

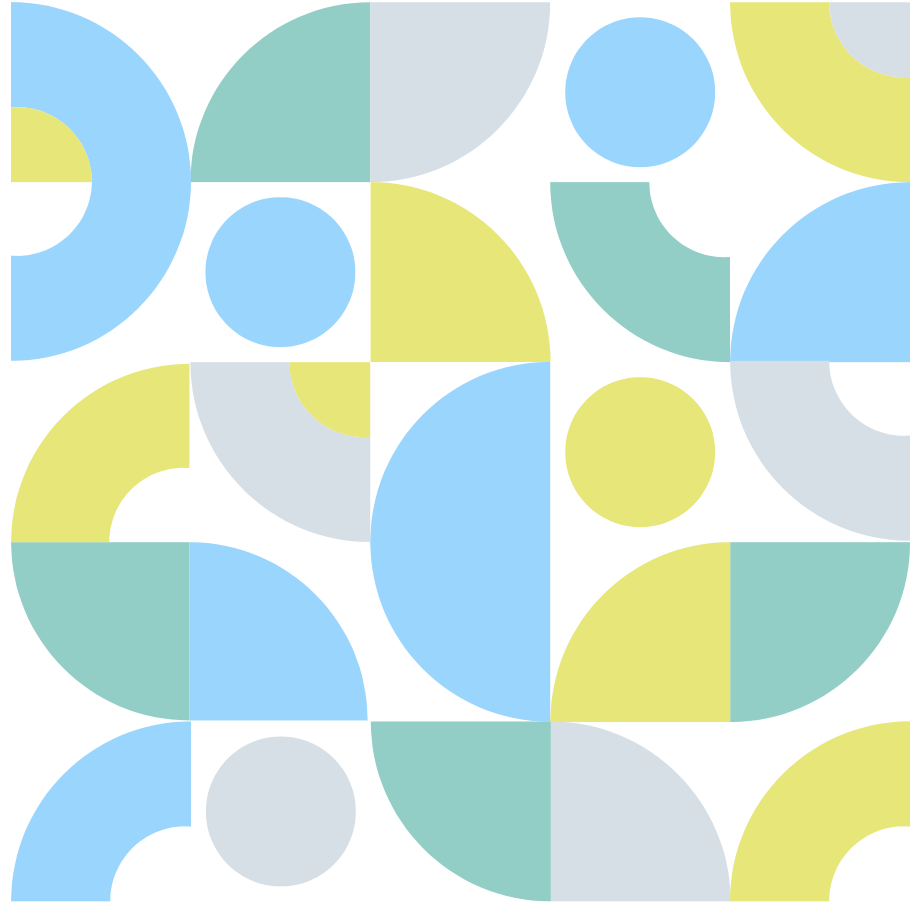
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Get Them & Keep Them:

*Strategies and Ideas for Retaining
Student in your Schools*

Archdiocese of Kansas City

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Contact Information

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Today's agenda:

Reminders

Review essentials to effective enrollment marketing

Retention

Review strategies for keeping the students you already have



Marketing Funnel

Review components of how to attract and lock in more students

Ongoing Strategy

Create a strategic approach to enrollment marketing

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Enrollment Marketing Reminders

Review essentials to effective enrollment
marketing campaigns





No Choice to Market

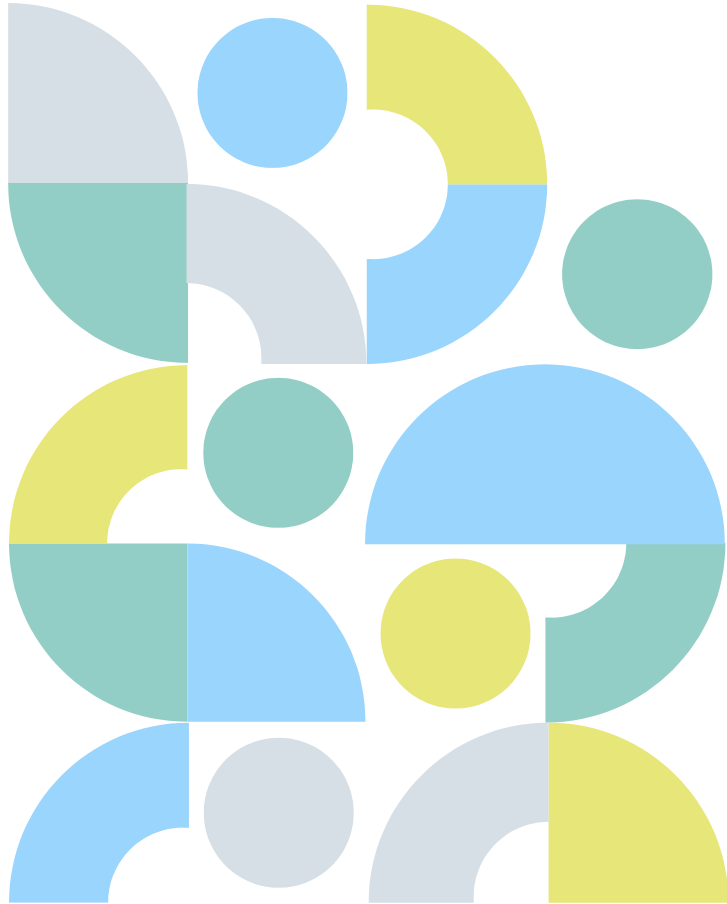
The choice to market your schools has disappeared. Effective strategies for **marketing and reputation management** are now essential to survive in the competitive marketplace.



Understanding your Brand

The purpose of a brand strategy is to **clarify what is true about your organization** and **amplify what makes your school unique** .

It is so much **more than a logo** or graphic identity.



Branding 101

Branding is more than a logo.
Your brand should describe:

- **Who** you are
- **What** you do
- **How** you make a difference

Your brand should **attract**
others with similar values to
join your organization

St. Anthony–New Brighton School District



Strategy	<p>Why <i>To engage each child at heart level, shine a light on their brilliance and inspire the capacity to thrive in a world that is not yet fully known.</i></p>	<p>How <i>We redefine the meaning of rigor - creating a bridge from previous conceptions to inclusive, evolved thinking - to uncover the passion and power of each student.</i></p>	<p>What <i>We embrace each student with audacious love and uncommon trust, creating and maintaining space for transformational learning experiences</i></p>
	<p>Archetype <i>The Idealist</i></p>		
Brand Expression	<p>Values <i>Authenticity. Tenderness. Diplomacy.</i></p>		<p>Personality <i>Poised. Magnetic. Egalitarian.</i></p>
	<p>Brand Vision <i>A community and district united as family in nurturing the brilliance of every child.</i></p>		<p>Tone <i>Commissioned. Persuasive. Nurturing</i></p>
	<p>Brand Promise <i>We will use every resource available to ensure that students are holistically challenged and comprehensively prepared for a world that is not yet fully known.</i></p>		
Marketing	<p>Brand Positioning <i>We meet our increasingly diverse community with hearts full and hearts open, embracing close relationships that enable authentic care for families and generates transformational learning opportunities to prepare students for a world that is not yet fully known.</i></p>		
	<p>Brand Idea <i>Nurturing brilliance</i></p>		<p>Campaign Idea <i>Ever Brighter.</i></p>



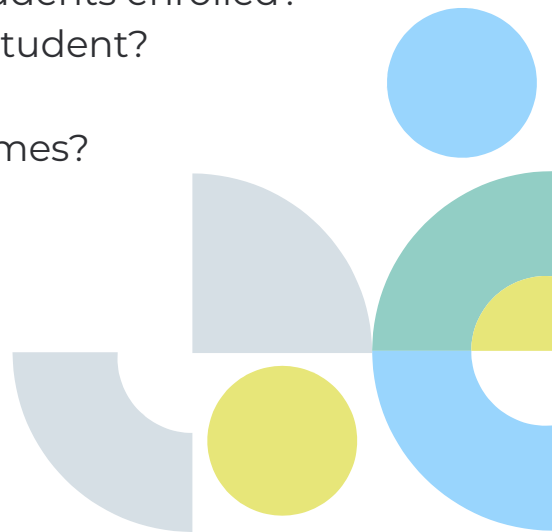
It Takes a Team

Training is needed to help all staff members **understand their role in marketing your schools** and how reputation can affect whether families choose your school. It's not just a communications function.

Enrollment Processes

Audit your enrollment and registration process and materials to identify areas of improvement. Ask yourself:

- What roadblocks do families face when trying to get students enrolled?
- What are the steps families have to take to enroll their student?
- How many forms do they need to complete?
- Do the forms ask for repetitious information multiple times?
- How can we simplify and streamline the process?
- Is the the process built for the convenience of staff or ease for families?

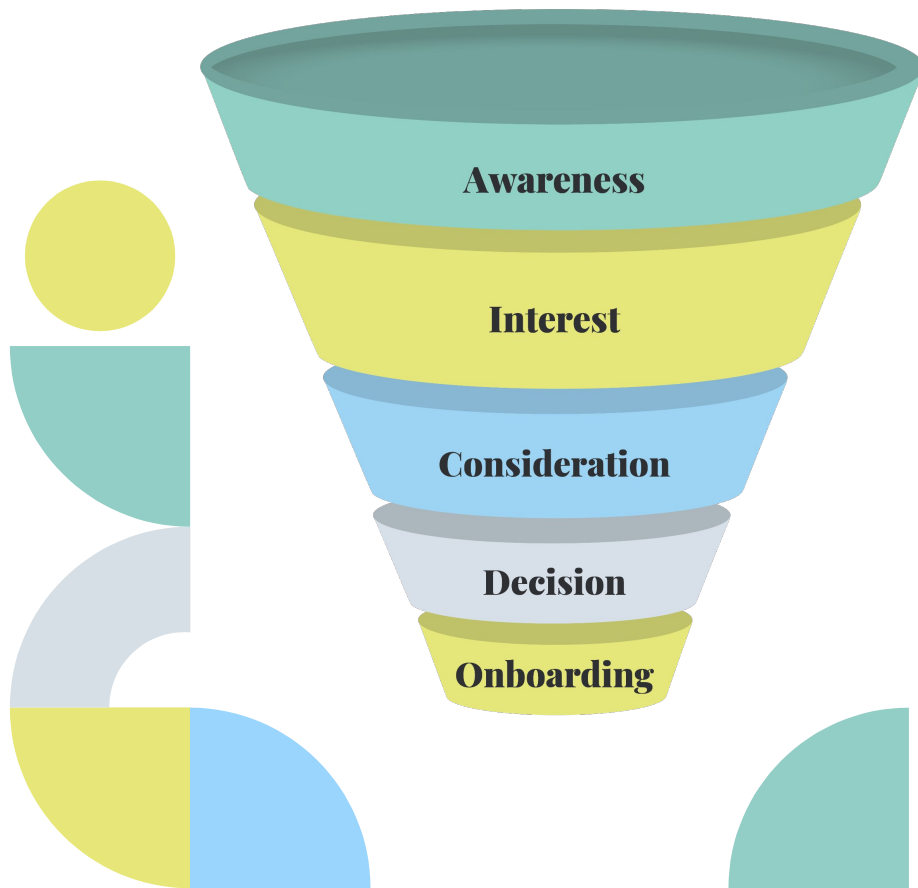


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Marketing Funnel

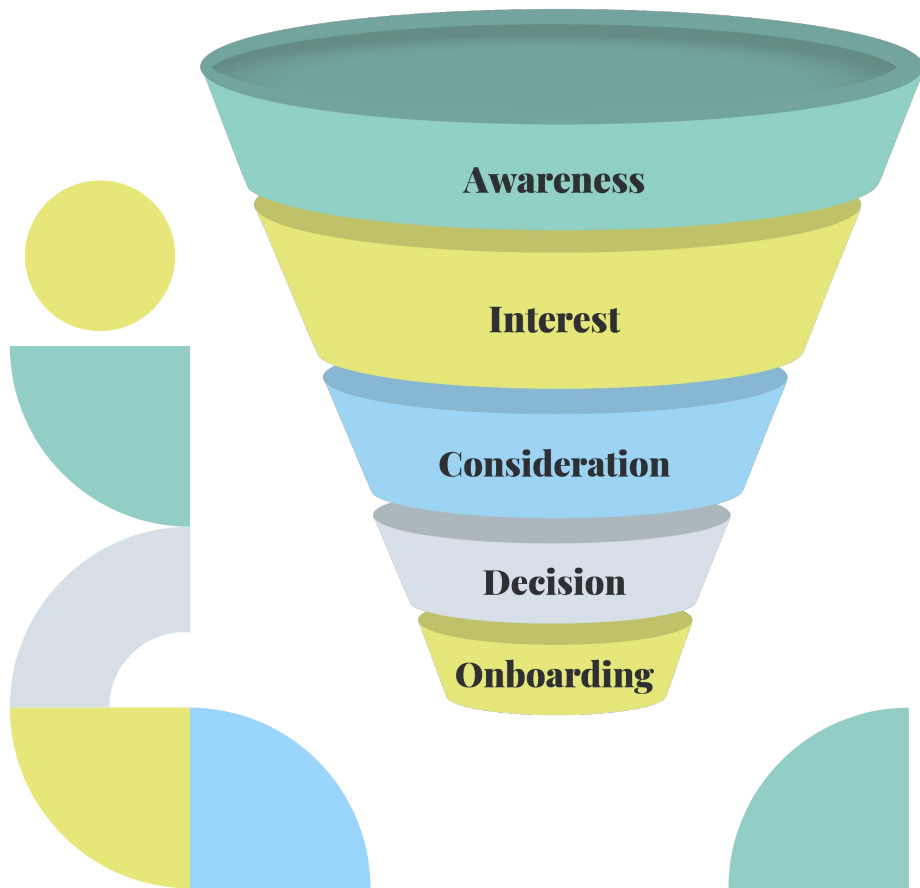
Review components of how to attract and lock in more students





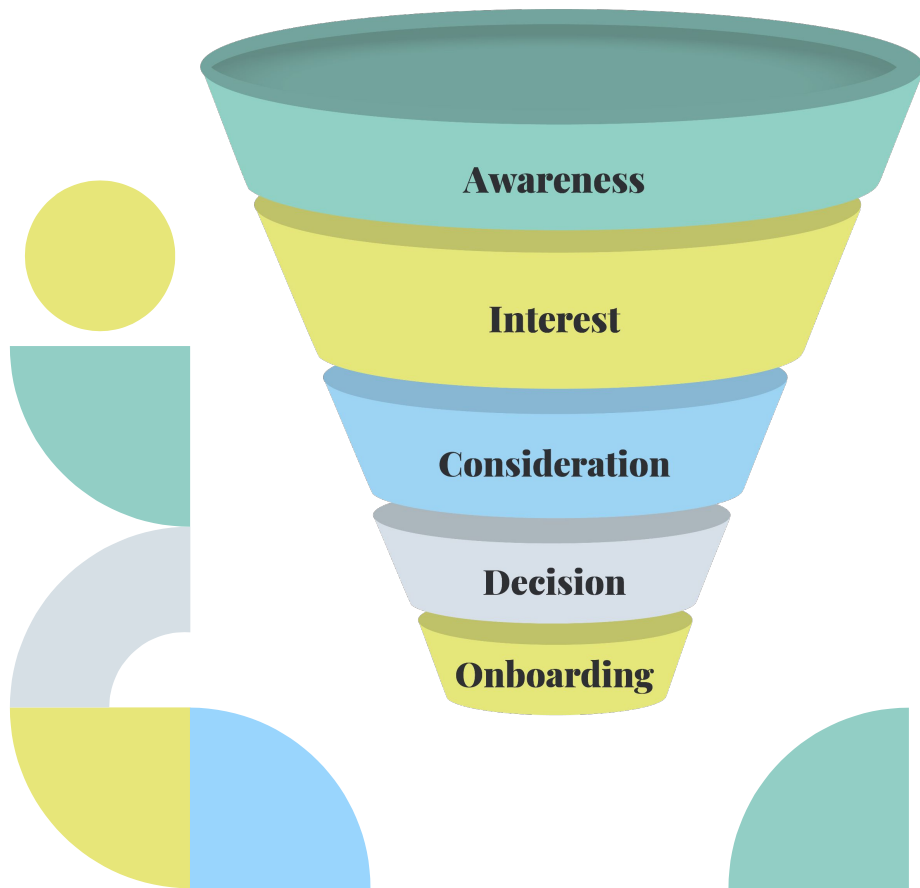
Marketing Funnel - The Process of Consideration

Knowing the typical steps in the process for considering and deciding school choice will help your effort to be more effective



All Hands On Deck for Successful Marketing

While the Awareness and Interest steps may largely be the work of the communications team, many school staff are required to successfully recruit students



Process is Not Calendar Focused

Awareness work typically happens throughout the school year with the other steps activated as families become engaged and interested in your schools

3

Retention

Review strategies for keeping the students and families you already have in your schools





Retention Strategy

The foundation of student enrollment marketing is the retention of current students and families



Retention Strategy

There are three key elements of a retention strategy:

- Two-way communication
 - Sharing information
 - Listening
- Engagement and involvement
- Storytelling and recognition



Two-Way Communication

While it may not seem elegant, a well-functioning communications strategy that works to enhance a culture of communication is one of the most critical components in retaining current students and families - assessing your current communications function will help identify gaps and opportunities

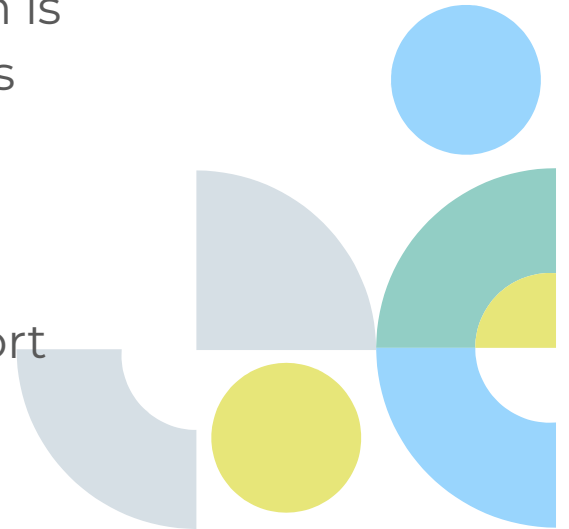
Creating a Culture of Communication

- **Share your strategy and plan** - Your staff and community will be more willing to follow if they know where you are going.
- **Attach communication thinking to every decision** - Add one key question to all important agenda items to make communication more routine:
“How will we communicate this issue or decision?”



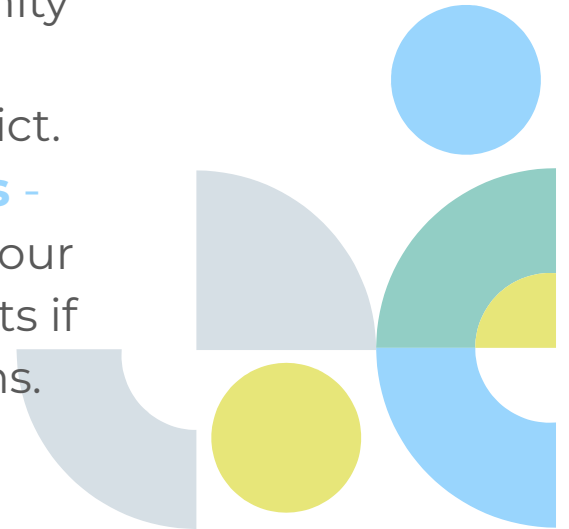
Creating a Culture of Communication

- **Communicate from the inside out** - The most critical audience for any organization is your internal audience. Leaving employees out of the loop will hurt your reputation.
- **Invest in communication** - Effective communication only happens when it is a priority. It requires investment of time, effort and resources.



Creating a Culture of Communication

- **Be seen** - *Visibility matters.* Being present throughout your school and in your community goes a long way toward creating and maintaining positive perceptions of the district.
- **Explain the “why” behind your decisions** - Your constituents may not agree with all of your decisions, but there will be fewer ripple effects if you explain the reasons behind your decisions.



Creating a Culture of Communication

- **Tie issues together** - Very few issues in school organizations stand alone. Most things are interrelated and connected with at least one other issue.
- **Step around the gatekeepers** - Feeding information to the media is not enough to communicate. Find ways to connect directly with your audience so others can't filter your message.



Creating a Culture of Communication

- **Leave an information trail behind you** - Prepare fact sheets or topic summaries to leave behind to reinforce your messages.
- **Seek input as a rule, not an exception** - Listening to stakeholders is key in developing a culture of communication, and stakeholders will be more likely to participate if they know their input is being used.



Creating a Culture of Communication

- **Establish communication as an expectation for everyone** - Make it clear to all employees that they are responsible for staying informed and communicating consistently in a positive way.





Engagement & Involvement

Families are more likely to stay with you - and be happy they did - if they feel connected to your school community. Along with regular two-way communication, it is important to have engagement and involvement opportunities to strengthen connections with current families

Power of Engagement

- Encourages **multiple points of view**
- Builds **legitimacy** and **shared responsibility**
- Engages **diverse stakeholders** in a change process
- Creates **allies** and encourages **collaboration**
- Raises **awareness** and **momentum** for change





Storytelling & Recognition

Schools are filled with wonderful stories that need to be told - the stories in your schools will help increase the goodwill toward your schools. Your communications channels should be filled with positive stories that promote students and staff - and stories that align with your brand that create pride and loyalty.

4

Ongoing Strategy

Create a strategic approach to enrollment marketing



Comprehensive Enrollment Strategy

THINK DIFFERENTLY

Kindergarten happenings and open house events are not enough in our current marketplace - the management of your school's enrollment needs to be seen as a strategic function driven by a year-round plan that is well resourced and implemented by various individuals and departments, including principals - you will likely need to train people to think differently.



Comprehensive Enrollment Strategy

IT TAKES WORK

Recruiting families who have chosen another educational option for their children to come back to your district is heavy lifting. Retaining a student/family is easier and less expensive than recruiting a new one.



Comprehensive Enrollment Strategy

INVESTMENT VS. COST

Your enrollment strategy is an investment and not a cost, and the ROI can be significant. Reserving funds to invest in marketing and communications activities to retain and recruit students is essential to effectively implement your strategy.





Thank you!

Please contact me with
any questions!

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