

# **Filling the Empty Seat: Effective Enrollment & Re-Enrollment for Christian Schools**

Workshop Leader – Bill Simmer, Senior Consultant for Christian School Management

## **Session One – Foundations of Effective Enrollment & Marketing (One Hour)**

This session discusses the fundamental psychology of organizational “bonding” that underlies all successful Enrollment & Marketing Efforts for Schools.

## **Session Two – Christian Schools as Idiosyncratic Organizations (One Hour)**

The Christian School represents a highly idiosyncratic business model. They break some of the common rules of marketing and create some of their own. This workshop addresses these “organizational enigmas” and what Christian School Leaders need to know to respond, avoid missteps, and succeed.

## **Session Three - The enrollment funnel Pt. 1 (Two Hours)**

This workshop starts the conversation about the Christian School admission “funnel,” and introduces Christian School Management’s Enrollment Model. How do we attract mission appropriate families to our school, and what do we do once they show an interest? We break this process into its component pieces and discuss success strategies.

## **Session Four - The enrollment funnel Pt. 2 (Two Hours)**

In this workshop we finish up the discussion we started in session three related to the admission funnel, and zoom in on some core topics including your web site, reporting and analysis, financial aid distribution, and the creation and implementation of your Relationship-in-Action Plan.