



April 2009

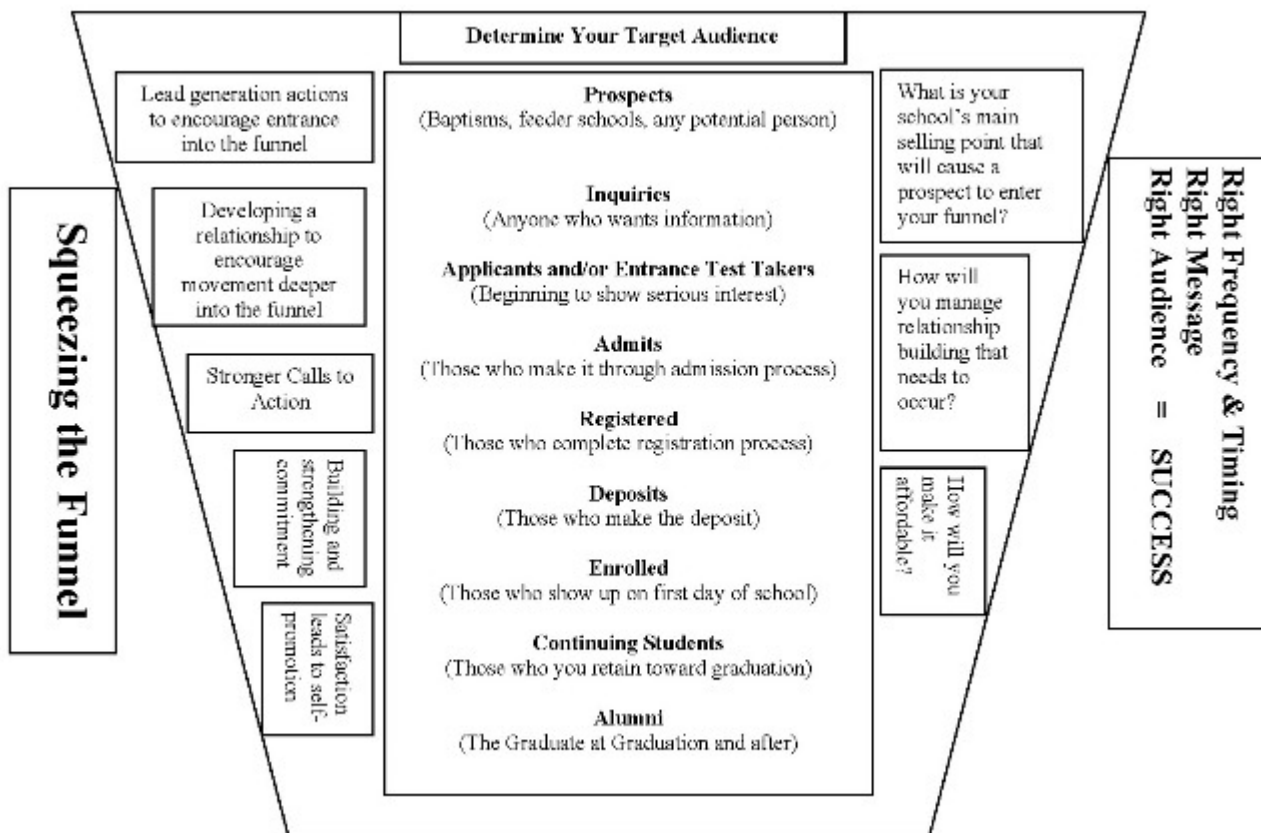
Catholic School Enrollment Talk

ISPD is your Catholic School Enrollment Solution for maintaining and/or increasing the quantity, quality, or diversity of your elementary or secondary Catholic school enrollment.

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Understanding Your School's Enrollment Funnel

By John Cooper, ISPD Enrollment Specialist



Loading the Funnel

Is your school's enrollment funnel working for you? Do you and your core enrollment team members understand what the funnel must do for your school? There is a definite science to enrollment management. The diagram above illustrates the component parts of your school's enrollment funnel.

WIIFM is a Key Determinant as to Whether a Prospect Moves into and through Your School's Funnel

Let's look at the very top or entry point of the funnel. The quality, quantity, or diversity of those that enter your funnel influences every aspect of your school's enrollment, right down to the bottom of the funnel when students emerge as alumni.

What is the main, number one "selling" point that your school presents to encourage the right quality, quantity, or diversity of prospects to inquire (express interest). A common tendency is to either not have a clear selling point or to make it less than the bold announcement that it needs to be. As a prospective parent reading a newspaper ad, opening a piece of direct mail, or visiting a web site about your school, he or she is more likely to enter your school's funnel if he or she reads in the most compelling way: What's In It For Me (WIIFM). It often helps to encourage response by being so explicit as to offer the respondent something in return.

Postcard Direct Mail Example:

To best present WIIFM, you have to know your audience. Your headline in a postcard mailing is the greatest determining factor as to whether someone expresses interest. What is the #1 message that you can convey to your target audience in a short headline that would cause them to respond?

- Common Headlines:
 - St. Example School - A Great Faith-based Education
 - The Route to a Great Elementary Education Begins at St. Example School
 - St. Example School Offers Excellent Academics in a College Prep Setting
 - St. Example School - Educating the Whole Student for Success

- More Compelling Headlines:
 - Find out 3 Proven Ways to Help Your Child Excel Academically, Morally, and Spiritually by Contacting St. Example School Today
 - Catholic Schools Consistently Score in the Top 1/3 on Nationally Standardized Tests - Place Your Child in this Type of Academic Environment by Contacting St. Example School Today
 - Realize Your Child's Full Potential in School - Contact St. Example to Learn 5 Proven Methods to Insure Academic Success
 - Stop Worrying - For Answers to All Your Kindergarten Questions Contact St. Example School
 - Contact St. Example High School to Learn the 7 Keys to Preparing Your Child to be a College Scholarship Recipient

Notice that the common headlines listed above offer general, less concrete WIIFM whereas the more compelling headlines offer more specific and concrete WIIFM. For instance, I might be a parent who is worrying about kindergarten for my child. If I respond to the postcard headline about getting questions answered, then I am going to receive something from my contacting St. Example School regardless of whether I register or not. Wouldn't those of us who have teenagers like to know St. Example High School's 7 keys to preparing a child to be a college scholarship recipient? Doesn't it seem like everyone would like to know the 3 proven ways of helping a child excel academically, morally, and spiritually?

Obviously, good WIIFM in a headline is only a part of an overall enrollment management effort that needs to convey WIIFM throughout the process. It also goes without saying that anything you place out there as a WIIFM offer must be something that your school can deliver upon. Yes, even alumni will still be looking at the WIIFM deliverables long after graduation. Whether or not you delivered the WIIFM will probably be a factor in their future support as alumni.

WIIFM may sound like we are creating and reinforcing self-centeredness. You can show a family how you are going to help position their son or daughter for a college scholarship while at the same time providing a

Catholic education that challenges the family/student to be other-centered. A prospective kindergarten family might be initially only concerned about WIIFM, but you have 9 months a year, 5 days a week, 6 hours a day to turn that WIIFM attitude into a more Christ-like one.

Going on the Tuition Offensive

In this time of economic crisis, Catholic schools are finding themselves on the defensive regarding the whole issue of tuition. Indeed, schools are experiencing increases in the number of prospective and current families asking for tuition assistance. We need to go on the offensive with this issue. The fact that so many of our school families are finding a way to pay tuition during this tough economy must be shared. Now is not the time to turn away from our faith rather it is precisely the time we need it the most.

- [Click here to read a St. Example Catholic School press release that shows how to turn the negative of struggling to pay school tuition into an inspiring example of faith.](#)

Spiritual Thought

A couple of weeks ago after Sunday Mass my 7 year old son Joseph asked me, "Dad, what was Father doing laying hands on the foreheads of those people in church?" I thought about telling him about the theological meaning of the laying on of hands which goes back to the very earliest history of the Church, but I thought that might be too deep for my first grader. As I was starting to tell him that the gesture was a special blessing, he interrupted and said, "Dad, I think Father was just putting the Catholic into them!" Our prayers are with you as you continue to put the Catholic into your students. Have a Happy and Meaningful experience of Easter!

Upcoming ISPD Webinar

"Understanding the Successful Traits of a Successful Catholic Parish and/or School Development Director"

As part of our continuing series, this Webinar will be held on **Monday, April 27, 2009**, from **10:00 AM - 11:00 AM CENTRAL STANDARD TIME**. This is a free Webinar but registration is required so please visit our web site at

- [Register for our FREE Webinar Today!](#)

Spring 2009 Development Workshops

ISPD Workshops Delve Into Depth

One day workshops presented by ISPD offer Catholic leaders throughout the country an in-depth experience on a specific topic. For more than twenty years, ISPD has been this country's leader in offering process-driven workshops that are practical, affordable, and interactive. 98% of all ISPD workshops receive a rating of 4 or 5 (out of a 1-5 rating system) by those in attendance. This spring ISPD will be presenting workshops on capital campaigns, engaging more people into the life of a Catholic parish, the best first steps in Catholic Development, enrollment solutions, long-

range planning, and much more. Please visit our web site at www.ispd.com for the latest information and also to register on line.

ISPD Also Conducts On-Site Workshops

Offered to Catholic schools and parishes within a single diocese, these workshops are designed to meet your specific needs.

- [Check Here for More Information on ISPD Development Workshops](#)

Development Directions

Development Directions is our free monthly online newsletter for anyone engaged in the ministry of Catholic development. Hear about success stories in your neighboring schools and parishes that will give you the confidence to take the first step necessary towards successful development.

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