In the area of **Enrollment Management** – specifically the earlier stages of **Branding, Marketing or Recruitment** – what is <u>one thing your school is doing or has done that you consider successful</u>? Please describe briefly.

<u>Branding:</u> **Creating a logo that is easily identifiable. We use this for the parish and school. We also have a tagline for school.**

<u>Marketing:</u> **Social Media, Church Bulletin/Parish Constant Contact, Eastern Shore Parent Magazine ads and articles (best value for the money)**

<u>Recruitment:</u> **Open House, Campus Tours**

How did you measure success?

Number of families who apply from Open House and Campus Tour list

Approximately what did it cost to do it, in terms of time, money and people power?

Creating a logo is a long process. We involved as many people necessary to make a good decision about our logo. We asked many different groups for their opinion on various logo images before the core group finalized a decision. The transition process also takes time. The cost could be monetary, an obligation to a vendor, or perhaps a trade can be negotiated.

Social media is a daily task, other platforms for marketing are weekly and as needed. ¼-1/3 of our time is spent on social media. Our Facebook page has been a great way to show or community what we do in and out of the classroom, share information...people love the photos.

A simple Open House does not take long to prepare; water and cookies, a short presentation by the principal and some volunteers to do small group campus tours. We have found it helpful to have older students such as Student Council or a Peer Helper Team, join our Parent Ambassadors on these tours to offer a student perspective. This has been well received. People really like the opportunity to speak with Administration.

** How could it be adapted to work at a small elementary without an advancement person on staff and fewer resources? Please try to be specific.

Open House simple and easy to show what you have to offer
Social media is free and reaches a lot of different people, same for the church bulletin

Submitted by Alisa Andrews and Kacey Keeney, Christ the King Catholic School