



# The Game Plan:

**Break down the Admissions Year and Identify Strategies, Dates and Deadlines for**

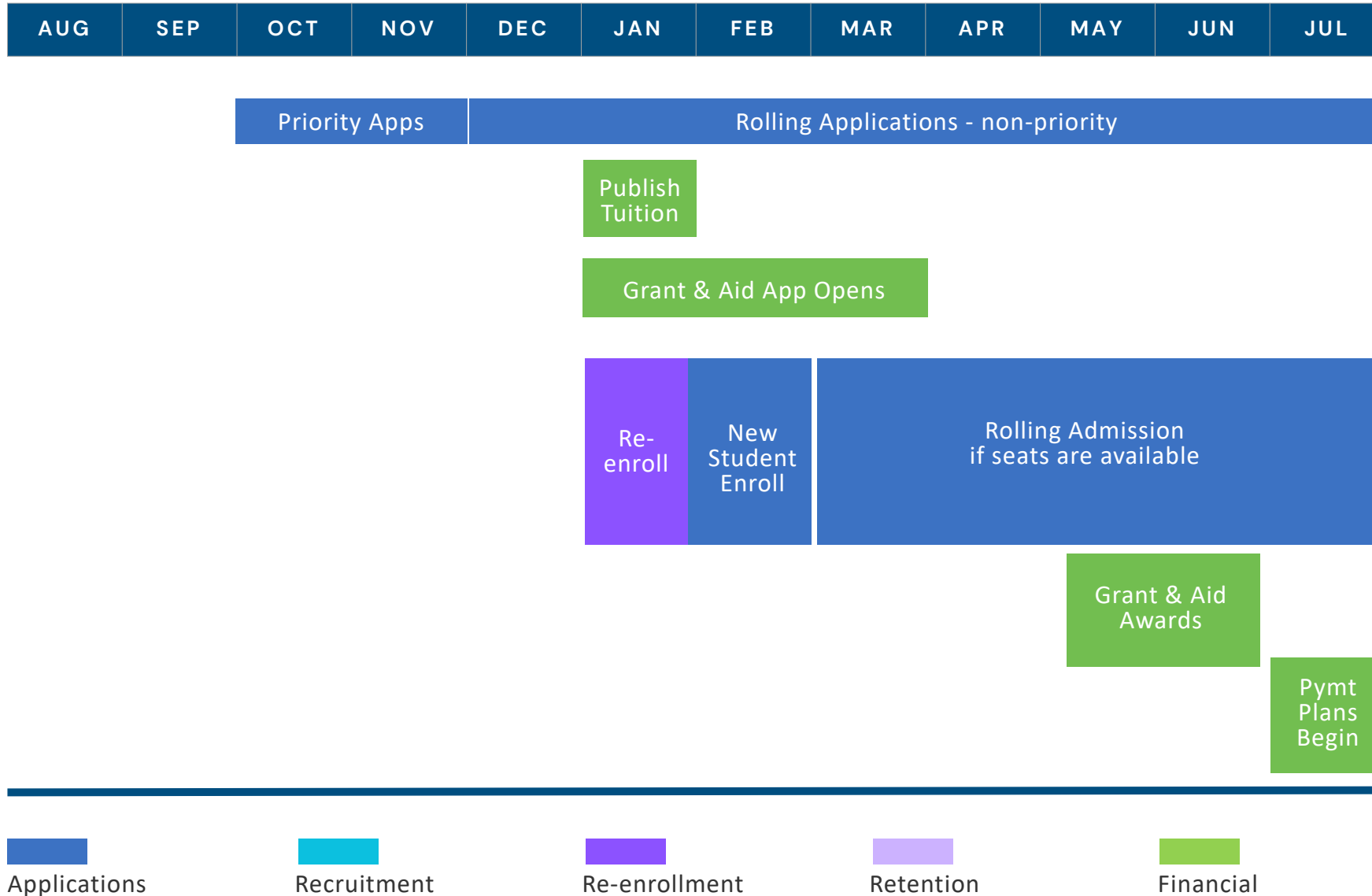
- Attracting Prospective Families
- Engaging with Prospective Families
- Retaining Current Families
- Updating your FACTS database



The key is not to  
prioritize what's  
on your schedule, but to  
schedule your priorities.

STEPHEN R. COVEY

# YOUR YEAR IN ADMISSIONS AND ENROLLMENT



# YOUR YEAR IN ADMISSIONS AND ENROLLMENT

AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL

Priority Apps

Rolling Applications - non-priority

Primary Recruiting Window

Secondary Recruiting Window

New Student Enroll

Rolling Admission as seats are available

Applications


Recruitment

Re-enrollment

Retention

Financial

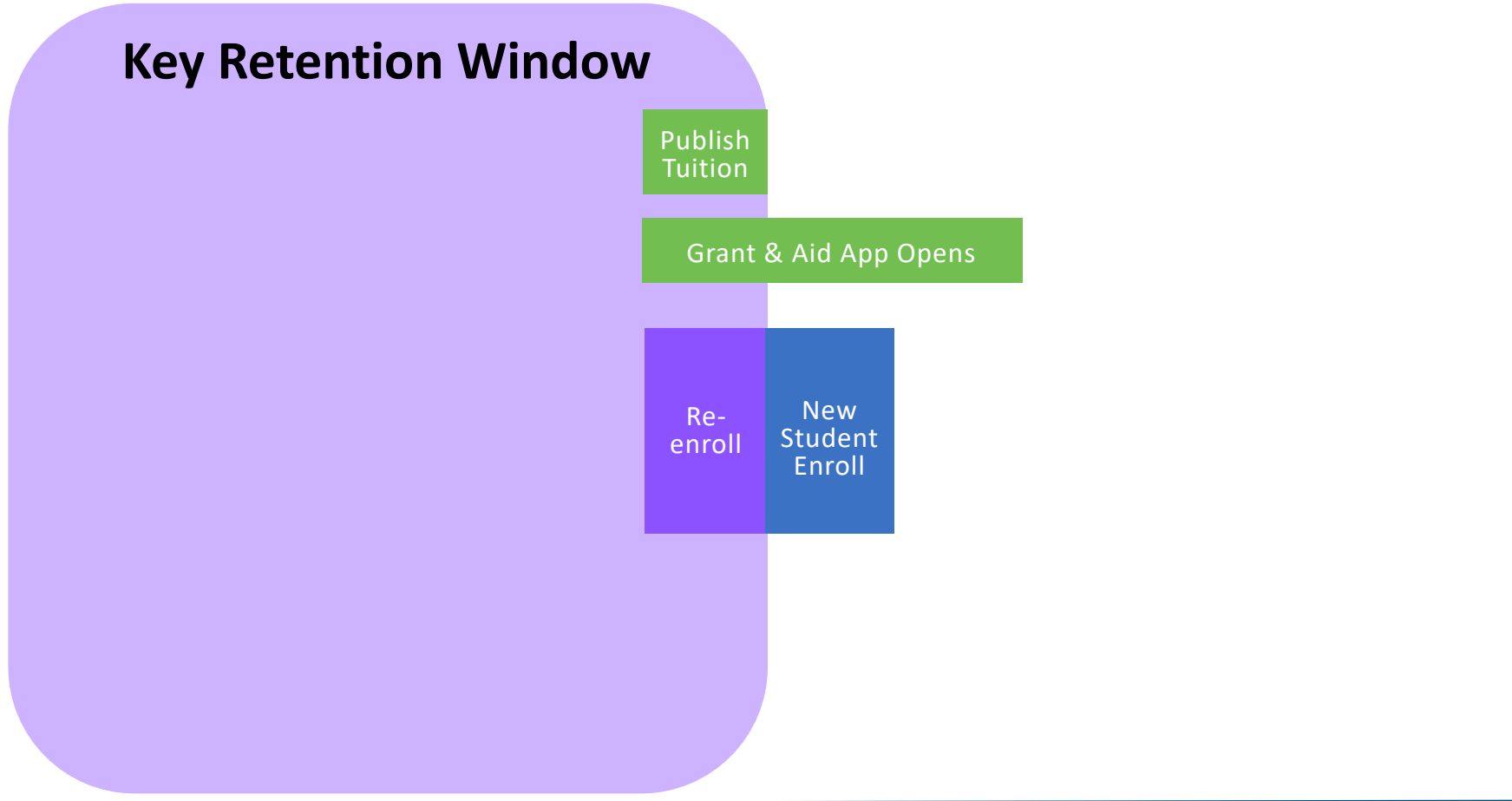
# YOUR YEAR IN ADMISSIONS AND ENROLLMENT

SEP	OCT	NOV	DEC	JAN	FEB
 <h2 style="text-align: center;">Key Recruitment Activity</h2>					
<p>Social Media flooded with joyful students &amp; families</p>	<p>Applications go live</p>	<p>Discover Catholic Schools Week</p> <ul style="list-style-type: none"> <li>- Tours</li> <li>- Parent Ambassadors</li> <li>- Open Classrooms</li> </ul>	<p>Invite prospects to Christmas programs</p>	<p>Celebrate Catholic Schools Week 25-31</p> <ul style="list-style-type: none"> <li>- Open House</li> <li>- Preview Days</li> <li>- Shadow Days</li> <li>- Movie Night</li> </ul>	<p>Celebrate New Student Enrollment on social media</p>
<p>Reconnect with prospects notifying them of application open date</p>	<p>Divisional Preview Days</p>	<p>Fill social media with thankful parent testimonials this month</p>	<p>Christmas - flood social media with expressions of Catholic faith all month long</p>	<p>Priority applicant testing and interviews</p>	<p>Schedule and invite new students to celebration in April</p>
<p>Notify current parents about priority status for sibling applications</p>	<p>Schedule Shadow days for applicants</p>	<p>Schedule Priority Admission Testing and Interviews</p>	<p>Schedule priority applicant testing and/or interviews for Jan</p>	<p>Financial Aid Seminar or Q&amp;A</p>	
<p>Begin offering group tours of campus</p>	<p>Invite feeder schools for special visits and tours</p>	<p>Incentivize prospects to apply before Dec 1 for priority status</p>		<p>Send nurturing campaign including family and student testimonials</p>	
Priority Applications			Rolling Applications – non-priority		Priority Enrollment

# YOUR YEAR IN ADMISSIONS AND ENROLLMENT



## Key Retention Window



Applications

Recruitment

Re-enrollment

Retention

Financial

AUG	SEP	OCT	NOV	DEC	JAN	FEB
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Orientation

★ Personal Phone Call

## Key Retention Activity

★ Make personal calls to families who did not re-enroll.

Back-to-school bash

Solicit Parent Ambassadors for Events and Greeting

Rising MS & HS parents:  
Hot chocolate with upcoming principals

← Lots of photos flooding social media channels →

Discover Catholic Schools Week  
- Programs  
- Plays  
- Music  
- Food  
- Games  
- Connection

Serve Together  
  
Worship & Celebrate Christmas

Parent Night – Meet Teachers

Rising MS & HS parents & students:  
Tour next division & meet teachers, coaches, & principal

← Celebrate Grandparents in Sep or Oct →  
  
Thanksgiving Event

← Coffee with Principal →

Publish Tuition

Grant & Aid App Opens



Re-enroll

New Student Enroll

AUG

Retention Activity

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- Pare
- Work
- Pare

Recruitment Activity

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There is  
SO MUCH MORE  
to consider for  
Recruitment & Retention!

## Additional Considerations for Recruitment and Retention

### Retention Activity

AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL
<ul style="list-style-type: none"> <li>Analyze re-enrollment data</li> <li>Survey new families for admissions feedback</li> <li>Develop plan to acknowledge birthdays, baptism, regular updates from teachers</li> <li>Establish a retention committee that meets during first quarter and before Christmas</li> <li>Parent's Night out, Kindergarten Roundup</li> <li>Workshops for parents</li> <li>Parent-Teacher Conferences before Thanksgiving</li> </ul>						<ul style="list-style-type: none"> <li>Follow up with exit interviews for non-returning</li> <li>Host a yield event for newly accepted students in the spring</li> <li>Schedule "moving up" tours and walk-throughs for rising 6<sup>th</sup> and 9<sup>th</sup> graders</li> <li>Develop a parent ambassador plan and recruit parents for the upcoming school year</li> <li>Plan opportunities to connect over summer</li> <li>Plan back-to-school orientations for parents and students</li> </ul>					

### Recruitment Activity

<ul style="list-style-type: none"> <li>Connect with prospects who did not apply – nurture to apply for 2026-27</li> <li>Audit website, refresh and update</li> <li>Update profiles on Niche, Google, etc.</li> <li>Update school profile on website</li> <li>Review Competitor School's websites and analyze timelines, tuition, fees, outcomes</li> <li>Determine which grades you need to prioritize</li> <li>Plan strategic outreach and communication based on info you gather and assess</li> <li>Create flyers for preschools and feeder schools</li> </ul>	<ul style="list-style-type: none"> <li>Engage parent ambassadors with prospective families</li> <li>Invite prospects to athletic events, fine arts programs, awards ceremonies</li> <li>Offer campus events in summer if you still have seats to fill (popsicles on the playground)</li> <li>Offer summer camps and programs available to current and prospective families</li> <li>Use email sequences to nurture prospects who have not yet applied</li> </ul>
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Now that you know what you should prioritize, it's time to put your priorities on the calendar.



# Enrollment Management

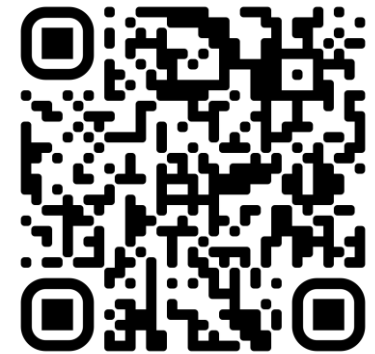
Let me help you improve your effectiveness

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## Tracy Smith

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**Concierge level service is FREE for FACTS customers.**

**[Schedule a consultation with me.](#)**

I offer professional development, best practice, and training for those who are navigating various admission roles in schools. Whether you have a couple of quick questions or desire an audit of your admission practice, it would be my pleasure to assist you.