



ENROLLMENT GROWTH CASE STUDIES



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St. Joseph Christian School, St. Joseph, MO (north of Kansas City, MO)

Current enrollment increase between 12%-15%

Enrolled students for 2014-2015: 265

Projected enrollment for 2015-2016: 315

WHAT WE DID: We began working with Dr. Jason Tindol, Superintendent, in his inaugural year at SJCS. The desire was to grow a stagnated enrollment. Initially, we assembled a marketing team made up of Dr. Tindol, their Director of Admissions and a team of parent ambassadors.

In implementing the “9 Steps to Marketing Your Christian School”, we focused on the following areas:

1. Define marketing
2. Identify & reaching your ideal family
3. Understand the 3Rs of marketing
4. Branding
5. Content is King
6. Social/Online/Inbound Marketing
7. Lay out the stepping stones
8. Identify the gaps
9. Marketing by a calendar

As well, about 3 months in our 10-month engagement, it was deemed necessary to modify the website to a responsive web design and a website that more accurately reflected the character and mission of the school. The website took a little more than 90 days (typically we deliver in 45-90 days) but was delayed in part due to the holidays. The new SJCS website can be viewed [here](#).

Dr. Tindol wrote later about the website and our consultation work:

“Randy did excellent work. I changed my mind, changed it again, changed it again, and maybe even again. Randy and his folks were professional, courteous, and accommodating. We would and will use Randy for website construction and hosting. His price was also excellent. Additionally, Randy is training us how to sustain ourselves for day to day, but will continue to do major alterations if needed.”

Consultation began in August 2015

Consulting agreement will end in September 2015 (extended due to delays with the website)



Columbus Christian Academy Columbus, MS

Current enrollment increase between 58%
Enrolled students for 2014-2015: 170
Projected enrollment for 2015-2016: 270

WHAT WE DID: We began working with Rachel Thomas, Board Member of CCA. After experiencing struggling enrollment in their first year as non-church-sponsored school (and thus with a new name), CCA was looking for someone to help them grow their enrollment back to the mid 200s and possibly closer to 300 students (as it was in the peak enrollment years while subsidized and as a ministry of the Immanuel Baptist Church). Initially, we assembled a marketing team made up of Ms. Thomas, several Board members and a team of parent ambassadors.

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Several key projects have been implemented as a result of our customized marketing system:

Video testimonials – over a dozen video testimonials have been recorded and edited and distributed on social and placed on the website

Open House revisions – I assisted them in developing a creative Open House plan, including activities to generate leads to the preview event. We devised a creative Open House event that had a significant increase in attendance from prior years and generated much more buzz/excitement from both current and prospective families



Private tour – at their request, we developed a targeted plan to address a private tour of 5 students transferring in to the Middle School from K-4 school. We explored new ways to greeting the students and their parents at the door, engaged students in the tour, and had a very intentional follow-up plan. All the students and their parents raved about the experience and within 2 weeks, all 5 students had enrolled (there are 2 other private Christian school competitors that had also been explored)

TV/Video content – in developing their content marketing system, CCA was able to assemble a group of 3 Kindergarten teachers for a local TV interview talking about “How to Get Your Child Ready for His/Her First Day of School”. This was a segment on the morning talk show whose demographics closely matched CCA’s ideal mom. That content was also developed as a series of blog posts. Whereas the TV station was reluctant to have the teacher promote the school, they were eager to share “helpful” information for their audience (and thus also gave the teachers an opportunity at the end of the interview to promote the Open House).

Facebook/Twitter/Instagram – Ms. Thomas has indicated multiple times that the social media coaching is invaluable and has given her a guide for “what to post on social media”. The FB page has grown over 75% and engagement on posts are significantly higher than in previous year.

We are still in works for an email marketing system and an expanded social media system.

Consultation began in December 2015

Consulting agreement will end in September 2015