



September 2008

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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What a Year it's been working with You and Your Catholic Schools!

From an enrollment perspective, the old year ended with the start of the 2008-09 school year. The new year of enrollment management has begun. Are you celebrating or are you feeling anxious and worried?

My colleagues and I at ISPD have worked with thousands of administrators, educators, staff, parents, and volunteers in Catholic schools this past year. The Enrollment Management Division of our company has worked with schools for as little as a couple workshop hours and as much as year long consults. We have a pretty clear picture of what works and what doesn't work regarding your school's enrollment.

Whether your school is located north, south, east, or west, we can tell you that there are definite common denominators for schools that are successful and those that are not. Here's an attempt at a *David Letterman's Top 10 Reasons*, only without the humor as the challenging situation Catholic schools face (in general) is no laughing matter.

Top 10 Reasons Why Some Catholic Schools Had Enrollment Increases for 2008-09

By John Cooper, ISPD Enrollment Specialist

10. They understood that high levels of *satisfaction* translate into soaring levels of *self-promotion* that in turn fuel enrollment growth. Their faculty and staff accepted the reality that each and every

day they are either moving families closer to satisfaction and self-promotion or further away from it.

9. They understood that there is a *science to leveraging financial assistance* thus tackling tuition, the silent killer of Catholic school enrollment.

8. They understood that the entire school community (students, parents, teachers, alumni, staff, parish administration, board, etc) must take *ownership* of enrollment management, each in his or her unique way based on the role they play.

7. They understood that *numbers tell a story* and thus must be analyzed regularly with an eye to benchmarking wins and losses.

6. They understood that in order to produce enrollment related data, everyone must diligently collect data throughout the entire enrollment funneling process. They embrace the philosophy that *what you don't know will hurt you the most*.

5. They understood that enrollment management need not be boring. In fact, the schools with enrollment increases *acted with a contagious level of excitement* day in and day out. Staff at these schools were singing and dancing when families took closer steps toward enrollment. These schools confronted the "Office of Enrollment Prevention" when it arose (sub-consciously) in attitude, policies, and procedures.

4. They understood that it takes more than the principal and *people fuel* is essential. With the "Ripple in the Pond" principle in mind, these schools accepted the challenge of moving beyond the "first ripple" of meaningful engagement and expanded out to the "second and third ripples" of those who have been less involved in enrollment.

3. They understood that over time every school's *enrollment arteries can become clogged* by complacency, shifts in the market, misperceptions, and a culture that places less priority on faith based education. To open these arteries, schools that were successful this year conducted strategic enrollment planning.

2. They understood that technology was their friend rather than their enemy. Using technology, these schools set up *systematic, seamless communication* with both prospective and current families in a way that relationships were built that withstood challenges like \$4.00 a gallon gasoline.

1. They understood that enrollment management taken in its larger context is their #1 priority. When confronted with the work flow challenges that come with this realization, they didn't say "we don't have the time or resources to do this." Instead, they said, "*How can we change to make it happen?*"

Spiritual Thought

As we embark on this school year, we take it one day at a time. St. Teresa Benedicta of the Cross (Edith Stein) has some words of wisdom about how to approach each day that you might find helpful. She says, "God is there in these moments of rest and can give us in a single instant exactly what we need. Then the rest of the day can take its course, under the same effort and strain, perhaps, but in peace. And when night comes, and you look back over the day and see

how fragmentary everything has been, and how much you planned that has gone undone, and all the reasons you have to be embarrassed and ashamed: just take everything exactly as it is, put it in God's hands and leave it with God. Then you will be able to rest in God - really rest - and start the next day as a new life."

Fall 2008 Workshops for Schools

Dynamic presenters share proven strategies and discuss Catholic school enrollment issues. These workshops are conveniently held across the country at an affordable price of \$75-99. 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
 - Best First Steps / The Annual Fund
 - Capital Campaigns That Produce Results
 - Long Range Planning
 - Customer Service in Your Catholic School
 - Charge Up Your Development Battery

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 Fall 2008 Schedule and More Information on ISPD Development Training 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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Job Openings Across the Country in Catholic Development & Advancement

ISPD now offers a free service to any Catholic parish, school or diocese. We have a new button on our website at www.ispd.com entitled **Development Job Postings**. By clicking on this button, visitors can go directly to this page and view job announcements and opportunities from area Catholic institutions. Twice per month in our two e-newsletters, ISPD will mention this opportunity and invite readers to view these announcements. These newsletters reach over 10,000 Catholic leaders by e-mail each month.

Each announcement should be no more than 200 words and should invite candidates to submit a resume to your specific address (e-mail or physical). We ask that you mail new requests (with the announcement attached in a Microsoft Word document) to ISPD@aol.com, including the name of your contact person and a telephone number where we can reach you, just in case we need clarification on the announcement. Announcements will be put in alphabetical order by institution.

- [Click here to read more about these job opportunities in Catholic 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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