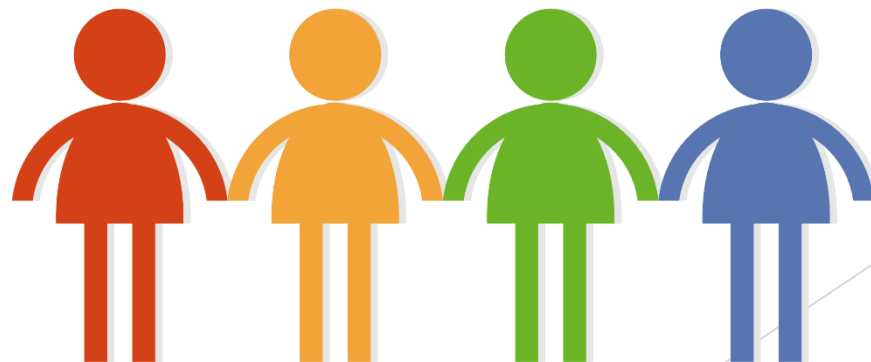


Admissions Counselors Workshop: Getting Your Team Onboard

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The landscape for Lutheran Schools has changed dramatically in the past 20 years!

If you're still operating the same as you were in 1970 IT IS time for a change...



Getting Your Team Onboard

First Step:

1. Take a look at your ENTIRE Admissions Process:

- Who is the first point of contact for a new parent when they call for a tour?
 - ➔ Discuss phone procedures with your receptionist, school secretary or whoever is first to answer your church/school phone.
 - ➔ Be sure to talk to your maintenance staff and include them on your team.



- Get your prospective families in the door as soon as possible: Use a “sense of urgency” when scheduling tours.

Block of time - explain the length of the tour and who they will be meeting with

- ➔ *Give parking directions and entrance into your building*
- ➔ *Check in procedures - will they need identification, paperwork, etc.*
- ➔ *Encourage them to write down questions before coming for the tour*
- ➔ *School promo material - give visiting families something with your logo*

- Look at the physical aspects of your building.
Is it welcoming, clean (bathrooms especially), safe?



- During the tour

- ➔ Ask what they are looking for in a school
- ➔ Make mental notes of family situation
- ➔ Why they are looking at schools
- ➔ Job situation, etc.
- ➔ Introduce them to your staff, meet with your principal
- ➔ Pray with your families.
- ➔ Take time after the tour to write information down on a spread sheet.
- ➔ Keep good records of your tours, who enrolls, follow-up, etc.





After the tour - FOLLOW-UP!

- ➔ Use an online ecard to thank them for their visit
 - ➔ Send an email or phone call 2-3 days after their visit.
 - ➔ Be sure to write down any specifics about the family and include when following up with them
 - ➔ Invite to future School Preview Events
- Have your Admissions Application Process as easy as possible: TADS



If you are still using paper and pen method - be sure it is professional and organized.

2. Who are the Ambassadors for your school?

- ➔ Parents / Caregivers (current and former)
- ➔ Students (current and former)
- ➔ Staff

What are parents saying about your school? *Give your supporters a Fast Facts card to share with other parents*
Word of Mouth can be your best or worst enemy - take the lead!

What is your staff saying about your school?

- ➔ *This is another area where you may need to have “The Talk” with staff members. What are your expectations for them?*
- ➔ *Educate your staff on your admissions process and why you are doing what you do for admissions.*

3. In House Marketing: Be Intentional!

New Families - Pre School Start event

- ➔ Family Potluck
- ➔ Ice Cream Social
- ➔ Class Pool Parties



Invite new families to your worship services and upcoming school events (musicals, Preview Events, science/art/history fairs, etc.)

Add new families to receive the school newsletter in the Spring.

Be sure to follow-up after the first week of school with all new families!

- **Family Fellowship Events:** Have parents from each class host an event during the school year for all families from each class to attend:

- ➔ Bowling night
- ➔ Picnic in the park
- ➔ Pool Party
- ➔ Kickball game



Invite Pastor and lay leadership of your church to also attend one or two of them.

- Strategize Your Events: Use school events to provide fellowship and connections with staff.

➔ First Day of School Breakfast for parents “Boo Hoo Breakfast”

➔ Snacks after musicals, book fairs, Special Person’s Day etc.

➔ Friday morning coffee hour



- From start to finish - be sure your events are well organized and all publicity is professional and represents your school in a positive way.

- **Keep Your Social Media Relevant!**

- ➔ Review your website and how you are using it to market to prospective families.

- ➔ Review your Facebook, Twitter, Instagram - Be sure they are drawing parents to your website for more information.



Encourage FUN on your staff!

Flash Mobs, end of year video, crazy dress day, summer fun packs for your students, etc.

When your staff is having fun the energy flows into your classrooms and students are excited to come to school everyday.

