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WE GROW SCHOOLS
AND THE PEOPLE
WHO HAVE THE COURAGE
TO LEAD THEM







Tammy@SchoolGrowth.com Scott@SchoolGrowth.com

SCHOOL GROWTH

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# **Retention Strategies to Grow**

Organizational commitment to the attitudes and habits that maximize enrollment retention





It takes time and energy to nurture and build relationships with your families, but it's the most effective and least expensive growth strategy



Equip and energize your board, faculty/ employees, parents, and students to effectively and consistently advocate for the school



Prioritizing and sustaining at least 3-Deep Relationships for engagement with and commitment from current families



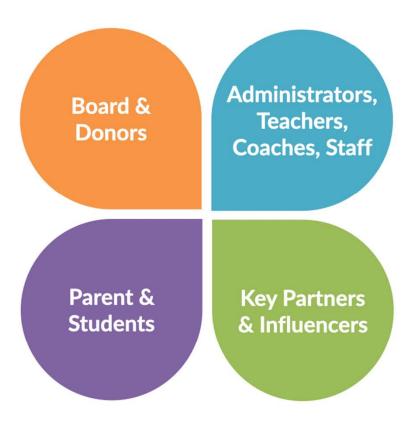
Welcome new parents and students to the school with a series of carefully planned moments and connections



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## **Ambassadors**

Butterfly Effect: Small events can serve as a catalyst for something big

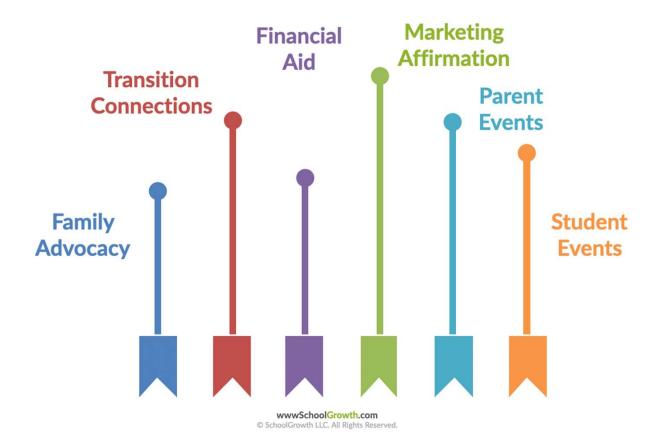




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# **Re-Recruiting**

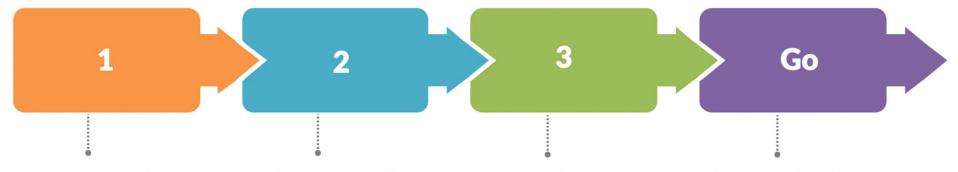
It's easier and less expensive to keep a current family than to recruit a new family





# **New Family Onboarding**

Intentionally designed moments and training to connect and engage



## Strategy & Schedule

Calendar with timeline for handoffs from admissions to other leaders and intentional experiences to foster engagement

## **Mentor Families**

Engage mentor parents early in the process, carefully selecting, training and assigning them

## **Deliverables**

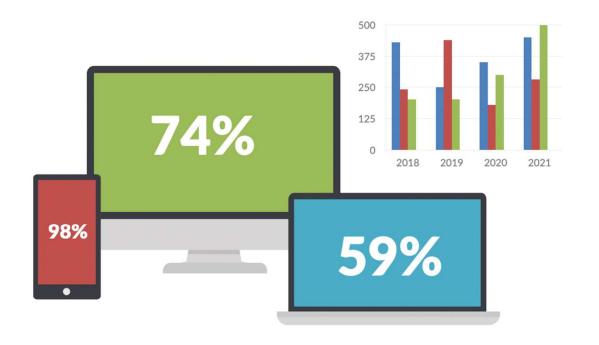
Build the welcome packet with items supplied by each division and admissions (e.g., handbook, chachkies, assignments, letters, sports/ arts, etc.)

#### **Execute the Plan**

Ensure that all events and communications are delivered in a manner that reflects your values and brand promise. No one lost—No one alone



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# Let's Talk!

- 1. Where are We?
- 2. Where do we want to go?
- 3. How are we going to get there?

Tammy@SchoolGrowth.com (855) 444-7698