Into Your Schola Profile



English ▾

Log In

Sign Up



Academy of Media Arts

Public Charter 9-12 ★★★★★ 2 Reviews

📍 345 South Figueroa Street Los Angeles CA 90071

☎ (424) 253-8984

🌐 <https://academyofmediaarts.org/>

Currently Enrolling. Apply Now!

Apply Now

Request Info

Schedule Tour

Let's Get Started!





Student Recruitment Defined

1

Attract



Attract Families Through
Marketing Efforts

2

Commit



Convince Families to
Commit by Applying

3

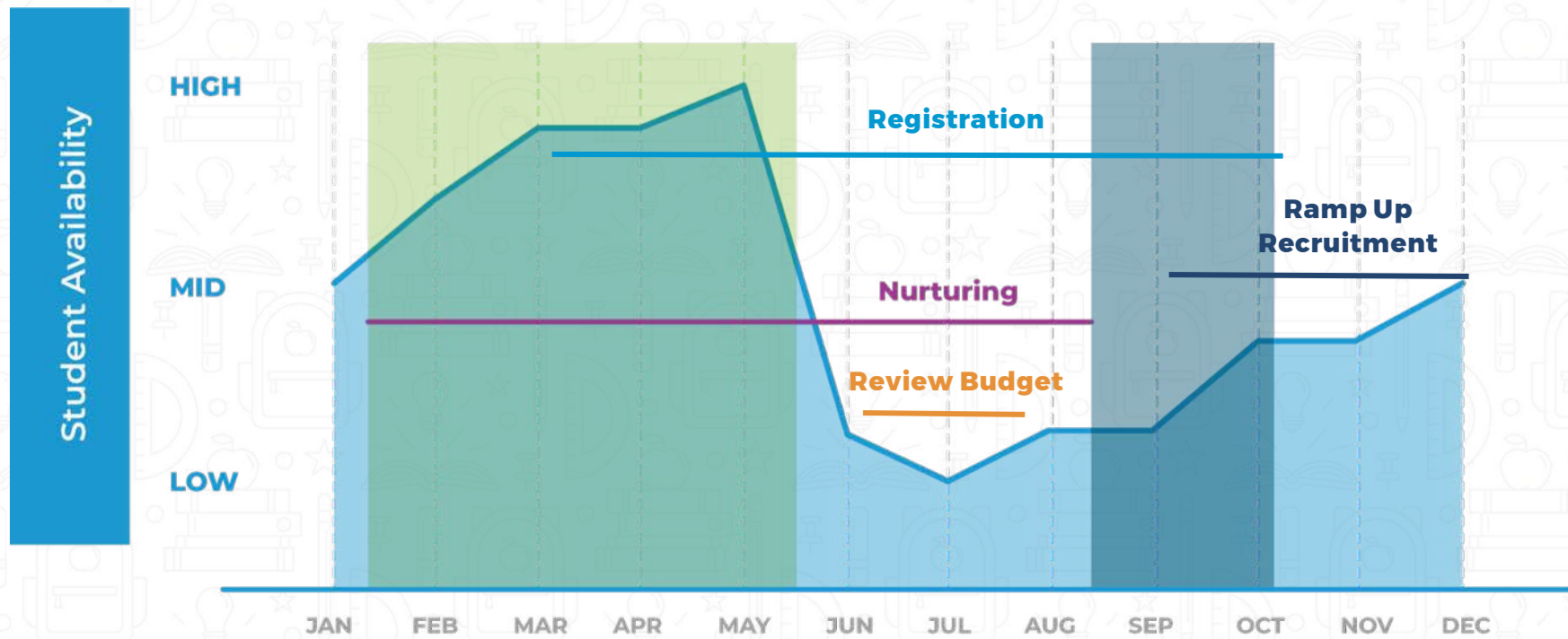
Nurture



Stay in Touch With Families
To Ensure They Show Up



Annual Enrollment & Recruitment Seasons



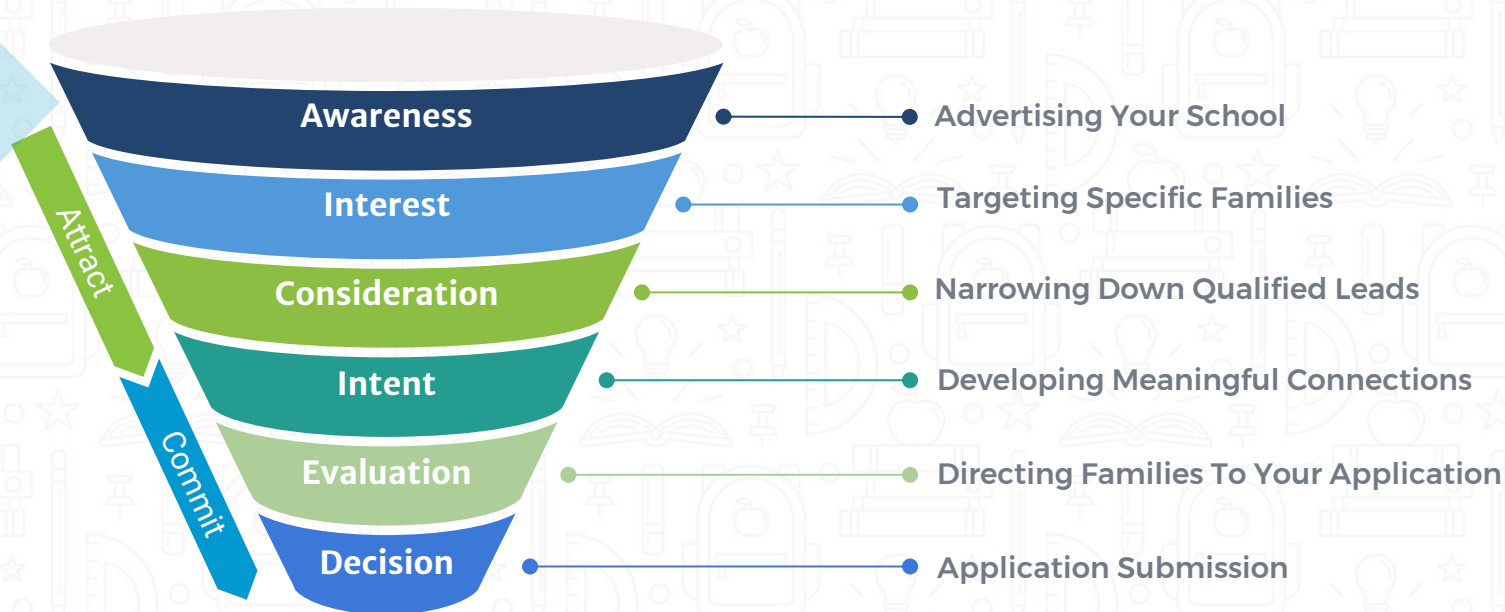
On Average, You Can Expect **20% Of All Applicants** To Not Show Up Now

Attract

Student Recruitment Is Like Sales



**Most
Schools Get
Stuck Here**





Commit

Average Time Per Application



Time Commitment Required For an Application



8-10 Texts Until a Reply



8-10 Calls in a Two-Week Period



Average of 8 Hours

Nurture

**The Avg. Time Required to
Successfully Stay Top-of-Mind**



**Time Commitment
Required For Nurturing**

**If School Starts
In 5 Months,
That Means You
Will Need 33 Hours To
Nurture
1 Family!**

**5 Hours
Monthly**



Until School Starts



The Problem? You're Not Dealing With Only 1 Family!



25 Students

X



33 Hours

=



825 Hours

or



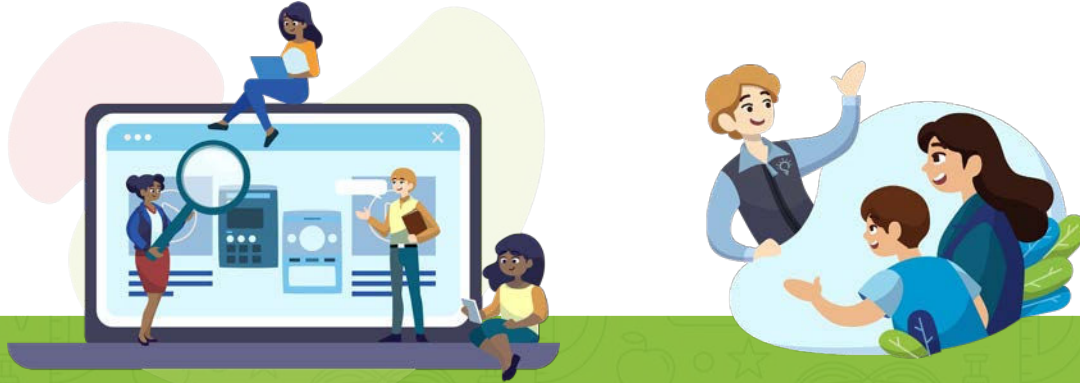
**103 Work
Days**



Schola

Delegation

Who is responsible for student recruitment?





Delegation





Roles & Responsibilities



- Gives school tours
- Builds trust & community
- Helps with follow-up
- The “face” of the school



- “The Rest” of office work
- Parent calls
- Attendance
- Scheduling
- Administrative assistance

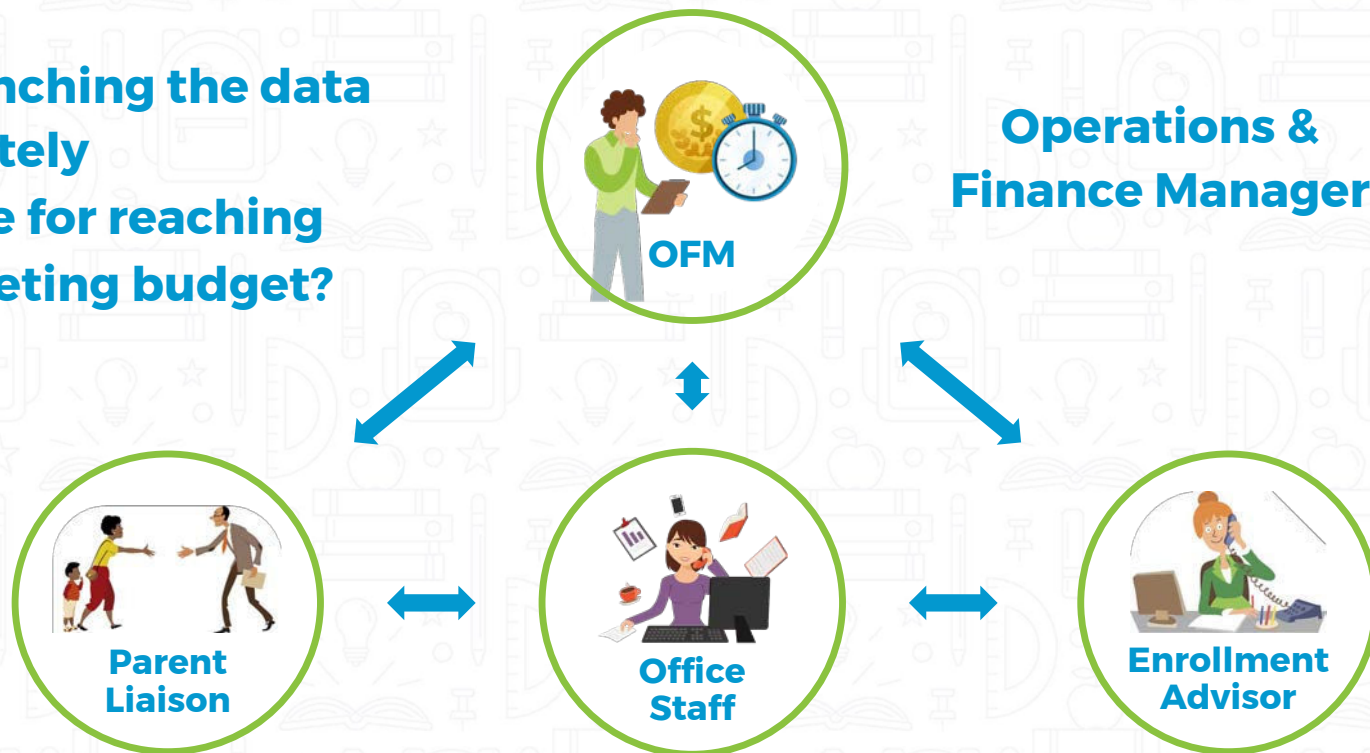


- Full-time follow-up
- Knows all the details of school and enrollment
- Calls, SMS, Emails
- Transfers to parent liaison for tours



Process Ownership

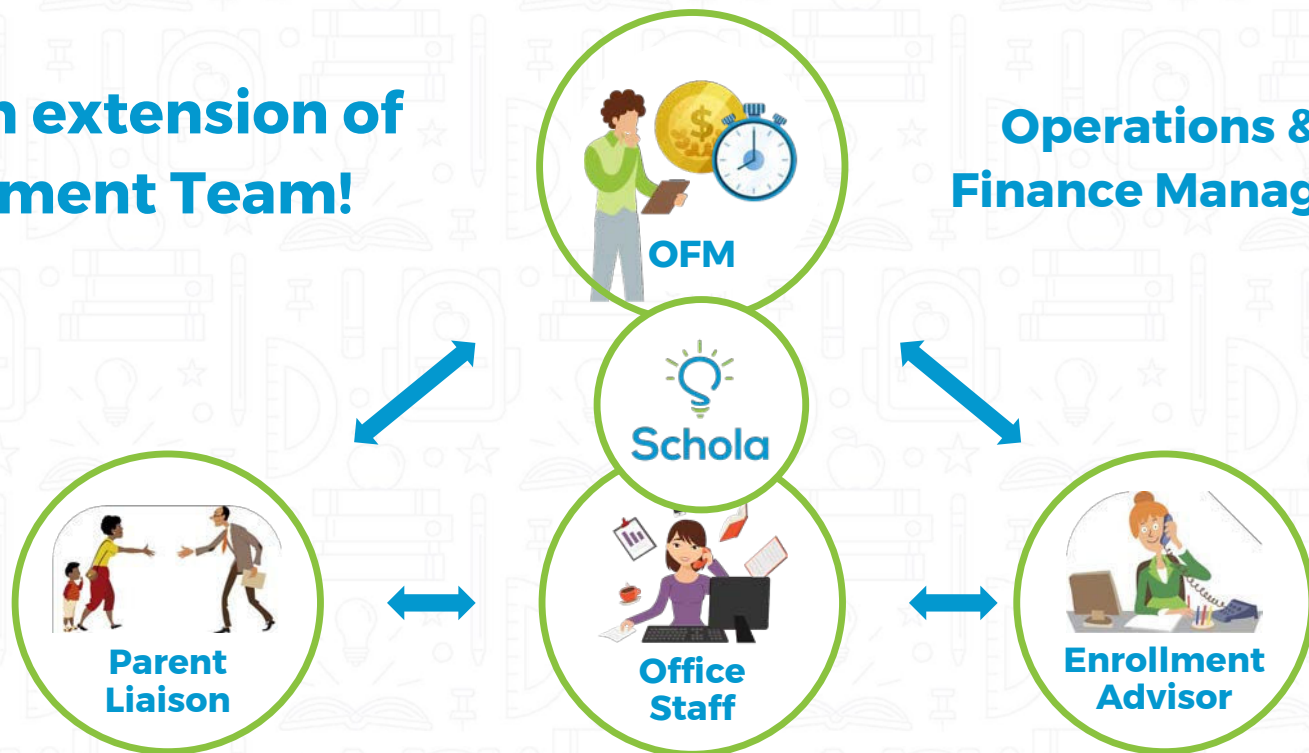
**Who is crunching the data
and ultimately
responsible for reaching
goals & meeting budget?**





You're Not Alone

**Schola is an extension of
your Enrollment Team!**





KNOW. YOUR. PROCESS.

1. No Guesswork

- What happens when a parent shows interest? Applies? Enrolls?
- Who follows up? What's the next step?
- What about after a tour? Do they apply on the spot? Do we give them an application?
- Upload documents online? Or bring them to the school? Who takes them? Then what?

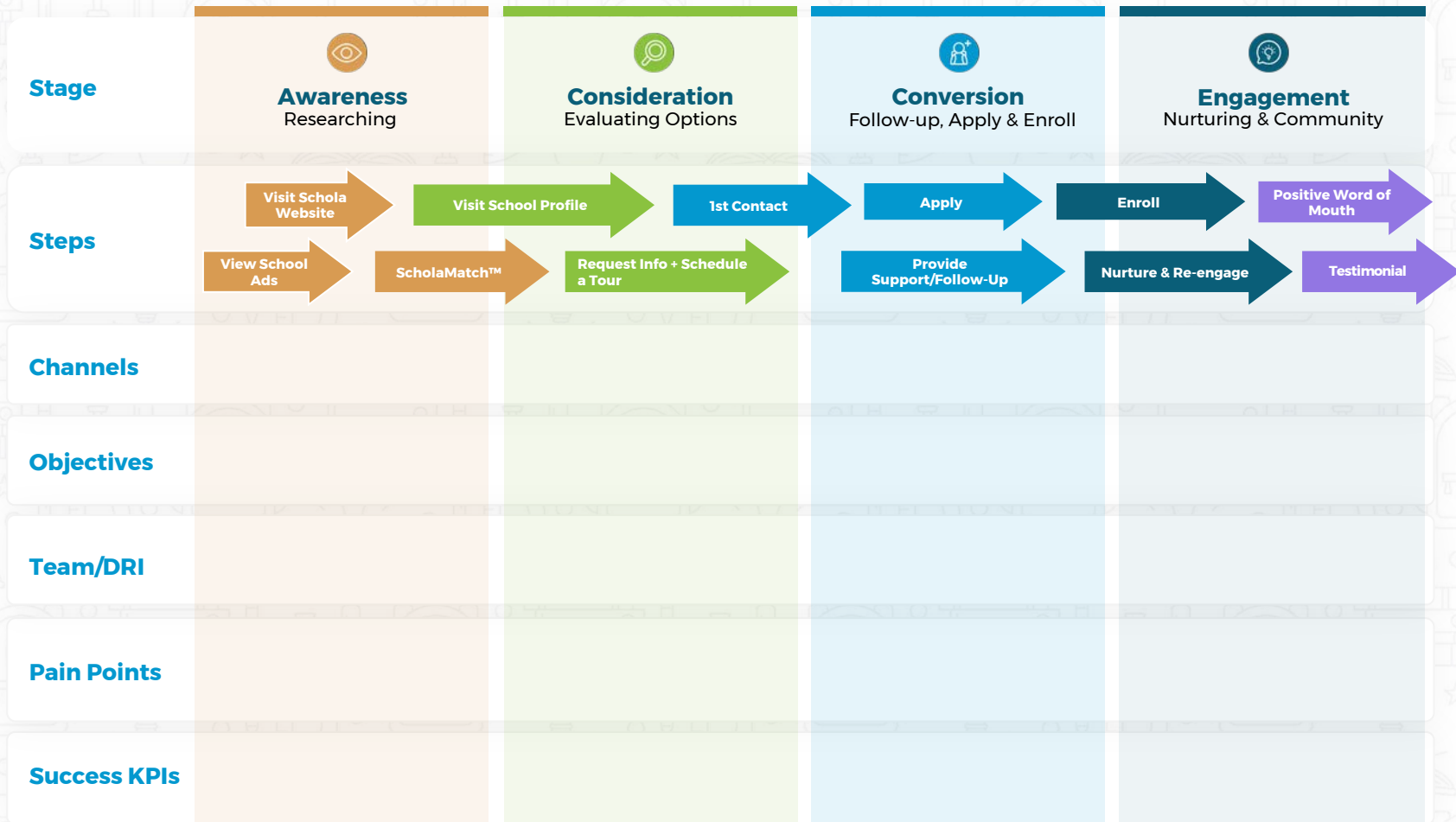
2. Team Alignment

- Everyone involved in your recruitment, application & enrollment efforts should be absolutely clear about what the process is, including next steps and CTAs at every stage.
- Hold regular meetings with a clear agenda to be sure everyone is on the same page.

3. Map it Out

- Create a flowchart or parent journey map of the different steps and stages
- This helps democratize information in the case of staff turnover (but still assign a DRI)

Parent Journey Map





Where does a board fit in?



Help, Don't Hinder

Boards should add support, resources, & perspective without getting in the way.

A few tips to keep in mind:

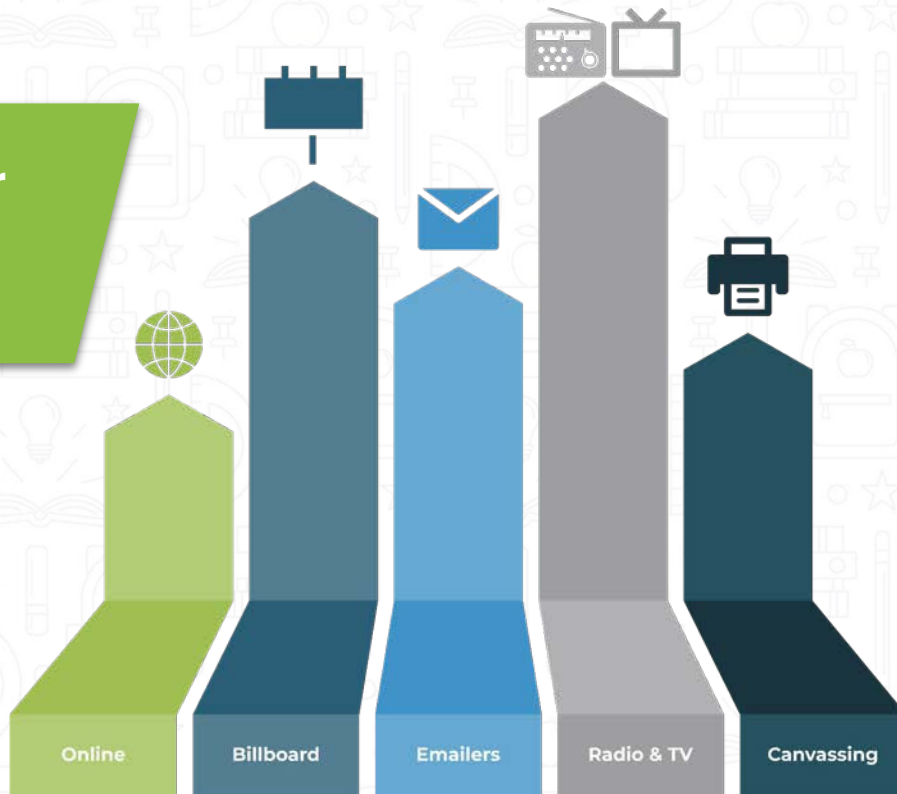
- Understand **ROI, funding sources, and risk-reward**.
- Make **decisions based on data** whenever possible.
- Know **seasonality** and the **importance of speed**, especially regarding the decision-making process.
- **Listen to the experts** – school leaders know their school!
- **Share resources**, including your own expertise, connections, and introductions to possible donor.





Consolidation

**Centralize ALL Your
Marketing Efforts
for Better Tracking!**



Online

Pay per click.



Mailers

Minimum Of \$5K For A Single Mailer (Approx .05% Success Rate).



Billboard

Minimum Of \$2,500/Mo (3 Month Minimum).



Canvassing

Time + Printing
*Printing Varies.



Radio & TV

Approx \$5-\$10K/mo



**ÁNIMO
LEGACY**
CHARTER MIDDLE SCHOOL

Call to Schedule a Visit!
(323) 600-6000

[Future Families](#)

[Our Approach](#)

[Our Team](#)

[Students and Families](#)

[Contact](#)

[Enroll Now](#)



Why choose us?

We believe that every student has the potential to succeed. Learn more about how students at Ánimo Legacy grow academically and get on track for college.

[Apply Online](#)

or

[Schedule a Visit](#)

[Interest Form](#)

INTERESTED?

¿Interesado(a)?



SCAN HERE
ESCANEA AQUÍ



Where Scholars Build Their Own Legacies



Family Life Academy Charter Schools are K-12 free public charter schools in the Bronx, committed to empowering a diverse community of future global leaders through education.

Join Our Family
APPLY NOW

apply@flacsny.com
www.flacsny.com

646 389 2681
f @ flacsny





ÁNIMO LEGACY

Call to Schedule a Visit!
(323) 600-6000

Future Families

Our Approach

Why choose us

We believe that every student has the potential to succeed. Learn more about how students at Ánimo Legacy are thriving academically and get on track for college.

Student's Grade in 2023-2024 *

*

Please Select



Email *

*

Ex: email@mydomain.com

Phone Number *

*

(000) 000-0000

Zip Code *

*

Enter zip code here

SUBMIT



or Schedule a Visit

Interest Form

Dashboard / Relationship Manager

Relationship Manager

[Create Campaign](#)[Export Leads \(CSV\)](#)[Export All Applications \(CSV\)](#)[Map View](#)[Add Lead](#)[Potential Leads](#) 675[Incoming Leads](#) 0[Application Sent](#) 0[Application Received](#) 1[Waitlisted](#) 3[Accepted](#) 9[Archived](#) 149[Edit Columns](#)[Bulk Action](#)

Parent	Phone	Email	Student	Language	Grade	Year	Lead Source	
				English	6th	2023-2024	Schola School Campaign	Contact
				English	6th	2023-2024	School Partner Import	Contact
				English	6th	2023-2024	School Partner Import	Contact

Displaying 3 out of 3

500

Per Page

[Prev](#) 1 [Next](#)



Your Entire Prospective Student Pipeline at a Glance

Test school

Dashboard / Relationship Manager

Relationship Manager

Create Campaign

Export Leads (CSV)

Export All Applications (CSV)

Map View

Add Lead

Potential Leads 9

Incoming Leads 76

Application Sent 102

Application Received 37

Waitlisted 30

Accepted 58

Archived 64

Search

Edit Columns

Bulk Action

Feedback

ID	Date Added	Parent	Phone	Email	Student	Language
90052	Fri Jul 22 2022	Test Zavala	2072610356	franciscotest@test.com	Test Zavala	English
88296	Mon Jul 11 2022	Test Edit 20APR2022 From Selenium 20APR2022	6123483861	ramirez.andrea.isc@gmail.com	Test First	Spanish
88295	Mon Jul 11 2022	Test Edit 20APR2022 From Selenium 20APR2022	6123483861	ramirez.andrea.isc@gmail.com	Test Student	English
88294	Mon Jul 11 2022	Test Edit 20APR2022 From Selenium 20APR2022	6123483861	ramirez.andrea.isc@gmail.com	Test RI	English
88293	Mon Jul 11 2022	Test Edit 20APR2022 From Selenium	6123483861	ramirez.andrea.isc@gmail.com	Test First	English

Lead Pipeline Breakdown



- Incoming Leads 2
- Application Sent 1
- Application Received 4
- Waitlisted 2
- Accepted 4
- Archived 7

Marketing Channels

- ScholaMatch 7 Lead(s) Total
- ScholaMatch2 1 Lead(s) Total
- Schola School Campaign 5 Lead(s) Total
- School Partner Upload 2 Lead(s) Total
- Word of Mouth 1 Lead(s) Total
- December Mailer 1 Lead(s) Total
- School Partner Import 3 Lead(s) Total

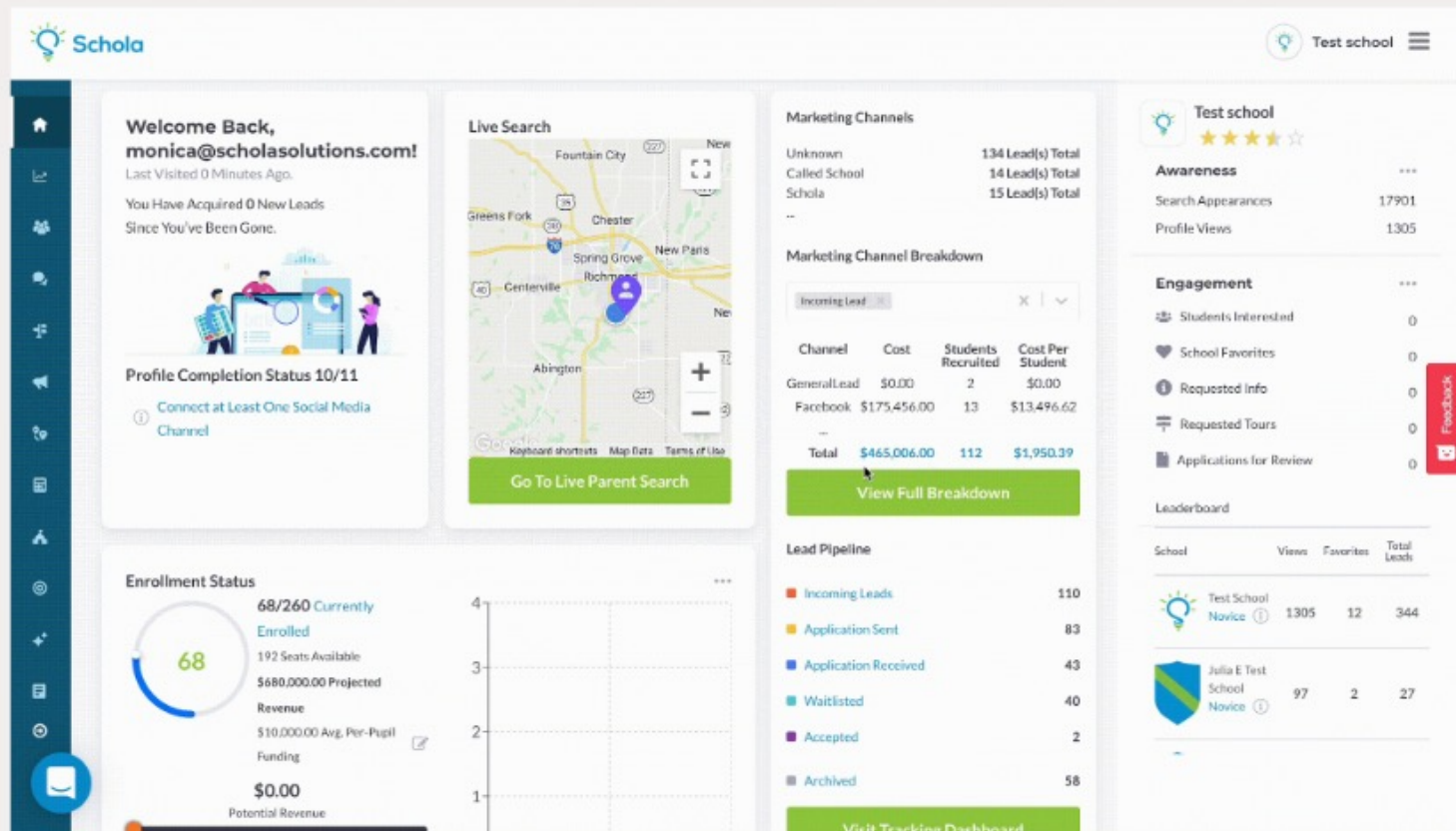
Marketing Channel Breakdown

Funnel Category

- Incoming Lead
- Application Sent
- Application Received
- Waitlisted
- Accepted
- Archived

Marketing Channel	Cost of Channel	Students	Cost Per Student
ScholaMatch	\$0.00	7	\$0.00
ScholaMatch2	\$0.00	1	\$0.00
Schola School Campaign	\$1,500.00	5	\$300.00
School Partner Upload	\$0.00	2	\$0.00
Word of Mouth	\$0.00	1	\$0.00
December Mailer	\$500.00	1	\$500.00
School Partner Import	\$0.00	3	\$0.00
Total	\$2,000.00	20	\$40.00

Track Your Recruitment Efforts and ROI on One Screen



Audience Survey on AI Tools



Automation

The Most Efficient Way to Maintain Consistent Communication And Learn More About Your Audience

Automating Texts & Emails Can Help Your School:

- Streamline Communication and **Save Time**
- **Reinforces** Brand Recognition
- **Optimize** Marketing Strategy Based on Audience Engagement
- **Personalize** Families' Experiences with Tailored Messaging





Premium Feature


Cancel

Close

Select a Type of Message

[Campaign Type](#) > [Content](#) > [Schedule & Publish](#)

ONE TIME SINGLE BULK TEXT MESSAGE



Lead to Enrollment

Set a "first contact" message to be sent to all new leads telling them why you are contacting them, describing the school, and sharing information about how to enroll or contact you for more information. One message is sent to each new lead.

✓

Campaign Name

This will be used in the Schola platform and will not be visible to your recipients.

Enroll

Audience Language

English Only

▼

Back

Cancel

Next

Automation Meets AI

EXAMPLE

The Prompt: Write a series of 4 text messages based on what South Bronx Early College Academy offers. They should be both informative and appealing to parents to encourage them to apply for their children, while remaining concise and creating some urgency. Be sure to include the grades offered (6-8th grade) and a link to the application, which is www.myapplicationlink.com.

Now, write 4 text messages similar to the 5 emails you just wrote me - they should be shorter, include the same application link, and introduce some urgency to parents.

Hi Jenna,

Exciting news! South Bronx Early College Academy offers grades 6-8 and incredible college prep. Apply now: www.myapplicationlink.com. Don't miss out on this opportunity!

Send

Hi Jenna,

Ready to give your child a head start on success? South Bronx Early College Academy is the answer! Grades 6-8, early college model, and more. Apply today: www.myapplicationlink.com.

Send

Hi Jenna,

Discover endless possibilities at South Bronx Early College Academy! Grades 6-8, dynamic learning, and real-world experiences. Apply today: www.myapplicationlink.com.

Send

Hi Jenna,

Time is running out! Don't wait to secure your child's future at South Bronx Early College Academy. Grades 6-8, college prep, and internships. Apply now: www.myapplicationlink.com.

Send



← Home

T Text

Brand mark

Timeline

Draw

Projects

Apps

+

 Add text

+

 Add image

Add data

	T	Name
1	🔥	5 days to go unt
2	🌟	Only 4 days left
3	🚗	3 days till we w
4		
5		
6		
7		
8		
9		
10		
13		
14		

🗑️

 Clear table

Cancel

Done

Let AI Do The Heavy Lifting



Available To You **For Free Right Now**



Premium School Profile

Unlock a landing page for your school to provide families valuable information.



Connect with Prospects

Reach out to families that match with your school on ScholaMatch™



Relationship Manager

Manage your current and prospective students.



Integrated Two-Way Messaging

Communicate directly with potential parents using our built-in SMS and email messenger.



Live Parent View

See trends based on where families are searching for schools in your area.



Marketing Command Center

Manage all your marketing campaigns and track ROI by channel.



5 Keys to Success

1. Marketing ≠ Recruitment.

Marketing is a PART of recruitment, but follow-up communication is key.

2. Set Goals & Budgets with DATA & ROI in mind.

Begin with retention rates, target enrollment, and per pupil funding.

3. Implement systematic & measurable processes.

Consolidate efforts for better tracking and overall efficiency.

4. Delegate Roles & Responsibilities

Get the team aligned and hold people responsible for reaching goals.

5. Leverage Technology & Partners to Maximize Time

Automate when possible and outsource to experts for better results.



Get Started Today



schola.com/launch

shawn@schola.com • (818) 245-5006

addison@schola.com



Question?

Answer

Join Us for Our Next Board Webinars

Upcoming Topics in 2024!

January

Student Success

February

Financial Planning

March

School Safety





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A Community Designed to Elevate Your Boards

www.CharterInstitute.org/Board-Network

