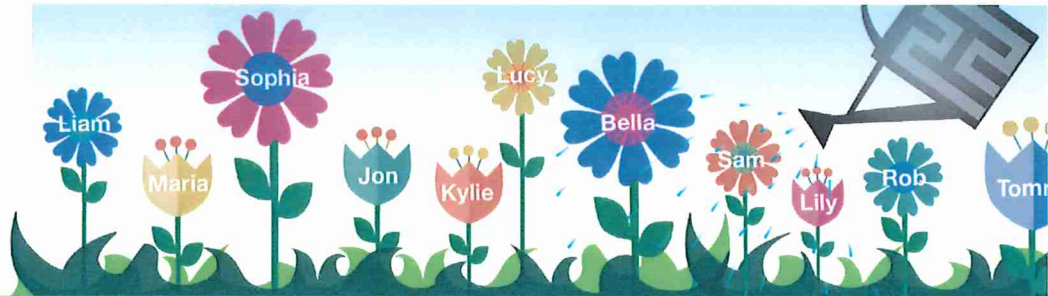




Healey Education
Foundation
For the Future of Catholic Schools



RESOURCES

Spring into Action for Retention & Recruitment

Catholic School Enrollment Tactics from March through June

*Managing enrollment takes
creativity and stamina.*

*In the springtime, build
upon re-registration work
that began in the fall as
you employ more specific
recruitment strategies.*

Your goal: *fill every
classroom seat. Use
personal, purposeful
communications and
targeted events to validate
current families' decisions
to re-register while
engaging and welcoming
new families.*

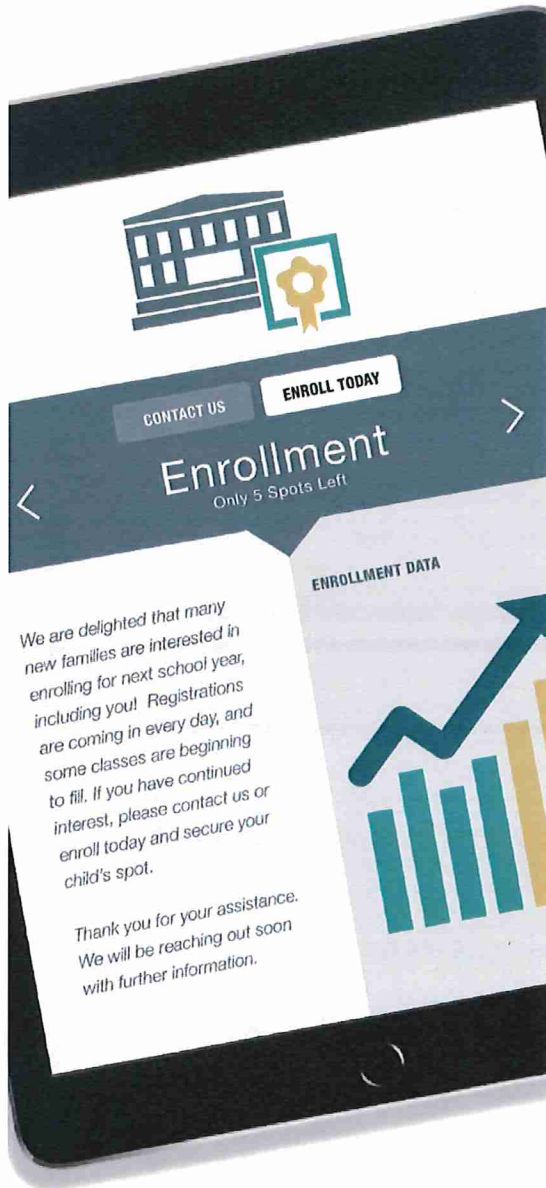
RETENTION

Keeping Your Current Families

- Host step-up days for students to move up one grade and experience activities they can expect next year
- Call, call, call – keep in touch through consistent contact; control the process
- Send personal letters, with deadlines, to those who did not re-reregister
- Make the process easy and convenient: Provide a registration table at all school events
- Send an email with a link to the registration form
- Use the school notification system to phone, text or email current families, reminding them of the re-registration deadline
- Offer incentives for classes achieving 100% response rates regarding re-registration (pizza or ice cream parties, dress down days or other creative incentives)
- Display first names of re-registered students in visible areas – as bulletin board postings or hanging decorative ornaments in the shape of stars, angels, sheep or other characters tied to the school's annual theme

Spring into Action for Retention & Recruitment

Catholic School Enrollment Tactics from March through June



RECRUITMENT

Growing Enrollment by Registering New Families

- Send personal letters for the registration kick-off, process and deadlines
- Send personal invitations to events and tours
- Send personal invitations and make calls for Open House events
- Attend community and parish events; provide school information table
- Use the school website and social media effectively, creating a sense of urgency through routine updates (“We’re 75% full for next year”; “Only five spots remaining in Kindergarten!”)
- Include a call to action on key pages, linking to Open House PDF, registration form and tour today information
- Share enrollment data and remaining openings with recruitment team, board, champions and faculty
- Use the parish bulletin to message urgency and limited space available

