INDIANA DEPARTMENT OF EDUCATION
CHARTER SCHOOL MARKETING

Recruitment: The School Tour

March 12th , 2019

Bright Minds MARKETING

Marketing and Recruitment Strategies for Schools

ABOUT BRIGHT MINDS MARKETING AND NICK LEROY

- **Bright Minds Marketing**
  - Boutique marketing firm specializing in helping schools improve their student enrollment.
  - Over 60 clients in 9 states

- **Nick LeRoy, founder and principal consultant**
  - 2 years as ED of the Indiana Charter School Board
  - 15 years as a global marketing executive with Eli Lilly & Co.
  - MBA (with honors) from Emory University

OUR SERIES

Date	Topic
10/16/18 @ 12:00	Introduction: Understanding the foundations of enrollment marketing
11/13/18 @12:00	Operations: Utilizing Data to Shape and Inform your Enrollment Marketing
12/11/18 @ 12:00	Operations: Your environment and your customer
1/8/19 @ 12:00	Marketing: Inbound marketing and building your culture of marketing
2/12/19 @ 12:00	Marketing: Lead nurturing and social media
3/12/19 @ 12:00	**Recruitment: The school tour**
4/9/19 @ 12:00	Retention: From first to last day
5/14/19 @ 12:00	Retention: Surveys and communication at your school

YOUR RESOURCES

https://www.doe.in.gov/grants/school-marketing-and-webinars

https://www.doe.in.gov/grants/school-marketing-and-webinars

Apps | Bookmarks | Client Web Pages | Other Groups | Kids School | State Folders | Tools | Affiliate Links

Indiana DEPARTMENT OF EDUCATION

PROGRAMS | DIRECTORY | EVENTS | NEWS | DATA | RESOURCES FOR...

10/16/18	12:00 PM	Foundations of Charter School Marketing	• Webinar Toolkit Resource • PowerPoint Slides
11/13/18	12:00 PM	Operations: Using data to understand your true enrollment challenges	• Data Dashboard • Webinar 2 PowerPoint Slides
12/11/18	12:00 PM	Operations: Your environment and your customer	• Webinar 3 PowerPoint Slides • Persona Development Worksheet • Webinar 3 Data Worksheet
01/08/19	12:00 PM	Marketing: Inbound marketing and building your culture of marketing	• Bright Minds Webinar 4 Slides • CSC Digital Marketing eBook • Story Creation Resource
02/12/19	12:00 PM	Marketing: Lead nurturing and social media	• Social Media Content Calendar • Presentation Number 5 Nurturing and Social Media • Social Media Content Calendar User Guide • HBR Lead Chart

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AGENDA

- The school tour as part of your overall enrollment process
- The financial and time implications of a strong school tour
- What not to do - real examples of tour mistakes
- How to optimize the different steps in the school tour process
  - Finding your school
  - Signing up for a tour
  - Pre-tour communication
  - First impression
  - The tour
  - The close
  - Post tour follow up

THE 4 COMPONENTS TO A STRONG ENROLLMENT SYSTEM

Marketing

1. Attracting prospects
2. Identifying those prospects
3. Nurturing those prospects

Come to a recruiting event

Recruitment

1. Positive experience at every recruitment event
2. Closing the deal / enroll
3. Create a positive onboarding experience

Enrolling students

Retention

1. Listening to your constituents
2. Measuring your constituent's satisfaction
3. Improving based upon their feedback

Retaining students

Operations: Know your self, your environment, your competition, and your customer. Create messages that resonate with her and have ways to deliver those messages

THE KEY METRIC IN MEASURING YOUR TOUR'S EFFECTIVENESS

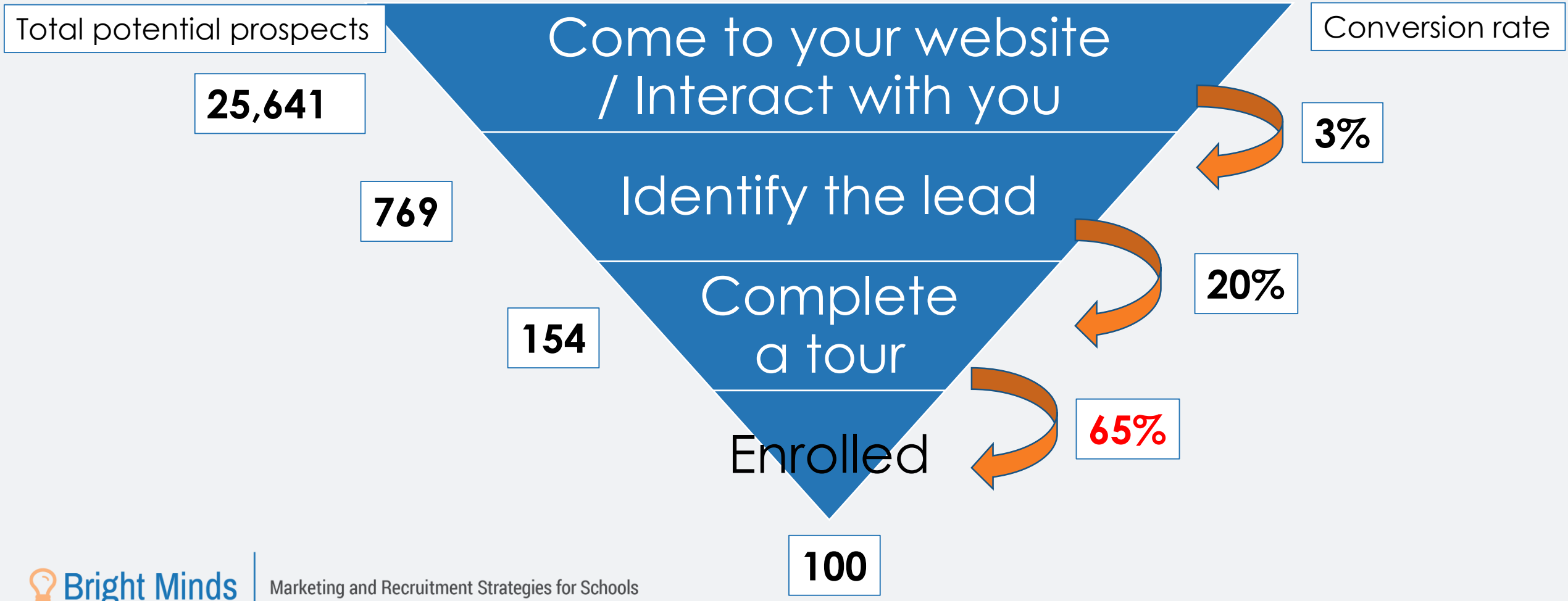
Conversion Rate (Yield Rate)

Total number of enrolled students — **65 students enrolled**

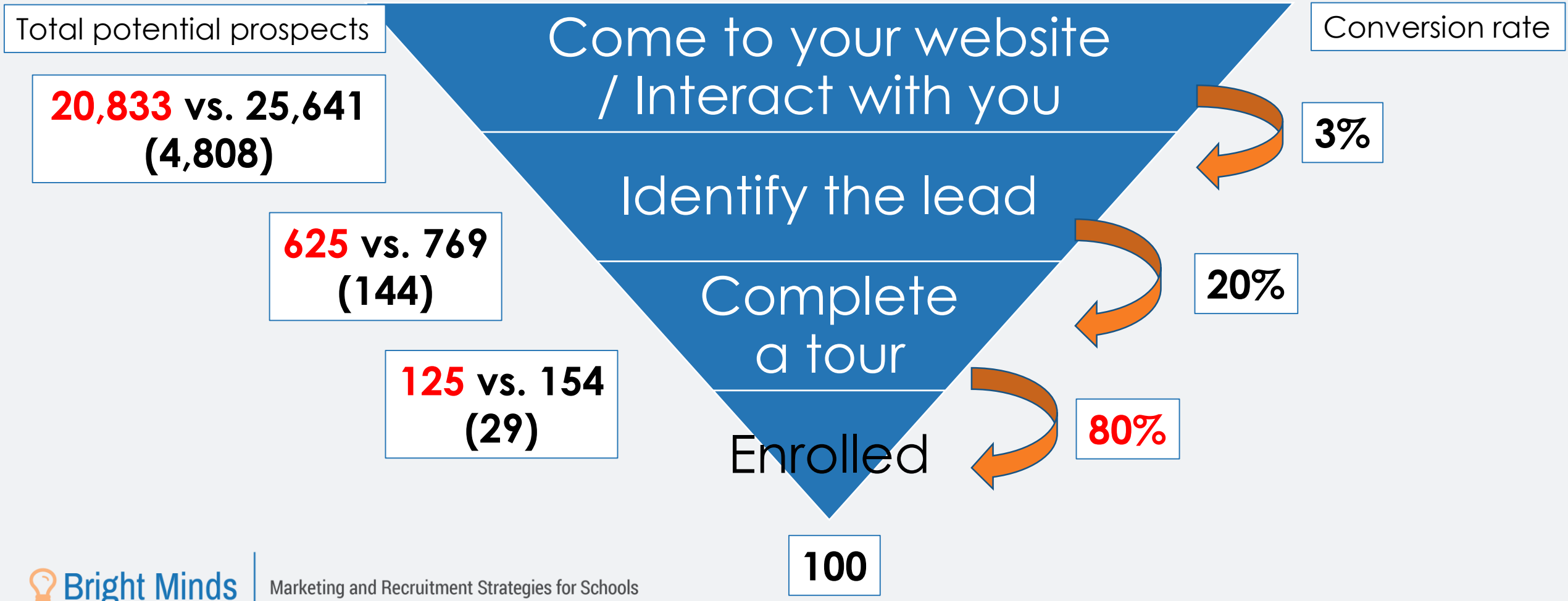
Total number of students who toured — **100 students toured**

Conversion rate of 65%

IMPORTANCE OF A GOOD TOUR: 65% CONVERSION RATE



IMPORTANCE OF A GOOD TOUR: 80% CONVERSION RATE



A GOOD YIELD RATE

- Increases the amount of students at your school
- Does not require a significant increase in money – just tweaking processes

REAL TOUR EXPERIENCES TO AVOID

Over 50 school tours around the country

- Person answering the phone saying they are full and hanging up
- Not returning a voice mail for 7 days when a message is left asking for a tour
- Could not leave a voice mail for the principal because the voice mail was full
- Refusing to schedule a tour because the person who gives the tour is unavailable
- Faculty interrupting the tour to ask the guide questions
- Being rushed or ending the tour because the person giving the tour (teacher) had to get back to class
- Denigrating other schools or spreading gossip

WHAT ARE THE DIFFERENT STEPS IN A TOUR?

HOW EASY IT TO FIND YOU WHEN THEY SEARCH?

1. Via a search engine
2. Via online school review sites
3. Via social media
4. Via Enroll Indy

THE IMPORTANCE OF SEO AND LOCAL REGISTRATION

- Where do you show up on a basic google search on "Best Charter School in Indianapolis"?

- www.google.com (Best Charter School in Indianapolis)

ONLINE REVIEWS: GREAT SCHOOLS

2/10 [redacted]

Review | Save | Nearby schools

See the 3 nearest high-performing schools

REVIEW THIS SCHOOL

Terrible Bad Average Good Great

RECENT COMMENTS

Parent

Overall experience ★★★★★

My youngest had been at [redacted] since 3rd grade and he has done nothing but improve. He was kind of behind when he started there. Now he is testing at average and above average on he scores. They help him... More

Submitted by a parent · November 30, 2016

Report Review

Parent

Overall experience ★★★☆☆

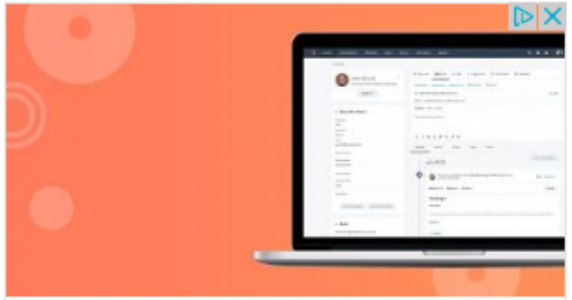
[redacted] looks great on the outside but not as good on the inside. I have children attending here, going on their 3 year, and not much has changed. Alot of the children here are very wild and misbehaved, and... More

Submitted by a parent · October 26, 2016

Report Review

Overall experience ★★★★★

I have two children at thos school. K and 7th. I have found all of the staff to be



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SOCIAL MEDIA BEST PRACTICE (CIRCLE CITY PREP)

https://www.facebook.com/CircleCityPrep/

Bookmarks | Client Web Pages | Other Groups | Kids School | State Folders | Tools | Affiliate Links

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Home
Reviews
Photos
Videos
Posts
Events
About
Community
Info and Ads

Liked | Following | Share | ...

Sign Up | Send Message

Create Post

Write a post...

Photo/Video | Tag Friends | Check in | ...

Recommendations and Reviews

Recommended by 6 people

The teachers and leader are truly invested in educating every child. This is a place where the teach... See More

November 9, 2017

Thank you for accepting my daughter in your school. I really appreciate it.

June 5, 2018

4.9 out of 5 · Based on the opinion of 9 people

Our Story

Now enrolling Kindergarten, First and Second Grade Scholars.
http://circlecityprep.org/enroll/

See More

Chat (28)

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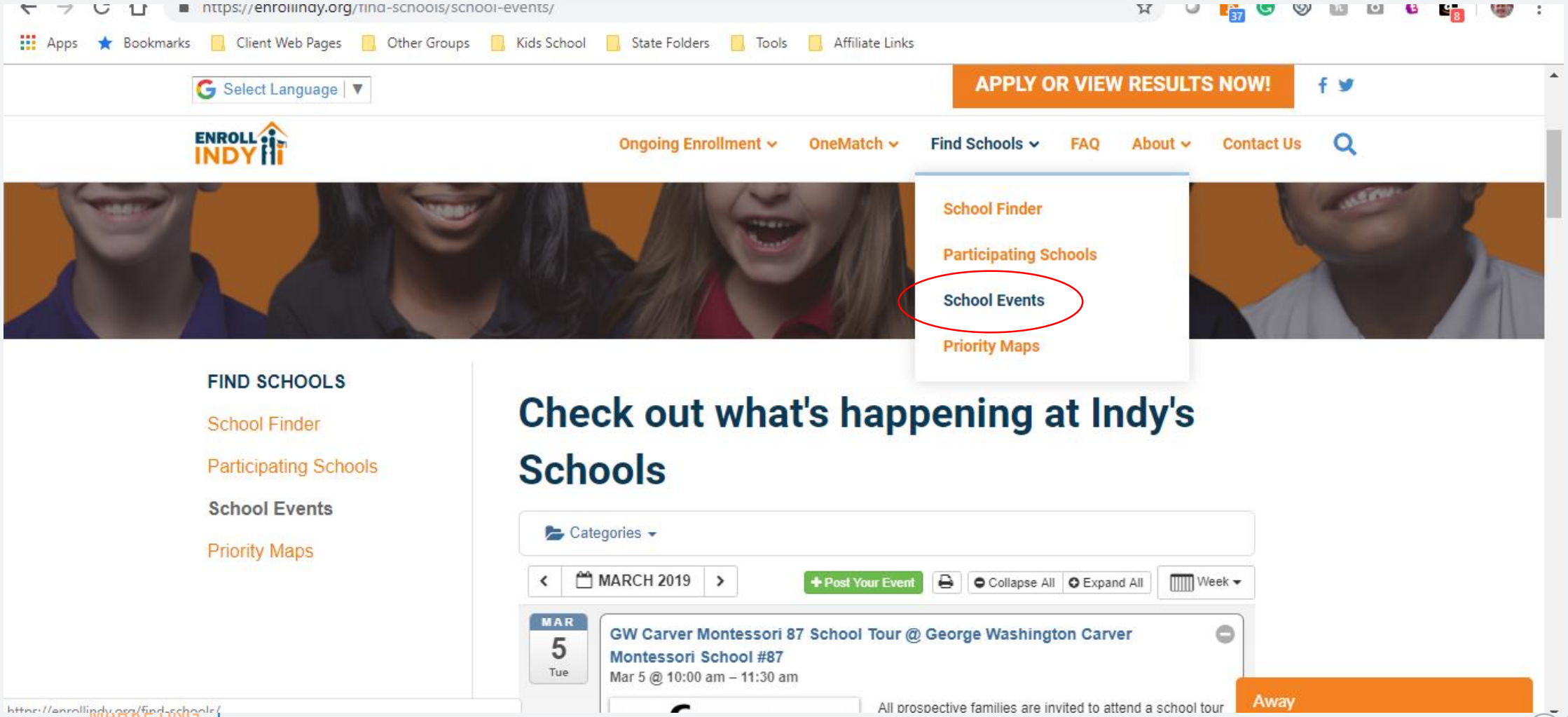
ENROLL INDY EVENTS

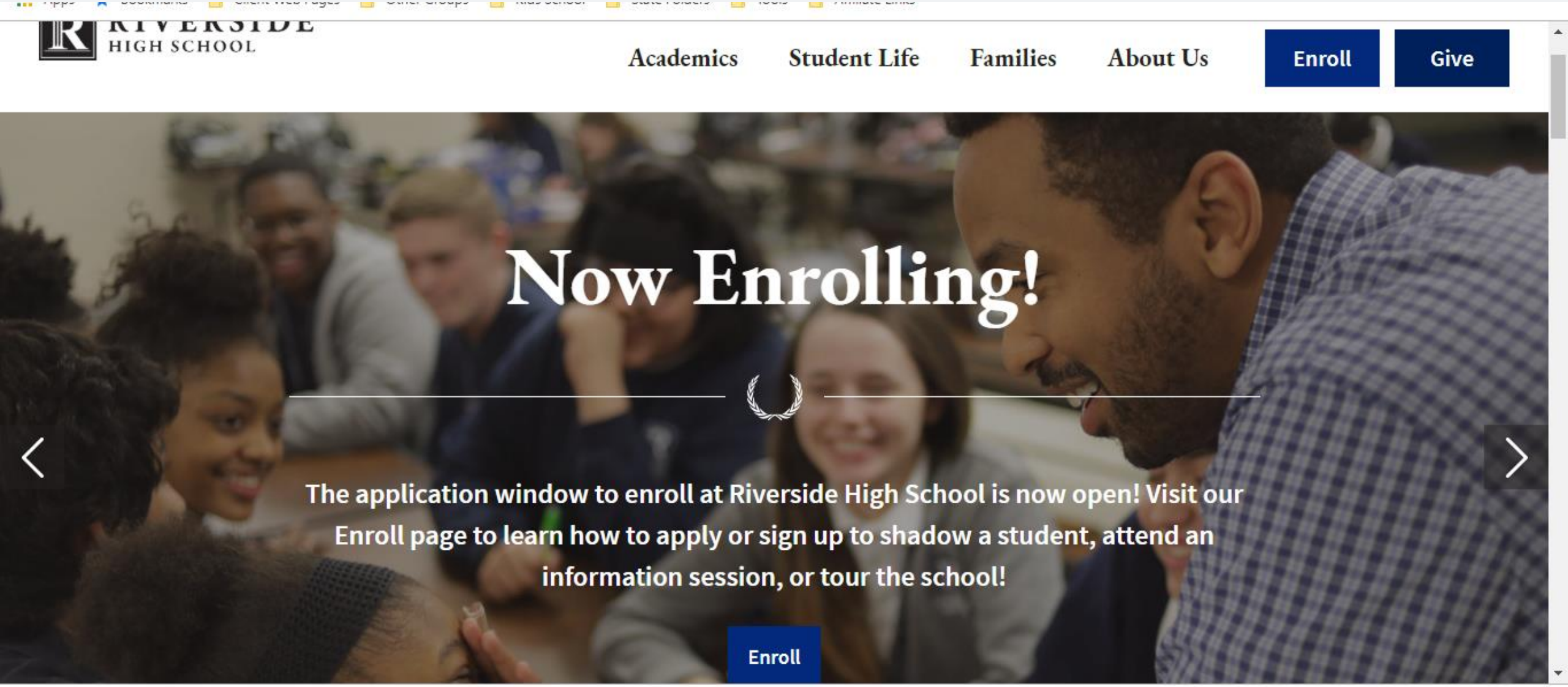


HOW DO THEY KNOW ABOUT THE TOUR / SIGN UP TO ENGAGE?

- Make your enrollment information the center point of your website

- Be as flexible as possible for them to engage with you
  - Standard tour times
  - Online registration
    - Capture their contact information
    - Capture how they heard about you
  - Virtual school tour

BEST PRACTICE: PROMINENCE OF ENROLLMENT (RIVERSIDE HIGH SCHOOL)



BEST PRACTICE: STANDARD TOUR DATES (PURDUE HIGH SCHOOL)

SHADOW A CURRENT STUDENT

Shadow Days start at 9am During Shadow Days, your prospective student shadows a current 9th grade student for an immersive experience that includes personal learning time, hands-on project time, group instruction, and independent study. Shadow Days conclude at 2:30pm. Space is limited. A Techie T-shirt and lunch is provided.

Students interested in the North school may shadow a student downtown.

When are Shadow Days?
Several Dates Available

To sign up, click the button below:

Sign up for a Shadow Day

For questions or concerns, contact:
studentrecruitment@pphs.purdue.edu OR 317.832.1200

TOUR THE DOWNTOWN HIGH SCHOOL

Tour the PPHS Downtown campus at 49 W. Maryland Street Space H10B, Indianapolis, to see a learning environment designed to foster free thinking, conversation, and project-based learning about the subject material at hand.

Students interested in the North school may tour the downtown location until the Broadripple campus is ready.

When are Tours?
2nd & 4th Tuesdays/Thursdays* at 10am.

**Excludes holidays and school breaks.*

To sign up, click the button below:

Sign up for a Tour

For questions or concerns, contact:
studentrecruitment@pphs.purdue.edu OR 317.832.1200

BEST PRACTICE: ONLINE REGISTRATION (KIPP INDY)

- http://kippindy.org/openhouse/

INFORMATION TO GATHER IN TOUR / SHADOW REGISTRATION

- Contact name
- Email address
- How they heard about you
- Interests of the student
- If they were referred by a current family – that family's name
- Optional – current school

BEST PRACTICES: VIRTUAL SCHOOL TOUR (ORCHARD PRIVATE SCHOOL)

- https://www.orchard.org/

THE FIRST IMPRESSION

THINK ABOUT THE TOTALITY OF THE EXPERIENCE

- Do you send a confirmation email and a reminder one day prior?
  - Do you include directions to your campus and any other relevant answers?
- How is the phone answered?
  - Confusing phone tree or simple to get a real person?
  - If you have a phone tree – is there an option for prospective families?
  - Does your receptionist understand his/her role in recruitment?
- Where do they park?
  - Do you have a designated "future family" parking space?
- Are they greeted with a personalized sign?
  - Personalized welcome?

SIGNING IN

- Have an iPad or something else for them to sign in if you didn't collect it already
- Gather full contact information for future nurturing
- Make sure you ask how they heard about your school

CUSTOMER INFORMATION SHEET

CUSTOMER NAME:

MAIN TELEPHONE NUMBER OF CUSTOMER: ( )

MANUFACTURER: Macrotel International Corporation

MODEL: MT-194

FCC:

REN: 1.0B

FACILITY INTERFACE CODES: 6SM Tip Line - TL11C

SERVICE ORDER CODE: 9.0F

REQUIRED NETWORK INTERFACE JACK: C.O. Line - RJ11C
6SM Tip Line - RJ48X

MODEL #:

SERIAL #:

MACROTEL INTERNATIONAL CORPORATION

DEVELOPING YOUR SCHOOL TOUR STRATEGY

1. Understand what your school offers
   - What are you great at and what sets you apart
2. Understand what your parents are looking for in a school
   - Develop your parent personas
   - Identify your parent's chief needs
3. Answers to all of the questions a parent might have about your school
4. Develop a script or at least key talking points

THE TOUR EXPERIENCE

Shift your paradigm

The tour is not about your school!

The tour is helping the parent envision and want their student to enroll at your school

BEFORE YOU START THE TOUR

- Understand the child
- Understand what are the parents needs and desires
- Customize your tour against the parent's needs

THE TOUR EXPERIENCE

- Who should give the tour?
- How long should the tour take?
- What should the tour cover?

CRITICAL COMPONENTS THAT SHOULD BE DESCRIBED DURING A TOUR

1. Explain what a charter school is
2. Your academics (state letter grade, style of teaching, breadth of classes, etc.)
3. Unique aspects of your school that sets up apart
4. Your successes – where do your students go after your school?
5. Your approach to technology
6. Special education
7. Diversity
8. Extracurricular opportunities
9. Meal service
10. Logistics – after school opportunities, transportation, etc.
11. Do you have a wow moment?

CRITICAL EXPERIENCES THAT SHOULD HAPPEN DURING A TOUR

Example of a teacher in action

Meet the principal

THE CLOSE

- Don't ever let them walk out the door and say "I hope you call us"
- Go for a soft close; "Did I answer all of your questions?", "Are there other things about our school that I can answer"
- Move them to the next stage
  - Upcoming event at your school
  - How to use Enroll Indy
  - "Would you like an application?"
- Don't let them leave empty handed
  - Give them swag
  - Give them good collateral information

THE FOLLOW UP

One of the most critical components of the experience

Recommended follow up activities:

1. Standard thank you email template ready to go
   - A thank you for visiting our campus and let us know if you have any additional questions
   - Providing a listing of any upcoming events that you are hosting or would give them an insight into your school (sporting events, activities, etc.)
   - Link to register for a shadow day
2. Personal (handwritten) note from the principal
3. Drop them into follow up cadence

TOUR / SHADOW NURTURING: BASIC

Tour / Shadow → Follow up 1 → Follow up 2 → Follow up 3

- Within 1 week, follow up call from teacher of the future grade
- Next week, follow up call from a parent
- Next week, follow up call from an administrator / principal

Results: Yield rate increase from 76% to 92%
(Net increase of 4 students)

Bright Minds MARKETING

TOP 10 TENANTS OF A GOOD SCHOOL TOUR

1. Make it as easy as possible for prospective parents to find your school
2. Make it as easy as possible for parents to engage in a tour
3. Make sure the entire staff knows about the importance of school tours
4. Start the “courting process” as soon as they sign up
5. Strong first impression
6. Make the tour about them and their child – not about you!
7. The tour is too important to not script it out
8. The tour is designed to allow them to envision their child at your school and wow them
9. Don’t be afraid to ask for the enrollment
10. You will lose more families by not following up than you will by checking back in with them

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5/14/19 @ 12:00	Retention: Surveys and communication at your school

THANK YOU!!!

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