



RE-ENROLLMENT CAMPAIGN IDEAS

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OVERVIEW:

- Consider the possibility of moving to “Automatic Enrollment” - this is an innovative way for most U.S. schools to handle re-enrollment. The basis is that for most K12 schools, 85-90% re-enroll every year, so why make them jump through the same hoops every year? The attention shifts to giving families a period of time to opt-out. This is worth exploring, but not right for every school.
- Your re-enrollment campaign works best if it is part of a year-round retention strategy. Cramming like for a college exam never works well. You will be much more strategic and intentional if you look at retention all year long.
- You hopefully will have a retention champion/coordinator who can administer the campaign and ensure it gets full attention. This does not necessarily mean the same person who handles admissions. You may even be able to have a parent volunteer involved (with accountability built in).

AUDIENCE:

- While 80-90% of your families will re-enroll, you still have to re-recruit to them. Don't take them for granted. Give them a vision to buy into and they will re-enroll at higher rates than ever before. If you offer them the same ol' thing, there will be more doubts.
- There is another group of fence sitting families that need attention as well. This will be addressed later in this report.

CONTENT STRATEGY:

- Video testimonials from current families
- Audio interviews from current families
- Written reviews on Google
- Written reviews on GreatSchools.org
- Written stories that tell the value that parents receive
- Student generated content
- Alumni generated content
- Teacher/Coach generated content

The Content Strategy will work better each year if you are accumulating content all year long. Then when it comes to the 1Q of the new year in time for your re-enrollment campaign, you can assemble and showcase your content all in a “blitz campaign”.

EARLYBIRD STRATEGY

- Announce early and often about the LAUNCH date of the campaign
- Announce early and often about the DEADLINE of the campaign
- Through video, the Head of School should communicate the URGENCY of re-enrolling
- Announce waiting lists/pools so that families do not assume a seat for their student
- Secure momentum early so that more families want to re-enroll earlier. Offer perks/incentives to re-enroll early so you can increase the early re-enrollees.

COMMUNICATION STRATEGY

- Inundate the campus, the email, the folders and social media with the re-enrollment campaign.
- If you choose a theme, coordinate graphics on every printed, digital and video piece for consistency
- Showcase value
- Showcase results
- Showcase stories of student successes
- Showcase stories of institutional successes
- Showcase stories of parent satisfaction

SUCCESS STRATEGY

- Celebrate each week the number of new re-enrolled families or the cumulative rate goal.
- When a family re-enrolls, make sure they feel extra appreciated. Call them and thank them. Surprise them with a T-shirt or stuffed mascot as a gift. If you know it's been especially difficult financially, give them a special perk that will make life easier on them (gas cards, restaurant gift cards, waivers on fees throughout the year, etc.)
- Momentum is big - so whenever there are several families who re-enroll all within a couple of days, celebrate that so you create the sense that non re-enrolling families are missing out!
- Throw a party and have some fun when you reach the end of your re-enrollment campaign.
- Gather families together in person or through live-streaming to announce the open spots and use that time to tell families what kind of new families you are looking for (be specific and offer incentives if necessary to get them refer their friends to an Open House).

FENCE SITTING FAMILIES

- Identify each family by name that is marginal or not fully committed to re-enrolling. Again, a strong year-round retention strategy should identify these families for you. Talk among your PTA, your Admissions team, your Principals/Coaches/Directors and other constituency groups.
- Identify what is the primary reason they may have in not immediately wanting to re-enroll (problems with teachers, finances, or wanting other opportunities)
- Write handwritten notes for each family - perhaps several notes from various sources (Board members, administrators, teachers, parents).
- Ask the families how your school could improve to improve the family's experience (sometimes, the offer to listen goes a long way!)

Re-enrollment is just like re-recruiting your families over and over again. Remember why they chose you over other schools and remind them of that as well!

If you have other ideas, sent them to randy@yourschoolmarketing.com. Perhaps in a future revised report, I may be able to include your ideas with attribution.

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