



June 2007

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.

The Ultimate Question

By John Cooper, ISPD Enrollment Specialist

The *Ultimate Question* is not a new book on theology. However, it is a book that every school principal, president and pastor should read. The book's author is Fred Reichheld. Harvard Business School Press published the book in 2006. It has a broad application to just about any organization including Catholic schools and parishes.

"The real issue is how a company (school) knows what its customers (school families) are feeling, and how it can establish accountability for customer experience. Traditional satisfaction surveys just aren't up to this job. They include too many questions and too little usable information," writes Fred Reichheld.

After testing thousands of satisfaction type questions (that had the strongest statistical correlation with repeat purchases and referrals), the Ultimate Question turned out to be this: How likely is it that you would recommend this company (Catholic school) to a friend or colleague?

The metric that the Ultimate Question produces is what Reichheld calls the Net Promoter Score (NPS).

It is arrived at using a scale of 0 to 10 with 10 meaning extremely likely to recommend, five indicating neutral, and zero meaning not at all likely.

- Promoters (loyal enthusiasts keep buying and encourage others to buy) = scores of 9 or 10.
80% of referrals come from this segment.
- Passively satisfied (satisfied but unenthusiastic customers) = scores of 7 or 8.
This group refers 50% less than the promoter group.
- Detractors (unhappy customers trapped in a bad relationship) = scores ranging from 0 to 6.
This group represents 80% of negative word of mouth comments.

The NPS is calculated by taking the percentage of customers who are promoters and subtracting the percentage of those who are detractors or
NPS = % of Promoters - % of Detractors.

A company's average NPS in the U.S. is 10%.

An employee's average NPS in the U.S. is -29%. Yes, only 1 in 5 employees can be considered promoters.

Growth engines can roar when the NPS needle moves above 50%.

What would the average NPS of a Catholic school need to be in order to sustain enrollment growth?

Here's a Way to Measure NPS in Your Catholic School:

Using mail, email, or telephone, ask your school families and/or parishioners this question - *"How likely is it that you would recommend St. Example Catholic School to a friend or colleague?"*

Please rate your response on the following scale of 0 to 10.

Follow-up questions include:

- What grade of school is your child enrolled?
- What are the most important improvements that would make you want to rate us closer to a ten?
- Could we give you a call to further discuss the rating you gave us?

Also keep in mind:

- You should ask the Ultimate Question more than simply once a year.
- You should not be satisfied with a response rate lower than 65% (according to Reichhold).
- NPS should help drive school improvement.
- Faculty and staff in-service training should address the response data.
- School boards and education commissions should focus on the response data.
- Break down and link the response data to behaviors or actions.
- Continuously ask school families, faculty and staff for ideas on how to improve asking the question.
- Never use the response data in a way that creates fear or bias in your school's respondents.

Here's One Way to Impact NPS in Your Catholic School:

At a faculty or staff meeting train by asking how they would respond to different scenarios that arise in a school. For example:

- A mother calls upset about her son's grade. How do you respond as a teacher?
- A father calls the secretary and says that he was not informed about tonight's school play.
- A grandmother stops into the school office and wants to know why she must complete a training class in order to volunteer at the school.

Brainstorming better customer service response scenarios like these lead to actions that in turn translate into a higher NPS and possibly more enrollment for your school.

This Month's Survey Question

ISPD would like your feedback in the form of answering an enrollment related survey question. Our on-line survey question is powered by www.surveymonkey.com and results will be shared with you next month. We ask that you indicate whether or not you work (either paid or volunteer) in an elementary or high school. Here's this month's question:

"How likely is it that you would recommend this enrollment talk newsletter to a friend or colleague? What would it take for us to include in future newsletters in order for you to move closer to a rating of 10?" Please note: Survey Monkey would not allow us to use the number 0 in our scale so 1 indicates that you are not at all likely to recommend.

[Click Here to take survey](#)

May Survey Results

In order to improve interaction and communication with both prospective and current students/families, does your school currently use on-line survey questions on its web site or in its e-newsletters?

We don't have a website at this time.....4.60%

We don't distribute e-newsletters at this time.....27.30%

Yes, we use on-line survey questions on our web site.....9.10%

No, we haven't tried on-line survey questions on our web site.....**77.30%**

Yes, we use on-line survey questions in our e-newsletters.....4.60%

No, we haven't tried on-line survey questions in our e-newsletters.....22.70%

Elementary School.....**84.20%**

High School.....15.80%

Email Newsletters Keep You In Touch

Regularly scheduled email newsletters are one of the most popular and effective forms of email marketing communication used today. ISPD began using Constant Contact in 2004 and we've never looked back. We were able to utilize our existing web site banner as a custom header to maintain our identity and easily modify a template to suit our needs. We selected global fonts and colors to coordinate with our corporate logo and added pertinent links to our web site and access to our consultants via email links. Constant Contact® is the leading provider of web-based e-mail marketing software for small to mid-sized businesses and organizations. With their easy-to-use wizard, over 100 eye-catching e-mail templates, list management features, e-mail tracking and reporting, and high deliverability, Constant Contact makes it easy for you to communicate with your prospects, alumni, and current families - and keep them coming back!

Publishing a regularly scheduled e-newsletter takes dedication and commitment but the benefits of nurturing strong relationships as well as sharing timely and needed

be a real headache if you go it alone using content management software or spreadsheets. Constant Contact makes it easy for you to grow and manage your list using their permission-based system whether your beginning list is large, small, or non-existent. Relying on Constant Contact for list management means you get peace of mind - no more headaches - and more time to focus on what's important to your Catholic school.

For more information about Constant Contact, we encourage you to visit their web site at www.constantcontact.com

A Catholic School Web Site to Watch

Alter High School in Kettering, Ohio

www.alterhighschool.org

Alter High School is this month's highlighted web site. The school's home page is organized in such a way that it speaks to and directs the various constituencies through three primary doors - prospective students, current students, and parents/alumni. It also includes a nice testimonial from a recent graduate of the school. I want to direct you to check out the on-line prospective student magazine. This section is packed full of content direct at prospective students and parents.

- [Click here to visit Alter High School's prospective student on-line magazine.](#)

Spiritual Thought

Earlier in this newsletter we reviewed the *Ultimate Question*. Asking people whether or not they would recommend your school is not only a good business practice, it is also what our Christian faith calls us to do. As we walk out of Mass, we should hope that members of the congregation would recommend others to come and join us. What would it take to create more promoters in our parishes? How should we work to better understand and respond to those who would detract people from our parish? Finally, how can we motivate those who passively join us each week to be more fully involved? Let us not forget that the stakes are much greater than some finite business equation. Our faith tells us that how people respond to the Ultimate Question of our faith determines our success in building the Kingdom of God. Peace Be with You!

Workshops for Schools

Dynamic presenters share proven strategies and discuss Catholic school enrollment issues during one and two day seminars. These workshops are conveniently held across the country at an affordable price of \$69-\$250 .

We hope you'll join us soon!

[Register on-line](#)

or call us today at 1-800-299-2393

TOPICS INCLUDE:

- Catholic School Enrollment Solutions - Strategies That Deliver Immediate Results
- Best First Steps to Take in Beginning Your Catholic Development Efforts
- "Show Me the Money!" - Capital Campaigns That Produce Results
- Charge Up Your Development Battery!
- Catholic School Enrollment Solutions - Strategies for Catholic School Enrollment Growth

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 Training Workshops](#)

ISPD - Bringing people, process and ministry together to build the Kingdom of God

www.ISPD.com



Visit our web site for free resources and valuable information. The Institute of School and Parish Development (ISPD) is a national, Catholic development consulting firm created to serve Catholic schools, parishes and dioceses in the areas of planning, marketing, fund-raising, and resource development.

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Please feel free to forward this newsletter to anyone you think could benefit from this information. If there are any topics you would like to see covered in a future newsletter, please contact us.

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