Inside-Out Approach

Your Families

Your Community

Your City
Friends & Family
Why Friends & Family

1. Leverage Your Most Successful Tactic
2. Reduces the Need to Recruit New Students
Social media reinforces families’ connection to your school. It also improves the effectiveness and reduces cost of your digital advertising.

- Encourage all families to Like your page
- Provide a to a social media savvy staff member to post 2-3 times a week
- Invite anyone who Likes one of your posts to Like your Page
- Posts that get a lot of Likes can be Boosted for cheap and effective ads
How do I Invite People to Like My Page?

This ad is getting a lot of love from our current families.

Let’s see the list of folks who’ve Liked it.

There’s some who haven’t Liked our Page, yet. Let’s invite them.
How to Connect with Friends & Family

Make sure **all** families know about your student recruitment activities.

- Post tour or info session details so families can spread the word
- Email families ahead of recruitment events, ask them to share with their network
- Text messages with a link to your student recruitment landing page (more later)
- Don’t forget to tell families how much you appreciate their helping in spreading the good news at events and assemblies
Look for ways to engage your current families in your recruitment efforts.

• Ask families to bring a friend to your school’s assemblies or parent meetings.

• Ask families to stop by and say “Hi!” at any community events you’re attending (when they do, ask them to stick around and talk to folks about your school!)

• Referral bonuses don’t generally produce a lot of extra interest, but you should always make sure families get a personal thank you (and maybe even a t-shirt) for making a referral.
## Family Members as Recruiters

### WHAT?
- Family recruiters responsible for:
  - Flyer drop-offs (apartments, pre-Ks, churches)
  - Phone calls
  - Canvassing (minimal)
  - Support on tours
  - Bringing new ideas
  - Tabling

### HOW?
- $13/hour - 20 hours/week at 3-4 months per school
- Recommendations from front office staff or open applications
- Clear onboarding
- Monday/Friday check-ins (all recruiters) to align on goals and remove barriers
- Weekly 45min-1 hour 1:1 (check on progress, provide additional training)
- Clear centralized tracking system

### Tips and Tools
- Authentic relationships - these are your employees - how do you want to support them in their growth?
- Share stories together
- Resources - call scripts, 1 pagers on inputting data, easy tracking systems & where to locate
- Clarify the role of a parent/employee
Community Outreach
Identifying Community Partners

- Preschool Resources
- Community Resources
- Websites
- Shoe Leather
- MAP YOUR RESULTS! (Mapline.org)
Quantifying Community Partners

Score each organization on a scale from 1 to 3 on three most critical factors:

- Size
- Proximity
- Quality/ Influence

*Include weighted factor (50%) for Relationship*

<table>
<thead>
<tr>
<th>Organization</th>
<th>Size</th>
<th>Proximity</th>
<th>Quality</th>
<th>Relationship</th>
<th>Score</th>
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<tbody>
<tr>
<td>Preschool 1</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td></td>
<td>2.3</td>
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<tr>
<td>Preschool 2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>.5</td>
<td>1.8</td>
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<td>2</td>
<td>2</td>
<td></td>
<td>1.7</td>
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<td>Preschool 4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>.5</td>
<td>2.8</td>
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</table>
Cultivating Community Partners

• Network, Cold Call, or Events
• Identify Decision-Maker
• Multiple Visits
• Set Monthly Goals & Track Progress

KEY QUESTION: How Can We Help?
• Prof Development
• Sponsorship
• Credibility
### Preschools

**Priority 1**
- **1-3 Preschools**
  - Priority 2 and 3 activities, plus:
  - K for a Day, Prof. Development

**Priority 2**
- **3-5 Preschools**
  - Priority 3 activities, plus:
  - Graduation Sponsorship, Director’s Luncheon, Parent Meetings, Alumni Cards or Letters

**Priority 3**
- **5-7 Preschools**
  - Monthly Drop-ins with Materials, Cookies & Donuts, Parent Info Tables at Pick-Up & Drop-off

### Organization Long-Term Goal Jan Feb Apr

<table>
<thead>
<tr>
<th>Organization</th>
<th>Priority</th>
<th>Long-Term Goal</th>
<th>Jan</th>
<th>Feb</th>
<th>Apr</th>
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</thead>
<tbody>
<tr>
<td>Preschool 1</td>
<td>1</td>
<td>K for a Day</td>
<td>Drop-In w/ Cookies</td>
<td>Drop In</td>
<td>Parent Meeting</td>
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<td>Drop-In w/ Cookies</td>
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<td>Drop-In w/ Cookies</td>
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<td>Info Table</td>
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<td>Preschool 4</td>
<td>3</td>
<td>Drop-Ins</td>
<td>Drop-In w/ Cookies</td>
<td>Drop-In</td>
<td>Drop-In</td>
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</tbody>
</table>
Digital Marketing
• Be selective in the platforms you choose

• Build audiences through organic content and well-timed ads

• Develop a flow that leads families from awareness to providing contact information
Your Landing Page

**Platforms**
- Facebook
- Instagram
- Google
- Bing

**Audiences**
- Geographic
- Demographic
- Interest-Based
- Your Followers & Their Friends
- Web-based Visitors
- Engaged with Content
- Interest w/o Action

**Flow**
- Tell your story with lots of positive content
- Boost / advertise content to key audiences
- Intersperse specific Call to Action (CTA) posts
- Boost / advertise CTAs to remarketed audiences
- Content directs user to landing page or form
- Landing page with a signup mechanism
- Thank You Page allows you to track ROI on spend
Platforms

Passively Consuming: Facebook, Instagram

Actively Searching: Google, Bing
Audiences

Geography

Demographics

Remarketing

Create a Custom Audience

How do you want to create this audience?
Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website Traffic
Create a list of people who visited your website or took specific actions using Facebook Pixel.

App Activity
Create a list of people who actions.

Offline Activity
Create a list of people who or through other offline channels.

Engagement
Create a list of people whose Instagram
Awareness-Building

Social Content

Build your audiences with a lot of good, positive stories on Facebook and Instagram.

Boosted Content

Expand your audience by paying to boost content that's getting a lot of organic love.

Call to Action Content

Engage your audiences with ads that make them want to learn more.

Enrollment Landing Page

Educate your audiences by giving them just enough info for them to want to learn more.

Sign Up Form

Activate your audiences by getting basic contact info and following up with them.

Thank You Page

Thank your audiences and track your ads' ROI with a conversion pixel.
<table>
<thead>
<tr>
<th>Activity</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
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<td>Awareness-Building</td>
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<tr>
<td>Lead Generation</td>
<td>PEAK SPEND</td>
<td>PEAK SPEND</td>
<td>PEAK SPEND</td>
<td>PEAK SPEND</td>
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<tr>
<td>Content</td>
<td>Social Content, Boosted Content, &amp; Search</td>
<td>Call to Action Content and Search Ads</td>
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<tr>
<td>Budget</td>
<td>1/3 of your budget</td>
<td>2/3 of your budget</td>
<td></td>
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</tbody>
</table>
• 2-3 posts per week on your school’s Instagram/Facebook page

• Posts include scholar glows, teacher shout-outs, and upcoming events/activities

• Bi-weekly check-in’s with communications lead for feedback on posts

• **Standards:** Only posts that show our scholars, teachers, and school in the best light. If you have to ask, don’t post it.
• Direct all digital ads
• 2-3 Most Important Points
• Next Steps:
  o Inquiry
  o RSVP
  o Apply
Resources

Passively Consuming

Facebook Blueprint

Actively Searching

Google Best Practices (YouTube)
Reducing No Shows
Two-Pronged Approach

**PROACTIVE**
- Reduce No Shows Through Constant Communications

**REACTIVE**
- Identify and Quickly Fill Enrollment Gaps
• Automate whenever possible, but it should feel personalized: from a person to a person

• Friendly, simple, direct language

• Frequent use of bullet points

• Always include a name and contact information for questions
Proactive Communications: Multi-Channeled

- Email
- Text (Remind, SchoolMessenger, SwiftK12)  
  *Texting works best for sending links to relevant information*
- Mailings
- Phone calls (save robo-calls for quick reminders)
- Flyers in backpacks (sparingly)
Proactive Communications: Events

- 2 Sessions to increase turnout
  - 6:00 to 7:00 during the week
  - 10:00 to 11:00 on a Saturday

- Communicate importance through multiple methods
  - Mailed invitation, Email, Text, Phone Call

- Meet the Principal, Teachers, and Parent Ambassadors
  - Family Orientation
  - Who’s Who
  - Answer Questions

- Offer Buy One, Get One Free on Uniforms
  - Encourages turnout
  - Build commitment to minimize No Shows

- Take attendance at events and add anyone who doesn’t show up, invitations that are returned, or emails that bounce back to your Red Flag List for follow-up.
## Proactive Communications: Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Details</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
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</thead>
<tbody>
<tr>
<td>JUN</td>
<td>Message</td>
<td>End of the School Year</td>
<td>Summer Activities List</td>
<td>Summer Reading Lists</td>
<td>Ice Cream Social</td>
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<tr>
<td></td>
<td></td>
<td>Newsletter</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Method</td>
<td>Email &amp; Text Message</td>
<td>Email &amp; Text Message Link</td>
<td>Email &amp; Text Message Link</td>
<td>Mailing, Email &amp; Text Message Link</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Link</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Person</td>
<td>Principal or School Ops</td>
<td>School Leader or Family Coordinator</td>
<td>Teachers</td>
<td>Parent Advisory Group</td>
</tr>
<tr>
<td>JUL</td>
<td>Message</td>
<td>Have a Safe &amp; Happy 4th!</td>
<td>School Meet-Up at a Community Festival</td>
<td>Staff Pre-Service Kick-Off “Getting Ready for the New Year!”</td>
<td>Back to School Invitation</td>
</tr>
<tr>
<td></td>
<td>Method</td>
<td>Email &amp; Text Message</td>
<td>Mailing, Email &amp; Text Message Link</td>
<td>Social Media</td>
<td>Mailing, Email, Phone Calls</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Link</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Person</td>
<td>Principal or School Ops</td>
<td>Parent Advisory Group</td>
<td>School Leader</td>
<td>Network Staff</td>
</tr>
<tr>
<td>AUG</td>
<td>Message</td>
<td>Back to School Event</td>
<td>New School Year Info</td>
<td>Home Visits</td>
<td>Welcome Back to School</td>
</tr>
<tr>
<td></td>
<td>Method</td>
<td>Event</td>
<td>Mailing &amp; Email with Links</td>
<td>Email &amp; Phone Calls</td>
<td>Email, Text, &amp; Flyer</td>
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<tr>
<td></td>
<td>Person</td>
<td>All Staff</td>
<td>Principal or School Ops</td>
<td>Teachers</td>
<td>Principal &amp; Teachers</td>
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<tr>
<td>STAFF</td>
<td>ROLE</td>
<td>KEY RESPONSIBILITY</td>
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<td>-----------------</td>
<td>-------------------------------------------</td>
<td>-------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teachers</td>
<td>Take accurate attendance</td>
<td>Properly use the attendance system</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State Reporting</td>
<td>Provide accurate data</td>
<td>Update SIS, rosters, and provide family contact info</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recruitment</td>
<td>Verify data, reporting, contact families</td>
<td>Identify No Shows and opportunities to backfill</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School Ops</td>
<td>Provide support</td>
<td>Identify and eliminate barriers to emerging challenges</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School Leader</td>
<td>Decide when to backfill students</td>
<td>Make decisions quickly, err on the side of over-enrolling</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Reactive Plan: Day 1

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15</td>
<td>• Teachers take attendance in Student Information System</td>
</tr>
<tr>
<td>10:00</td>
<td>“Warm Body Count” - Recruitment &amp; Ops Teams take paper attendance</td>
</tr>
<tr>
<td></td>
<td>• Allows stragglers to find their classroom</td>
</tr>
<tr>
<td></td>
<td>• Catches students not in your SIS</td>
</tr>
<tr>
<td>10:30</td>
<td>• Reconcile paper attendance with absentee report</td>
</tr>
<tr>
<td></td>
<td>• Update relevant student information in SIS</td>
</tr>
<tr>
<td></td>
<td>• Populate the No Show Report</td>
</tr>
<tr>
<td>12:00</td>
<td>• Recruitment Team Emails/Calls No Shows</td>
</tr>
<tr>
<td></td>
<td>• Track results of each call</td>
</tr>
<tr>
<td>3:00</td>
<td>• Recruitment Team provides daily report to school leaders</td>
</tr>
<tr>
<td></td>
<td>• School Leaders and Recruitment Team determine how many students to bring off of the waitlist</td>
</tr>
<tr>
<td></td>
<td>• Recruitment Team calls waitlist families to make offers</td>
</tr>
</tbody>
</table>
# Reactive Plan: Days 2-5

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15</td>
<td>Teachers take attendance in Student Information System</td>
</tr>
</tbody>
</table>
| 10:00 | “Warm Body Count” - Recruitment & Ops Teams take paper attendance  
• Allows stragglers to find their classroom  
• Catches students not in your SIS |
| 10:30 | Reconcile paper attendance with absentee report  
• Update relevant student information in SIS  
• Populate the No Show Report |
| 12:00 | Recruitment Team Emails/Calls No Shows  
• Track results of each call |
| 3:00  | Recruitment Team provides daily report to school leaders  
• School Leaders and Recruitment Team determine how many students to bring off of the waitlist  
• Recruitment Team calls waitlist families to make offers |
## Reactive Plan: Days 2-5

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:15</td>
<td>Teachers take attendance using the Student Information System (SIS)</td>
</tr>
<tr>
<td>10:00</td>
<td>Ops Team does a “Warm Body Count” to double-check attendance</td>
</tr>
</tbody>
</table>
| 10:30 | • Reconcile paper attendance with absentee report  
       | • Update relevant student information in SIS  
       | • Update No Show Report |
| 12:00 | • Call No Shows until you get a yes or a no  
       | • Track results of each call |
| 3:00  | • Recruitment Team provides daily report to school leaders  
       | • School Leaders and Recruitment Team determine how many students to bring off of the waitlist  
       | • After Day 3, consider backfilling students whose families are not replying your outreach  
       | • Recruitment Team calls waitlist families to make offers |
Events
Community events and school fairs sound like a great way to build enrollment, but they can be really frustrating. Often times events don’t draw a lot of people, or don’t draw enough of the right type of people (families), or schools don’t do a great job collecting contact information for interested families.

To make sure events aren’t a huge waste of time:

1. Be selective
2. Have a game plan
3. Get contact information
Events that target the specific neighborhoods and families you serve are much more effective than the big --and often expensive-- city-wide events.

Every year a new crop of events pop up and most of them are busts. It's hard to build an audience for an event, so it’s usually best to go with ones that have become institutions.

Nothing brings out families like free school supplies! A lot of families have already made their choices, but you can usually pick up a few, and it’s a great way to build long-term awareness.
**Build Your Travel Kit**

Keep a box in your car with all of the things you need for an event: branded tablecloth, pop-up banner, photos, brochures, giveaways, and interest cards (if you’re using them) or a tablet for collecting families’ contact info.

**Hone Your Pitch**

You have 30 seconds to grab a prospective family’s attention. Give a short description of your school and use questions to turn the interaction into a conversation. It’s also important to know what is important your audience.

**Understand Your Goal**

The most important metric in the success of an event is how many prospective families gave your there contact information. Have a good way of tracking that and be sure to follow-up with families within a day or two of the event.
Your Students are Your Best Ambassadors

Make it Valuable

Provide the students with frequent training on leadership, public speaking, crafting an elevator pitch, and developing their knowledge of the school and its programs.

Make it Meaningful

Student ambassadors are most effective when they tell their own stories. Helping students reflect and articulate their experiences is also an incredibly important life skill.
Bringing It All Together
Integrated Outreach

MESSAGE

EMAIL & TEXT
(Current Families & Prospects)

COMMUNITY OUTREACH

DIGITAL ADS

MAILING

CANVASSING & PHONE BANK

The Visit
The Visit

- Welcoming Environment

- Engaging Leaders

- The Program
  - 30 Minute Presentation
  - 10 Minutes for Questions
  - 10 Minutes for Tour
  - 10 Minutes for Applications/Paperwork
Thank You!

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