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About ISM

- We were founded in 1975
- We have served more than 8,445 client schools over the past 40 years
- We’re a research firm
- We’re passionate about mission
- We hold students at the center of all decision-making
- We are committed to you

ISM’s Web Presence

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Learning Objectives

◆ Take ISM’s Admission and Enrollment Management Assessment™

◆ Use Assessment as a Roadmap to Good Practice

◆ Turn Your Findings into Action: Your Four Part Admission and Enrollment Management Plan
ISM’s defines enrollment management as...

a continuous set of recruitment and re-recruitment strategies that enable your school to deepen the relationships it has with its constituents, bonding them ever more deeply and bringing them successively closer to your school’s mission, culture, and values.
Enrollment management, then, is not about what you say; it’s about what you do.
1. Assess
2. Score
3. Reflect
4. Plan
Click to access ISM’s Admission and Enrollment Management Assessment

http://go.isminc.com/adm-assessment
Click to access cumulative workshop data

https://ql.tc/btw8A3
Discuss Your Findings
Tips for Strengthening Your Performance in All Four Assessment Domains

1. Recruitment
2. Re-recruitment
3. Materials & Marketing
4. Office Operations & Planning
Tips for strengthening your recruitment efforts

- Create warm and welcoming campus visit experiences (for parents and students)
- Create a one page primer to prepare prospective parents to observe in your classrooms
- Design and leverage an interactive open house

### Understanding the Power of the Montessori Approach

<table>
<thead>
<tr>
<th>The Child</th>
<th>The Teacher / “Guide”</th>
</tr>
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<tbody>
<tr>
<td>Independent</td>
<td>Follows / observes the child(ren)</td>
</tr>
<tr>
<td>Peaceful</td>
<td>Matches appropriate materials and lessons to child’s sensitive period of learning</td>
</tr>
<tr>
<td>Active seekers of knowledge</td>
<td>Values each child as a unique individual</td>
</tr>
<tr>
<td>Responsible to self and others</td>
<td>Supports students in questioning, probing deeply, and making connections</td>
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<tr>
<td>Compassionate</td>
<td>Provides freedom within limits</td>
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<tr>
<td>Respectful of others’ learning</td>
<td>is difficult to spot (often sitting on the floor or at a table)</td>
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<tr>
<td>Inquisitive</td>
<td>Make notations about each child’s progress</td>
</tr>
<tr>
<td>Creative</td>
<td></td>
</tr>
<tr>
<td>Critical thinkers</td>
<td></td>
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<tr>
<td>Collaborative</td>
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<tr>
<td>Self-directed</td>
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<tr>
<td>Self-correcting</td>
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<tr>
<td>Self-assessing</td>
<td></td>
</tr>
<tr>
<td>Confident</td>
<td></td>
</tr>
<tr>
<td>Enthusiastic</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>The Environment</th>
<th>The Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-age grouping</td>
<td>Hands on approach</td>
</tr>
<tr>
<td>Uninterrupted blocks of work time</td>
<td>Specially designed materials</td>
</tr>
<tr>
<td>Peer learning</td>
<td>Early childhood students learn through sensory motor activities</td>
</tr>
<tr>
<td>Montessori learning materials meticulously arranged and available</td>
<td>Elementary students move learning from the concrete to the abstract</td>
</tr>
<tr>
<td>An aesthetically pleasing home-like learning environment</td>
<td>For middle and high school learners, with the introduction of facts and figures, thought and emotion evolve into understanding more universal concepts such as equity, freedom, and justice</td>
</tr>
<tr>
<td>A sense of order</td>
<td></td>
</tr>
<tr>
<td>A close, caring community</td>
<td></td>
</tr>
<tr>
<td>Spaces suited to group and individual learning</td>
<td></td>
</tr>
<tr>
<td>Connected to a natural, outdoor learning environment</td>
<td></td>
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</tbody>
</table>
The Two Specific Outcomes You Seek

- You want prospective parents to be able to see their child enrolled at your school {recruitment}

- You want parents of current students to be able to see their child enrolled at the next grade level {re-recruitment}
Tips for strengthening your re-recruitment efforts

- Take an intentional approach to the integration of new families
- Establish an enrollment management team (shared accountability model)
- Empower faculty to communicate with parents in the manner they most need and want
Who might serve on your enrollment management team?

- Academic leadership / Head of School
- Exemplar teachers
- Director of Admission and Enrollment Management
- Director of Marketing Communications
- Business Manager, Finance Director, and/or CFO
- Development Director
- School Counselors
Establish goals

- Start with the “why”—what do you want to accomplish?
- How frequently will you meet?
- What support/resources does the team need?
- What types of data should you collect and analyze?
- How will you involve others at the school?
- How will you establish a pipeline for information sharing?
- What strategies/tactics will help you achieve your identified goals?
- How will you know it’s working?
Tips for strengthening your materials and marketing

- Create and leverage a suite of purpose & outcomes statements (mission, student outcomes, and ideal teacher characteristics)
- Leverage high impact photos, student voices, and video
- Create a compelling website experience
Your Purpose and Outcome Statements

{Your Mission, Your Students, Your Faculty}

Mission Statement
Portrait of the Graduate
Characteristics of Professional Excellence

Strategic Plan/Strategic Financial Plan

Your strategic and operational “why” and the gauge by which you measure everything you do.
The Portrait of a Graduate

- Describes the students who graduate from your school, having been transformed by their experiences with you

- Ideally not more than three to five statements that describe not only who the students are, but how they will likely be compelled to act in the world as a result of who they have come to be
Your Portrait of the Graduate describes the student who has benefitted fully from your program

Our Graduates are…

- resilient in the face of challenge
- creative in their pursuit of solutions to complex problems
- eager to embrace the next learning opportunity
- inclusive and culturally competent
- able to relax and experience joy
Implications of Purpose and Outcomes Statements

- **Governance Level**: Mission, primary marketplace stance, and strategic financial planning implications

- **Executive Level**: Hiring, new teacher induction, professional growth culture, and programmatic implications

- **School Culture Level**: CPEs are the operational means of achieving PoG and the foundation of your faculty’s professional growth culture

- **At Point of Origination**: a Cultural Rallying Point—Your Common Purpose
Tips for strengthening your office operations and planning

- Collect and analyze data
- Use your analysis to inform your strategic enrollment management plan
- Use subsequent data sets to test the validity of your plan strategies
- Engage in ongoing professional development
Articulate a plan

Identify up to four findings from your assessment that, if made the focus of your plan, will have the highest positive impact on your admission and enrollment management outcomes. Express them as goals, then add strategies designed to achieve them.
Any Questions?
Chart your course

Take a deep dive into your school’s advancement initiatives at Advancement Academy with the help of a dedicated mentor for a truly personalized experience.

Advancement Academy
ADMISSION | DEVELOPMENT | MARKETING COMMUNICATIONS
JULY 23-27, MINNEAPOLIS, MN

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