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December 17, 2009

Dear Randy and Donny,

We continue to count our blessings at Wichita Christian School and you are among those blessings. We have had an amazing journey the last year and you have been part of that!

Since your Coaching Clinic in August of 2008, we have utilized your advice many times and have seen positive results from its implementation. I'd like to share some of the successes that we attribute partly, if not wholly, to your Coaching Clinic advice.

First, we completely changed our website. This was a huge task but has been well worth the time and effort! We purchased a brand new template and rebuilt the website with your list of ideas in front of us. This was very important to us since we know that our website is one of the number one ways people seeking out a private school in Wichita Falls find us. It is always the number one or two response to the question, "how did you hear about us"? We receive monthly dashboard reports and have seen a dramatic increase in the use of our website to seek information about our school.

Thank you for also evaluating the new site in May and giving us the huge list of new ideas as well. We have implemented almost all of them! Just last week, we had a meeting with our local newspaper and he commented on the strength of our website! Our superintendent gave you full credit for the strength of our site. We have definitely seen a return on our dollar with your advice in this area!

Another area we have seen dramatic change is in our enrollment. We gained 42 new students for the 2009-10 school year! We attribute some of this growth to our new campus location but we also attribute much of it to your advice in marketing and advertising our school. We focused heavily last year on educating our faculty and parents on the importance of word of mouth marketing and how that is the number one reason people will build a relationship with us and eventually seek us out for their choice of school. Your suggestions to target our message for our preschool, church families and the military community were right on target. We now think in terms of how our messages need to fit the audience rather than one message reaching everyone. Great advice!

We continue to focus not only on student recruitment but student retention as well. Many times in our marketing meetings someone will say..."remember what the Marketing Twins suggested"? Over the course of the last year and a half we have implemented many new strategies for internal and external marketing such as referral incentives for current families, billboard advertising, parent ambassadors in each grade level, improved radio advertising, parent testimonies at our new parent dinner, Kindergarten round up and fence cups at our new campus.

There are many things we now do and can see success from as a result of your Clinic. So, thank you once again for not only the time you spent with us, but your ongoing support and service. We appreciate you!

Sincerely,

Wynn Heyen
Director of Development