

Enrollment in the Wake of COVID

Florida State Charter School Conference 2021

Introductions



Marc Snyder
Executive Director, True North Foundation
Charter School Dad

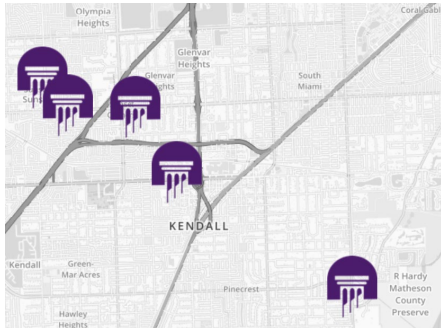


Lyman Millard
Partner, Bloomwell Group
Charter School Dad

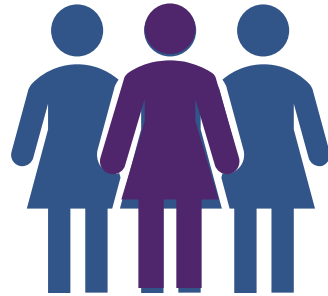


TRUE NORTH CLASSICAL ACADEMY

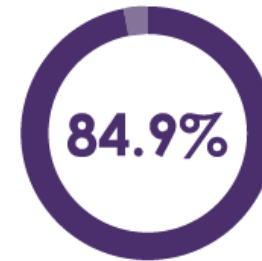
#1 in Miami-Dade County
#2 in the state of Florida



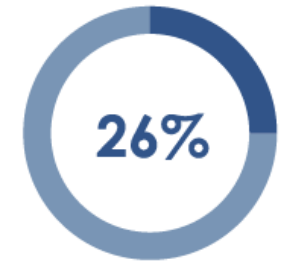
5 Campuses in Miami



1,400 PK-11 Students
3,000 on the Wait List



84.9% of students are minorities

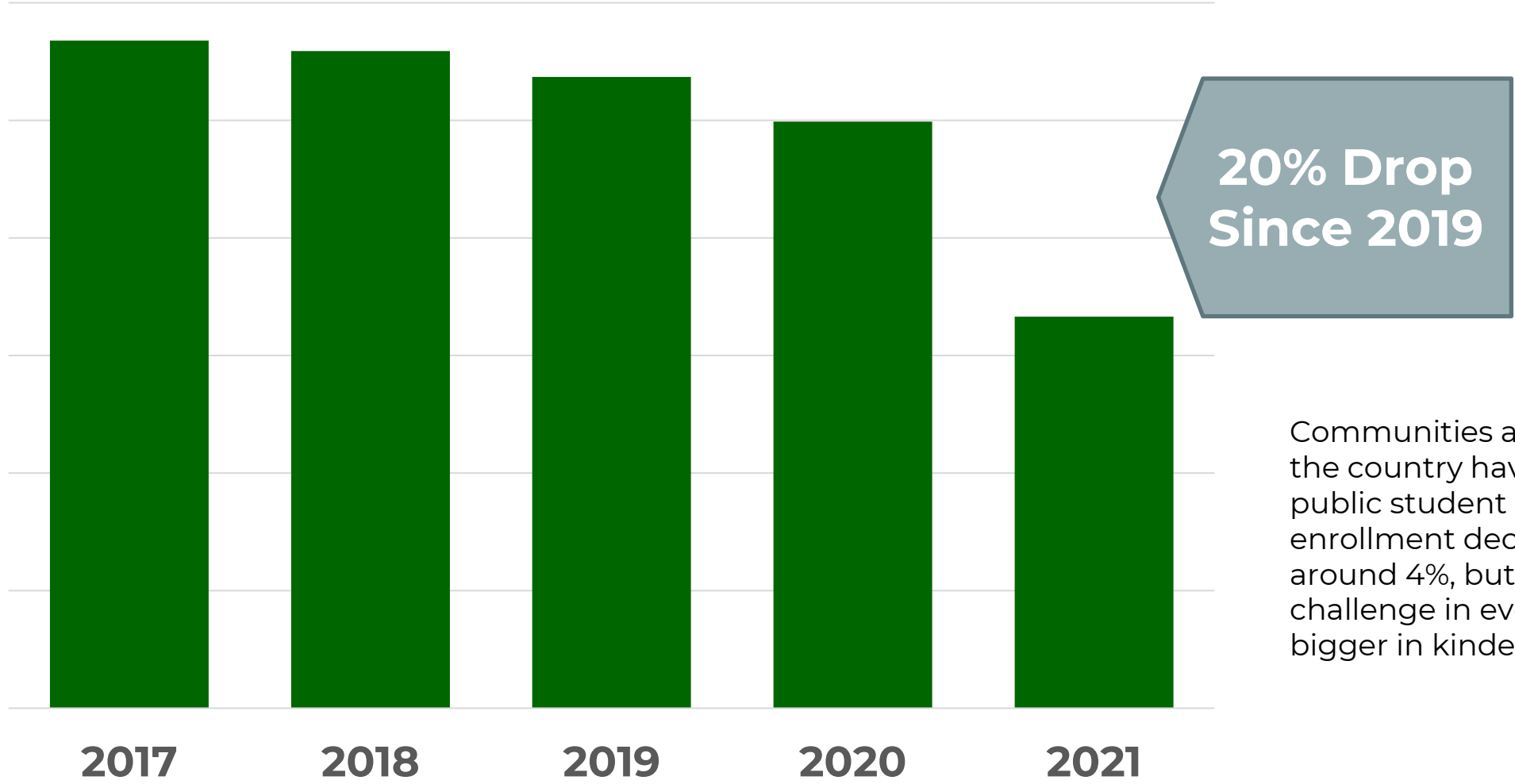


26% of students are eligible for free or reduced lunch



COVID's Impact On Kindergarten Enrollment

Springfield-Area Kindergarten Enrollment Trends



**20% Drop
Since 2019**

Communities around the country have seen public student enrollment declines of around 4%, but the challenge is even bigger in kindergarten.





Getting to Know You

School Leaders

Admin

Teachers

Board Members

Parents

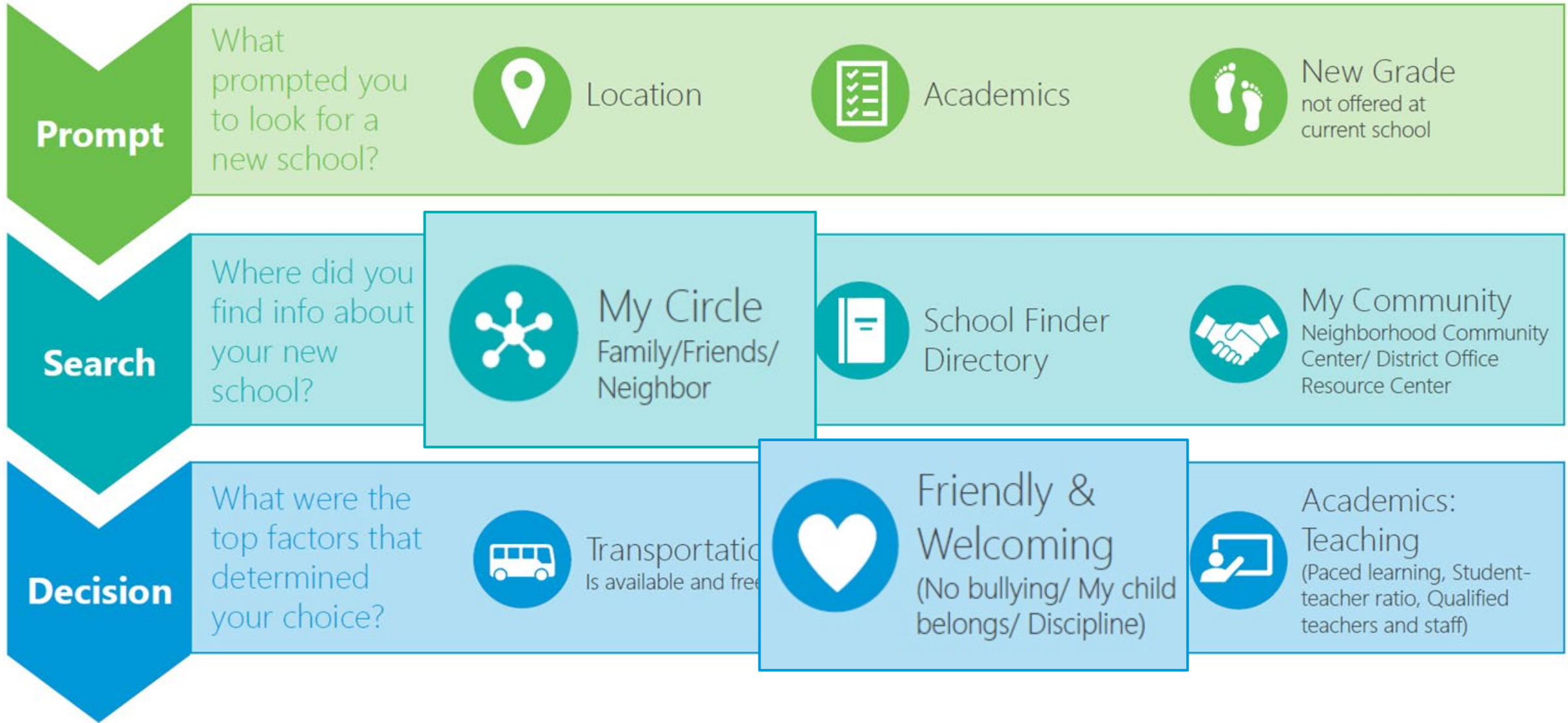


Developing Your Message



WHOSE

WHO
WO



Consumer research should drive your enrollment strategy, focusing on how families hear about a new school and what is most important to them.

Target Audience



Who are they?

Where are they?

What do they want?

Primary Challenge	What are you trying to accomplish?
Communications Objective	What do we want people to do?
Target Audience	Who are we speaking to?
Key Insight	What's most important to our audience?
Net Impression	What do we want people to think?
Lead Point of Difference	What sets us apart?
Reasons to Believe	What facts back up our claims?
Brand Character or Voice	What is our look and feel?

Core
Message

What is true for
all audiences?

Message 1

Message 2

Message 3

What is most
important to a
specific audience?

The Decision-Making Journey

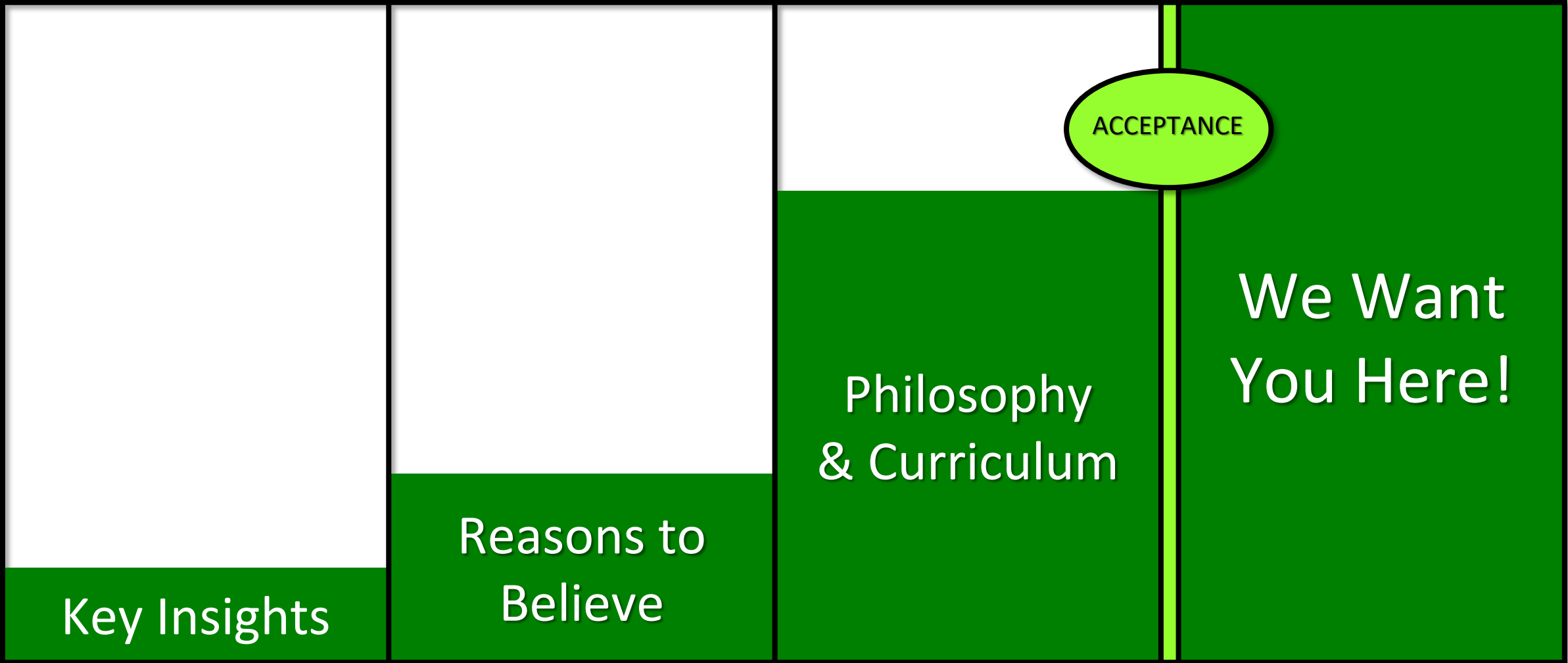
INTEREST

INQUIRY

APPLICATION

ENROLLMENT

Level of Detail/Engagement



Strategy

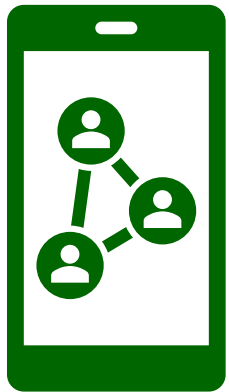
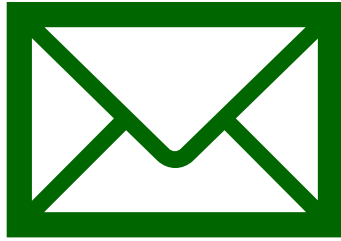


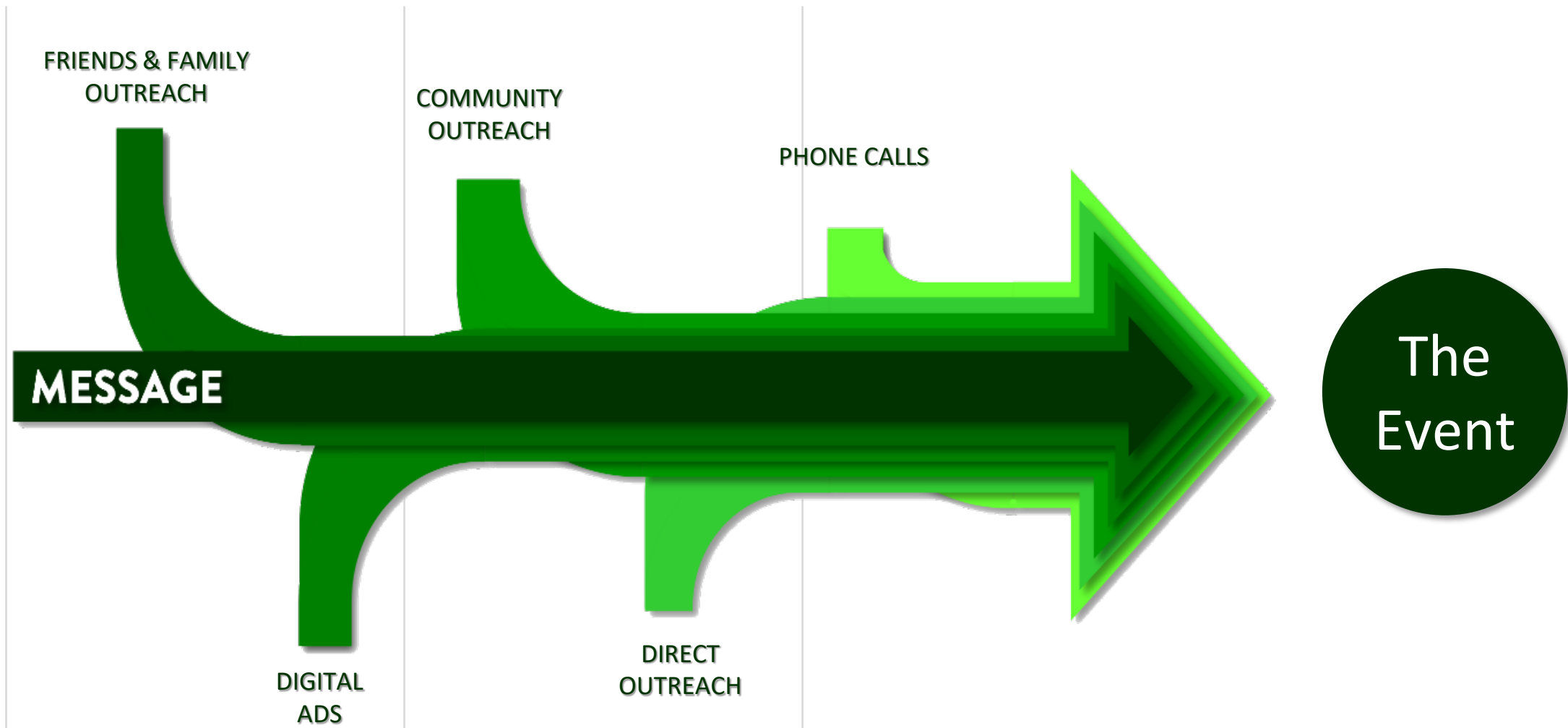
Your
Target Market

Your
Community

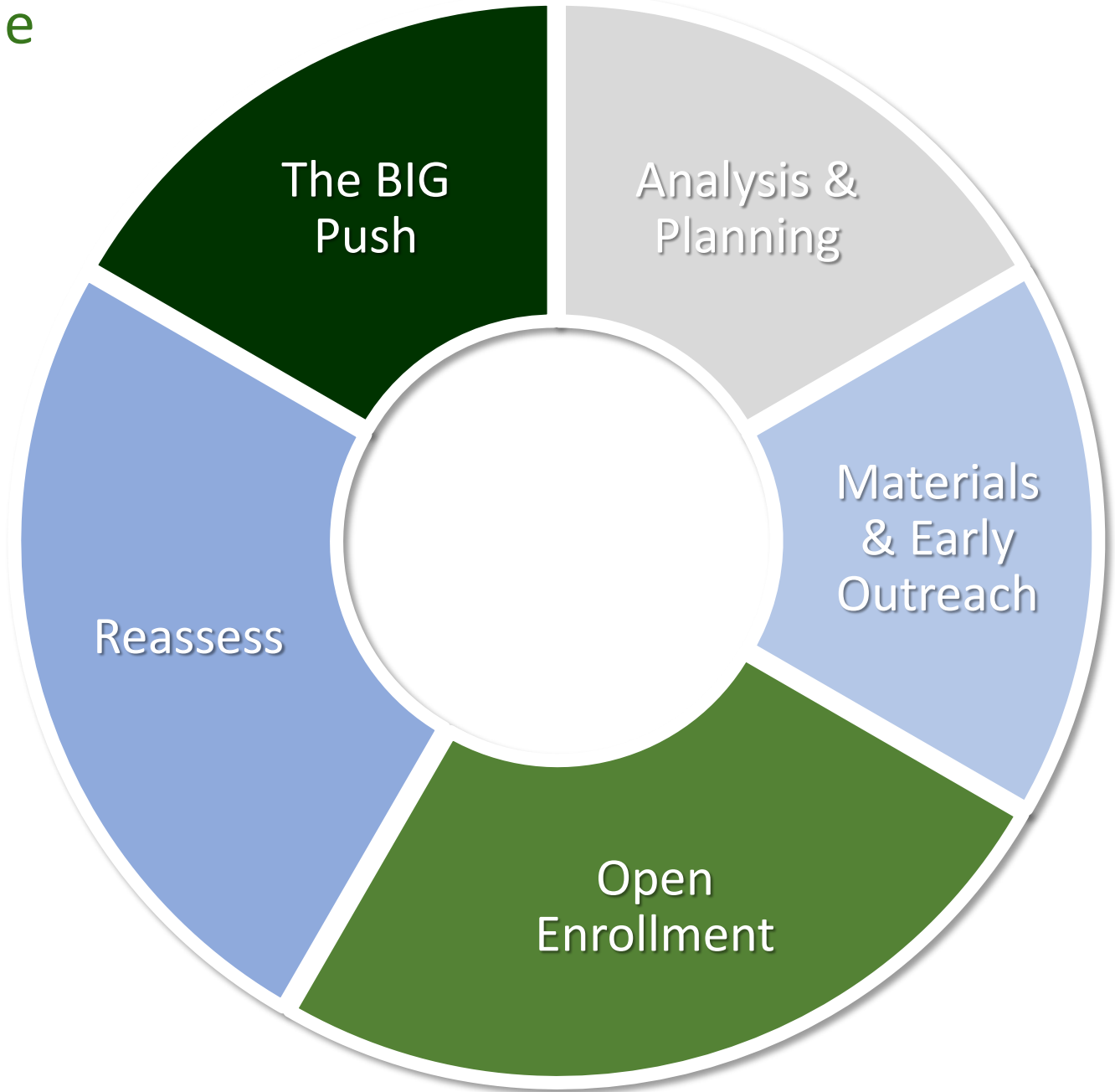
Your
Families







Recruitment Cycle



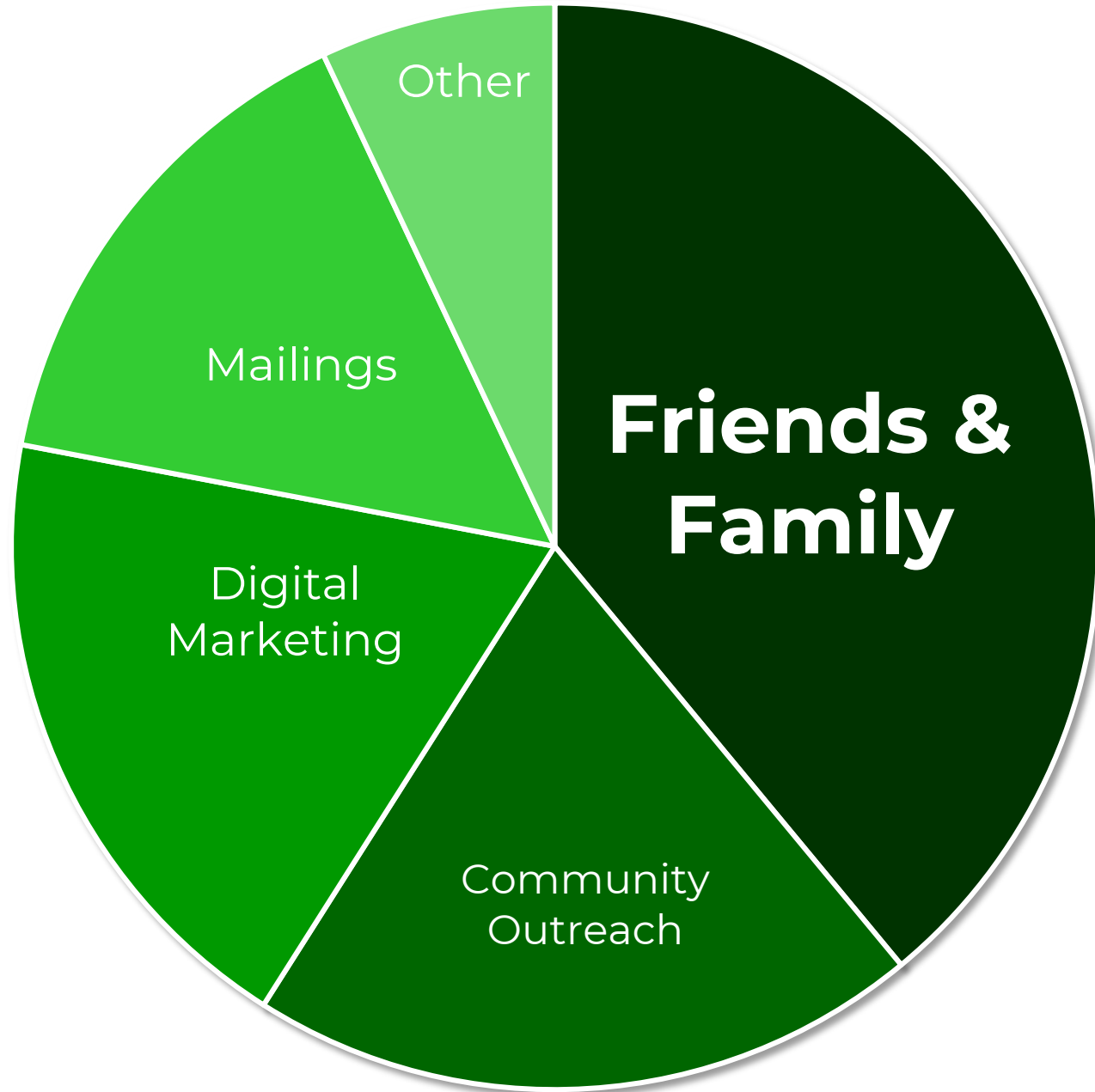
	SEPT				OCT				
	7	14	21	28	5	12	19	26	2
KEY DATES									DistrictSelect School Application Opens
Materials	Survey: Top 3 Reasons Why Families would send their child to VCS	<u>Get Photos of real kids or really good stock photos</u>		Focus Group: What do You Want in a School?	Develop Message Pillars & Tagline	Send Public Record Request to District			
Friends & Family	Build Interest List					Friend Event			
Community Outreach	Build Community Partner List				Develop & Prioritize Partner List				Community Partner Initial Visits
Phone Calls									Public Records into Call App
Canvassing									Public Records into Canvass App
Mailings			<u>Apply for Nonprofit Postage Permit</u>						
Digital Advertising					Initial Awareness AD: 2 Images, 2 Messge				Awarness Update: 2
Events							District Select Schools Fair		

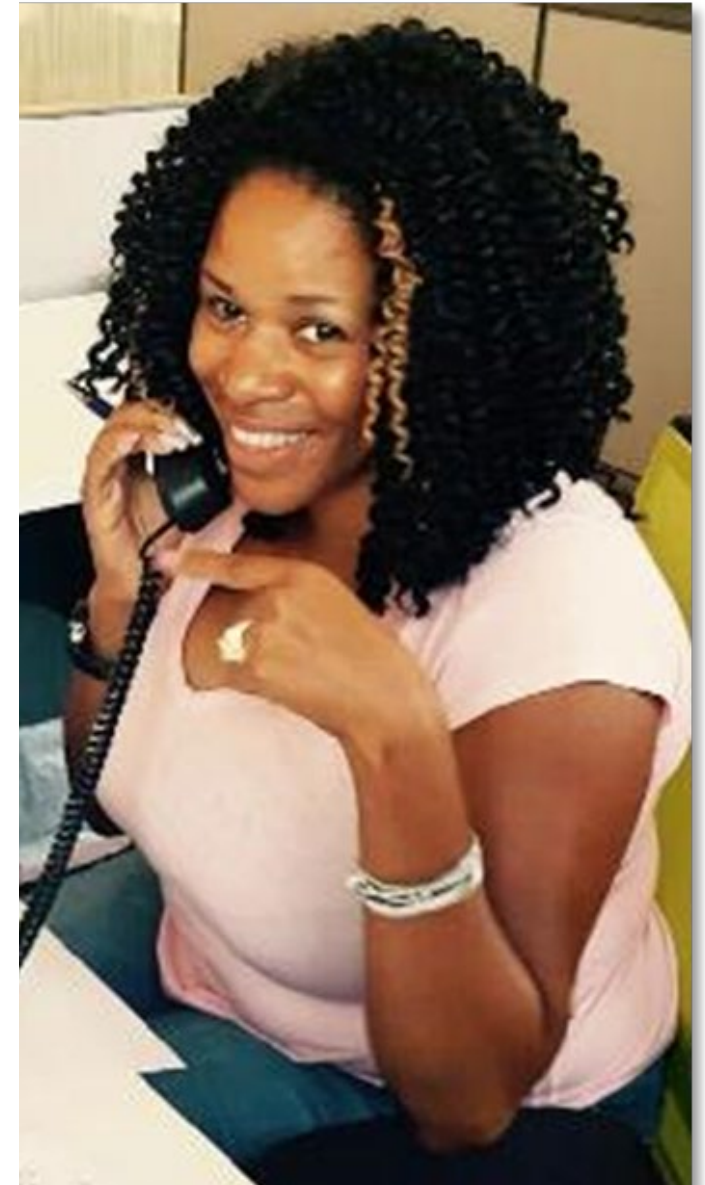
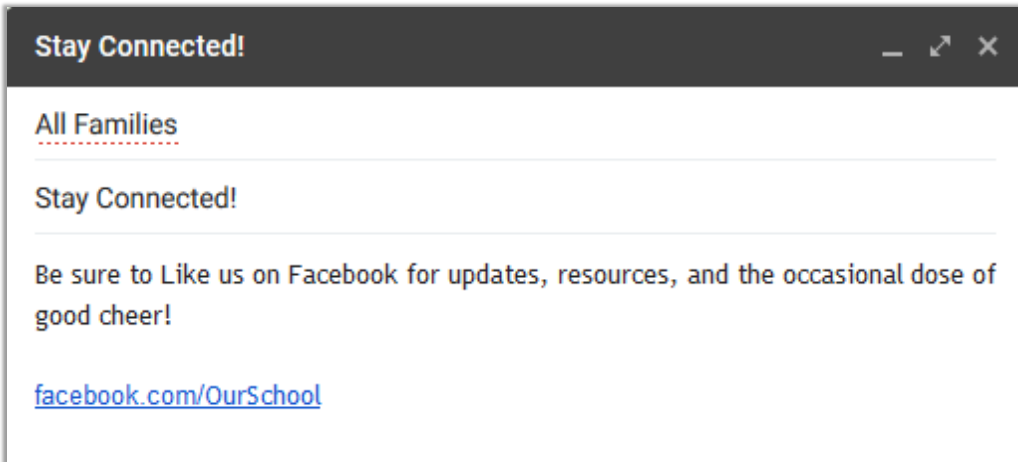
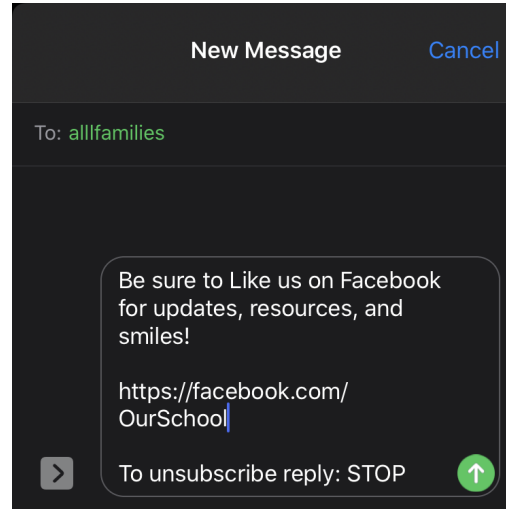
Strategy



Your Families







Month	Details	Week 1	Week 2	Week 3	Week 4
JUN	Message	End of the School Year Newsletter	Summer Activities List	Summer Reading Lists	Social Distance Ice Cream Social
	Method	Email & Text Message Link	Email & Text Message Link	Email & Text Message Link	Mailing & Text Message
	Person	Principal or School Ops	School Leader or Family Coordinator	Teachers	Parent Advisory Group
JUL	Message	Have a Safe & Happy 4 th !	School Meet-Up at a Community Festival	Staff Pre-Service Kick-Off "Getting Ready for the New Year!"	Back to School Invitation
	Method	Email & Text Message Link	Mailing, Email & Text Message Link	Social Media	Mailing, Email, Phone Calls
	Person	Principal or School Ops	Parent Advisory Group	School Leader	Network Staff
AUG	Message	Back to School Event (Live or Virtual)	New School Year Info	Home Visits	Welcome Back to School
	Method	Event	Mailing & Email with Links	Email & Phone Calls	Email, Text, & Flyer
	Person	All Staff	Principal or School Ops	Teachers	Principal & Teachers



Activating Families

Connect via social media to increase reach and reduce costs of digital ads

Share upcoming recruitment events via text, email, and phone calls

Help you make connect with target community organizations & events

Volunteer at recruitment and community events

Paid staff for canvassing, phone calls, and out recruitment activities



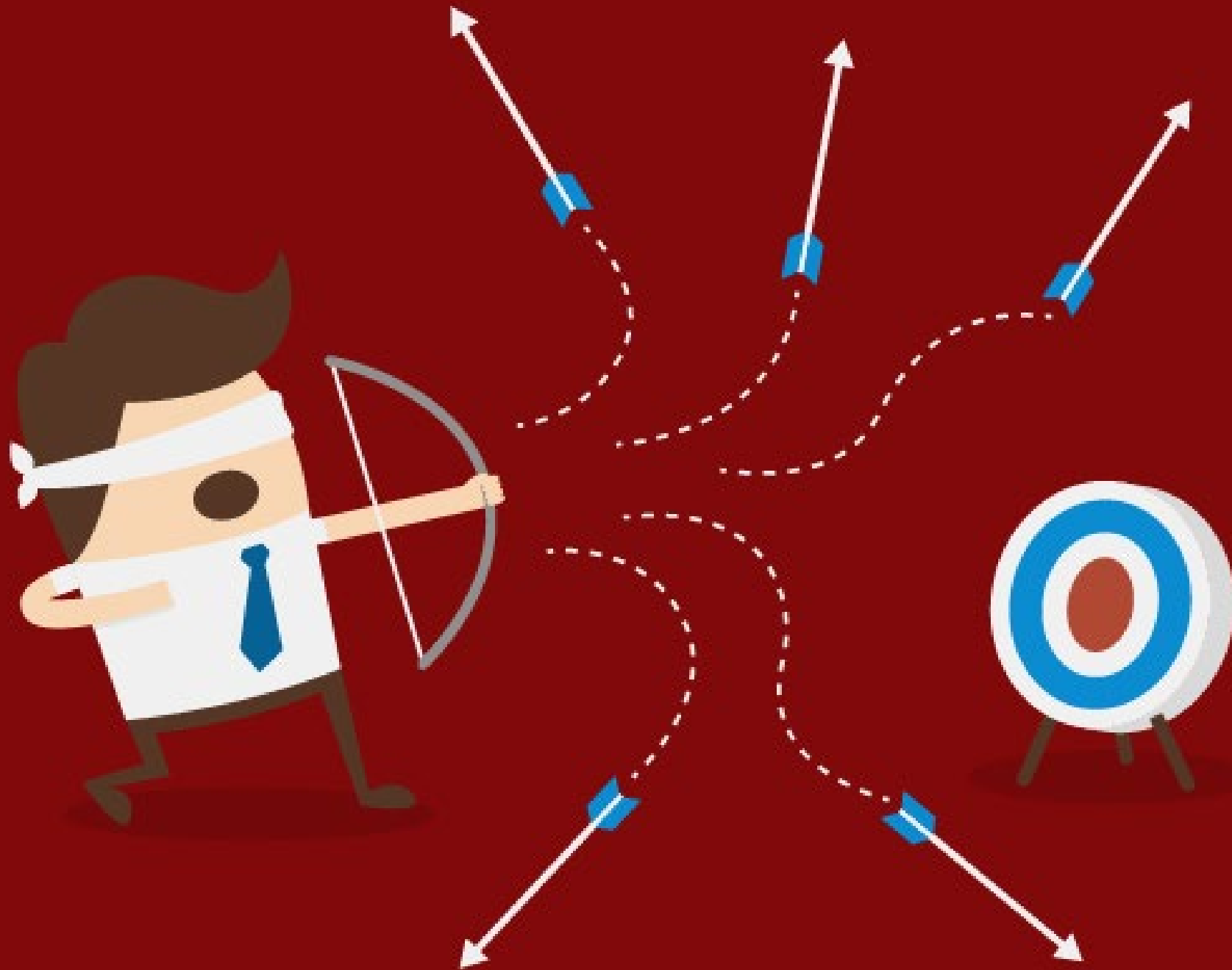
Your Families

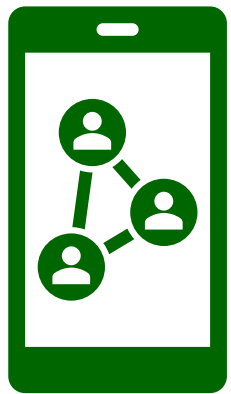
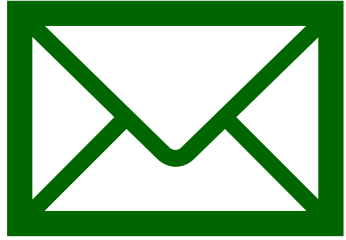




Direct Outreach

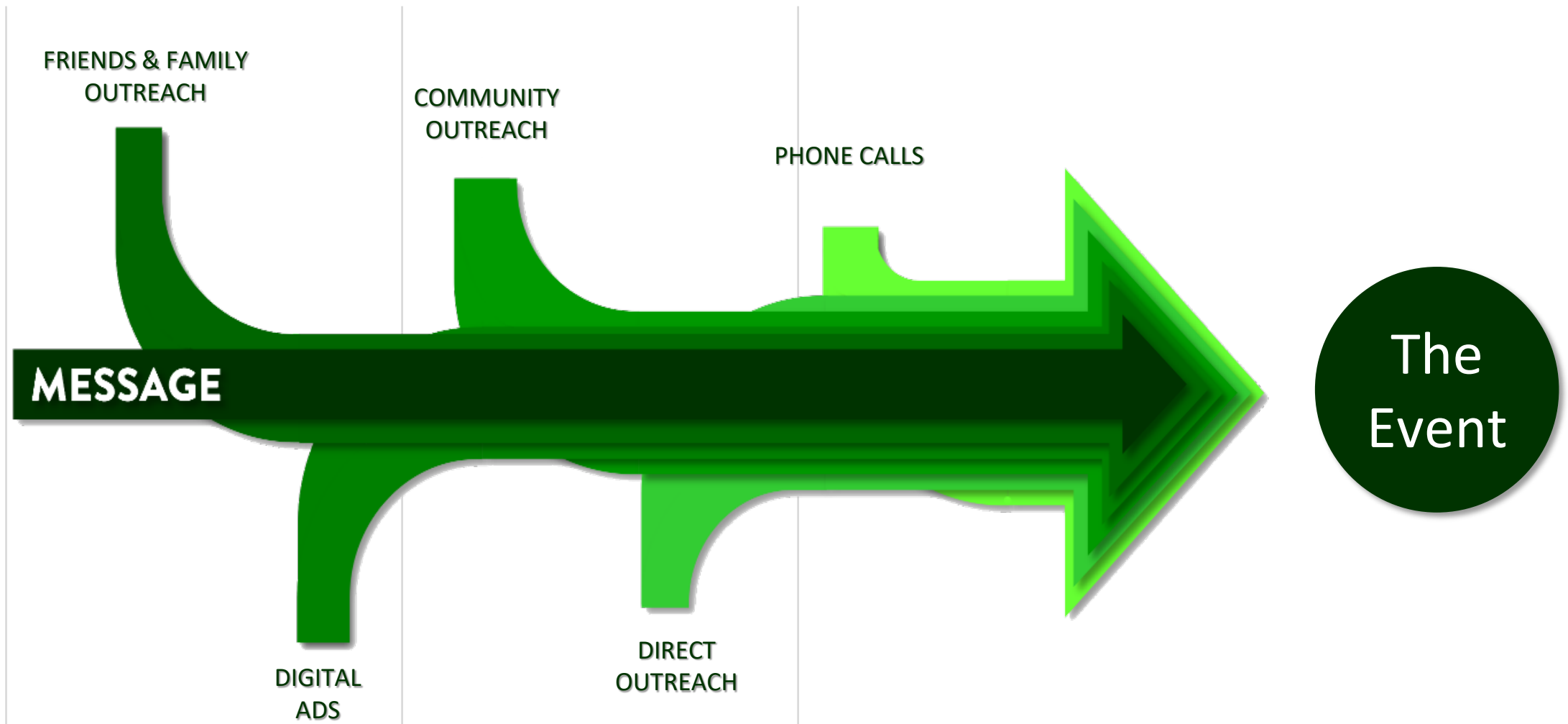






Targeting the same families via social media, mailings, phone calls, canvassing, and community events gets the best results.





Focusing your marketing on an event rather than “enroll now” is a leading practice.

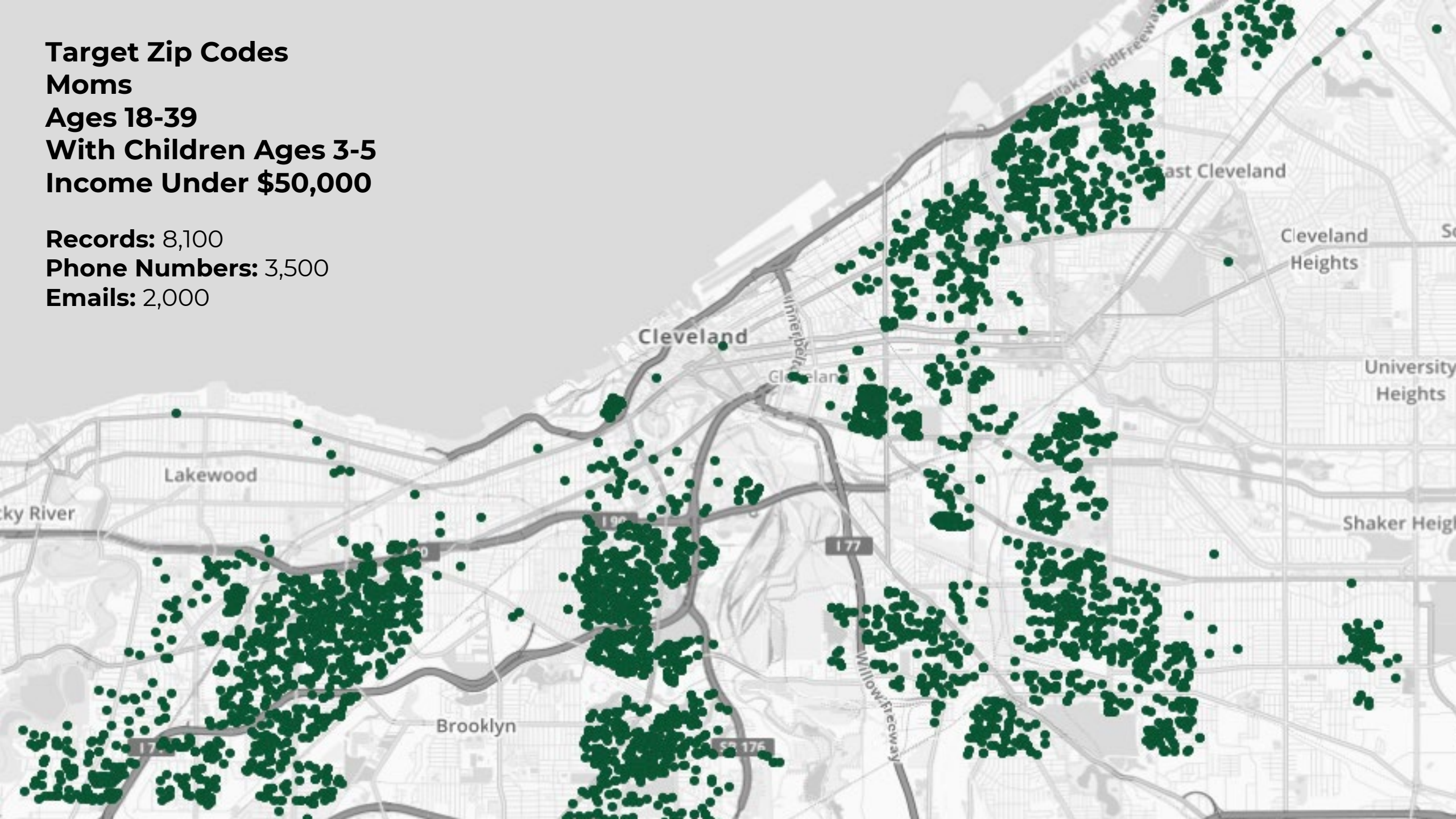


Target Zip Codes
Moms
Ages 18-39
With Children Ages 3-5
Income Under \$50,000

Records: 8,100

Phone Numbers: 3,500

Emails: 2,000



Is your child getting the support they need?

Our schools have an amazing network of caring adults: parents, teachers, leaders, mentors, and volunteers. We are #ALLIN for our kids!

BREAKTHROUGH SCHOOLS

Ohio's #1 Rated Network of Public Charter Schools
10118 Hampden Avenue, Cleveland, Ohio 44108

Parent Information Session

Wednesday, June 1st 5:30pm

Call or visit us online to choose a school, get all details, and secure your spot!

(216) 367-5720 ExploreBreakthrough.org

School Nearest You: **Citizens Academy Southeast**
Kindergarten Spaces Remaining: **8**

As of May 17th, 2016. Limited spaces may be available in other grades.

#ALLIN for her future.





CallFire



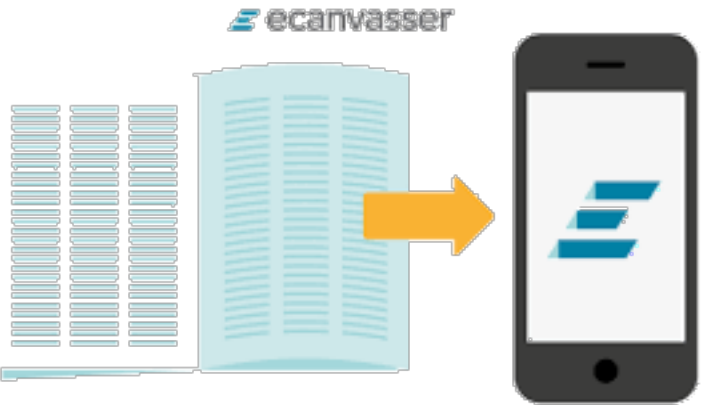
CallHub



eCanvasser








Finally, going door-to-door with the same target list, being sure to track your results.



The screenshot shows the ecanvasser web application interface. The top navigation bar includes "2020 Presidential El...", "Analytics", "PLAN", "Database", "ORGANIZE", "Customize App", "Members Directory", "Talking Points", "Surveys", "ENGAGE", and "Documents". The main content area is titled "Members Directory" and displays a summary of members: Total 2,303, Canvassers 2,075, Staffers 97, Managers 131, and Invites Pending 10. Below this is a map of Dublin with a profile card for Brendan Finucane, Leader Manager, showing contact details and login history.

The screenshot shows the ecanvasser web application dashboard for a campaign. The top navigation bar includes "My Members", "My Workers", "My Campaign", "Voter Reg", "My Voters", and "My Campaign". The dashboard displays key metrics: All Canvassers (Today) 27, Doors Knocked 864, People Contacted 157, and Contact Rate 18%. Below the metrics is a map of Washington, DC, with colored markers indicating canvasser activity. To the right of the map is a table of canvassers:

Canvasser	Doors	Contact	DL List	Last Sync
KC Katie Crowell	0	0%	Apr 21 4:21PM	
ER Elliot Rysenbry	1	100%	Apr 21 3:50PM	Apr 21 3:54PM
BJ Bierbower James	5	100%	Apr 21 3:50PM	Apr 21 3:57PM
DW Denver Wilson	65	21%	3:50PM	3:57PM
PB Partick Brenton	41	19%	3:50PM	3:57PM

Platform	White	Black	Latino	18-24	25-29	30-49	<\$30,000	\$30,000-\$74,999
 YouTube	71%	77	78	90	93	87	68	75
 Facebook	70%	70	69	76	84	79	69	72
 Instagram	33%	40	51	75	57	47	35	39
 Snapchat	22%	28	29	73	47	25	27	26
 Twitter	21%	24	25	44	31	26	20	20

Facebook and Instagram and still the most popular platforms across demographics.

Following | For You

Dirty humor with my mom
part 14

Watch the whole thing

@drake.kiker

Check out my insta/drakekiker

#smallgestures #selfcare #fy #foryou
#foryoupage #fyp #lol #zyxcba #xyzcba
#humor #humorbr #joke #jo... See more

original sound - drake.kiker



945.0K



4435



59.8K



Home



Discover



Inbox



Me

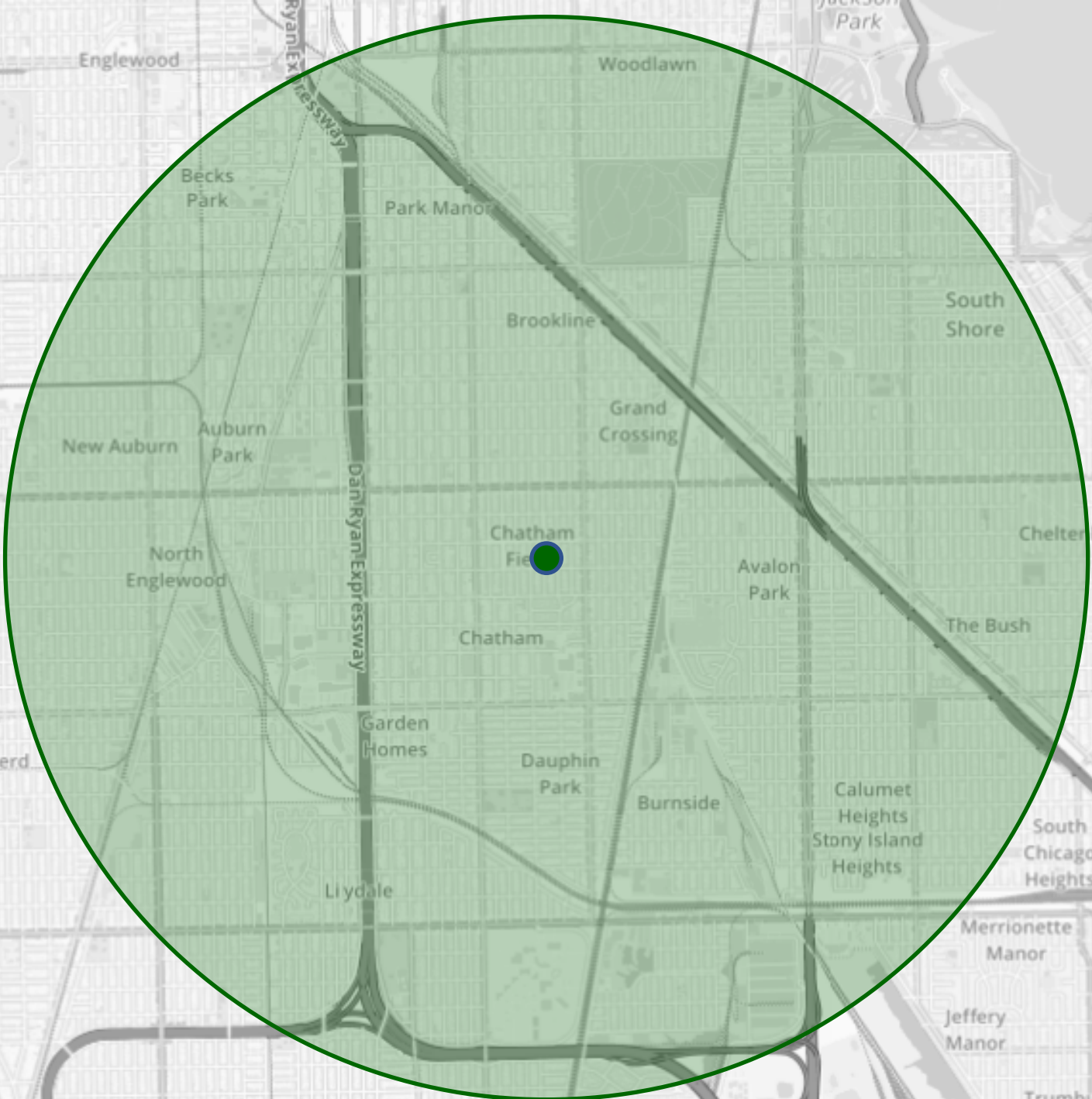
TikTok is the fastest-growing platform, but it might not be the best place for your school to advertise.

TIER 1

AWARENESS & TRAFFIC

- Within a few miles of your school
- Women
- Parents
- Targeted age

Start building awareness by running videos and boosted posts to a broad audience.



ascnd Ascend Public Charter Schools ... Sponsored ·

"When you have this love for somebody, you always want to see them do well." ... See More

ASCENDLEARNING.ORG We believe. LEARN MORE

👍❤️😄 146 9 Comments 32 Shares

👍 Like 💬 Comment ➦ Share

Breakthrough Schools posted 7 photos. Published by Brian McAllester · March 22 at 7:25pm · Instagram ·

#googleexpeditions + Village Prep scholars + dinosaurs + augmented reality = best class ever #thisiscl #bigdreamsstartyoung #villagepreprecliffs #btcl @ Village Preparatory School

+4

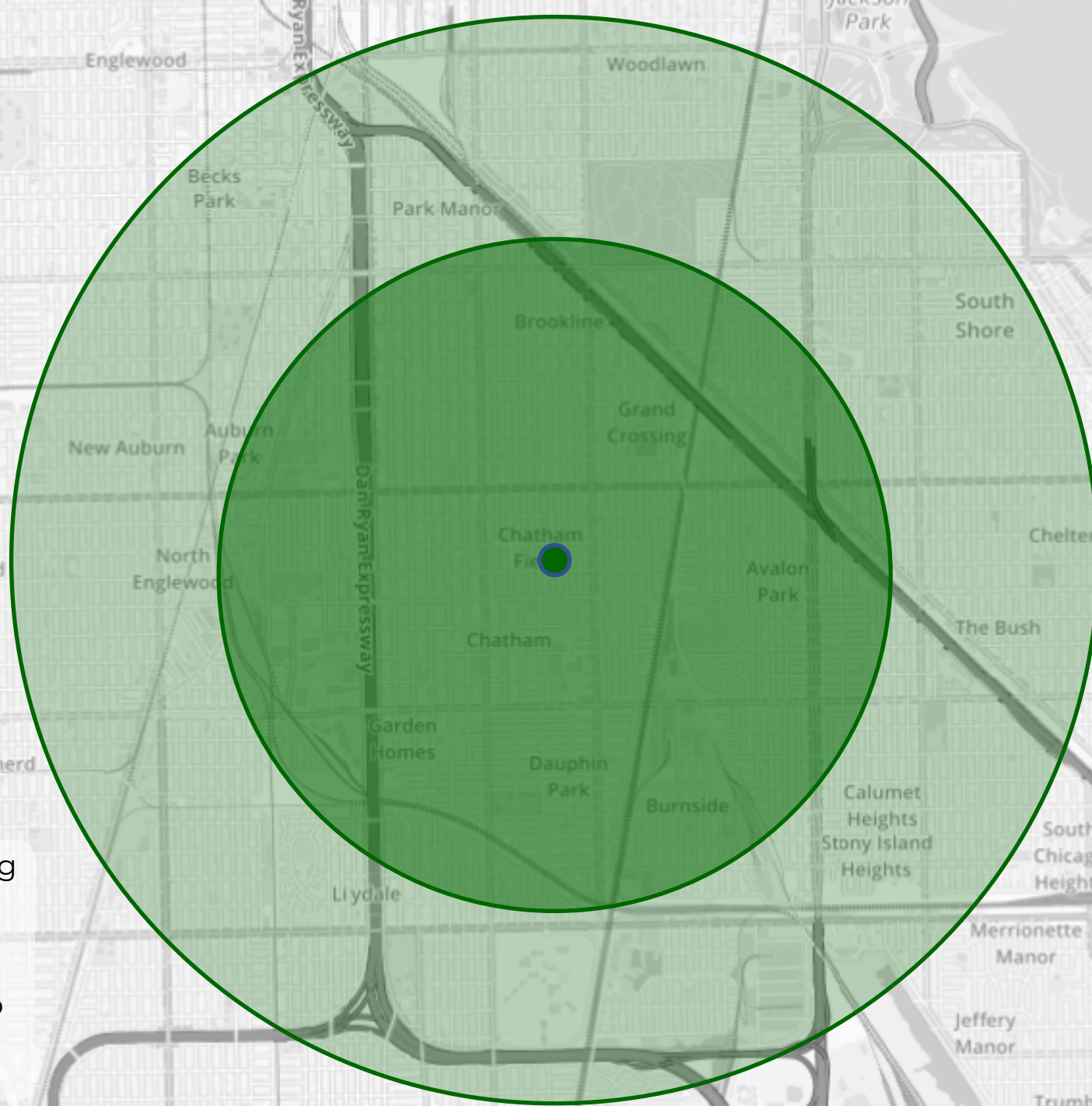
TIER 2

TRAFFIC, LEADS & CONVERSIONS

Target List:

- Name
- Zip Code
- Gender
- Age
- Phone Numbers
- Email

Use your targeted marketing list to create a custom audience to reinforce your direct outreach tactics, focusing on driving traffic to your website (make sure it has a tracker pixel).



Randall Park High
Sponsored · 🌐

A high school diploma without all the drama.

RANDALLPARKHIGH.ORG
Get Your Teen Back on Track [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Girls Global Academy
Sponsored · 🌐

At Girls Global Academy students can count on each other and our entire school community to empower and uplift them. [...See More](#)

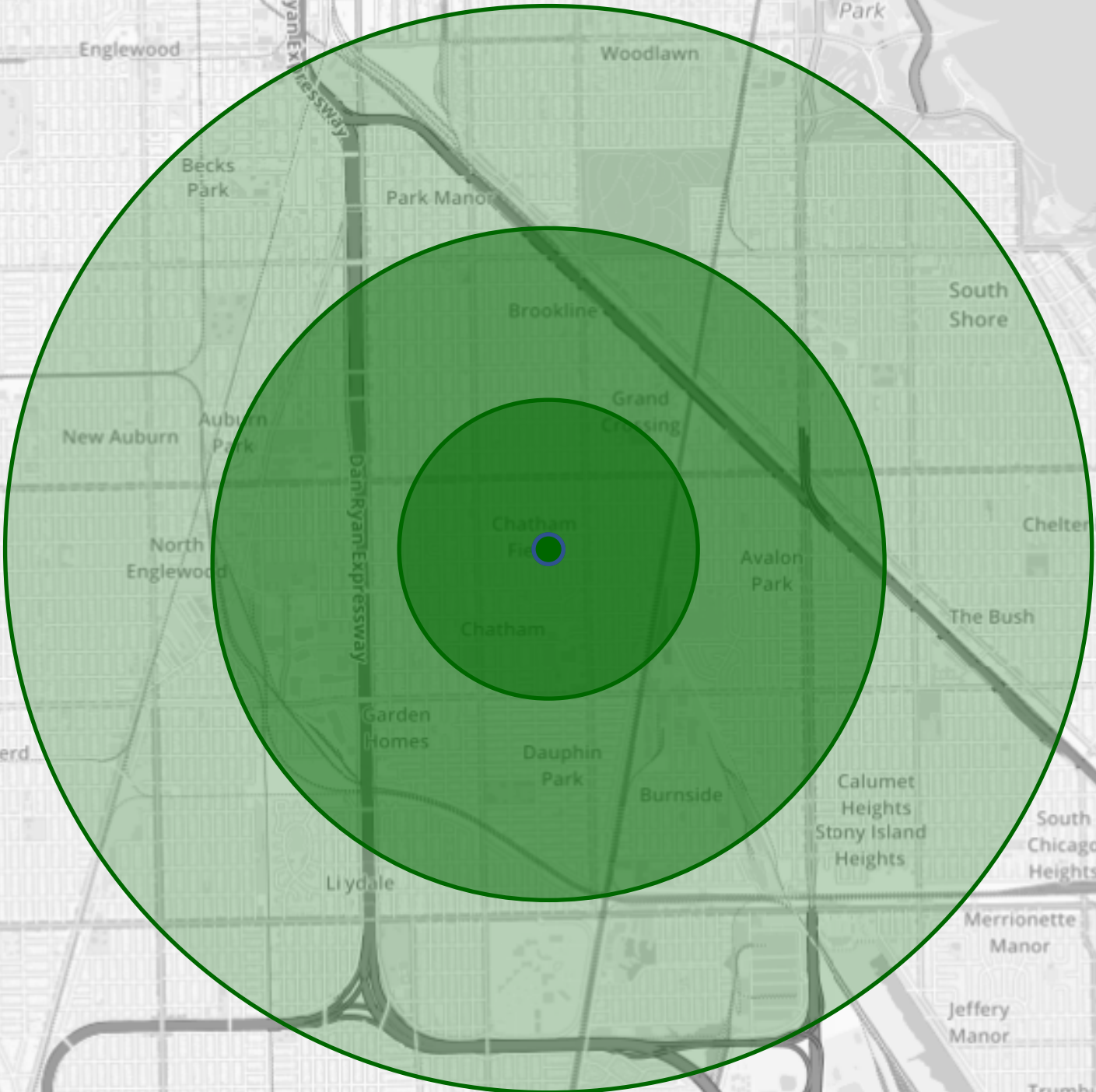
FORM ON FACEBOOK
DC's Premier Tuition-Free All-Girls High School [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

TIER 3

EVENTS & CONVERSIONS

Enrollment Page Visitors



Target anyone who visits your page (thanks tracker pixel!) with ads for enrollment events or to start their application.



MAY 28 Virtual Kindergarten Visit Day
Public · Hosted by Breakthrough Public Schools and 6 others

★ Interested ✓ Going Share ...

🕒 Thursday at 11 AM – 6:30 PM
2 days from now · 70–77°F Thunderstorms

📍 Breakthrough Public Schools
3615 Superior Ave, Cleveland, Ohio 44114 Show Map

True North Classical Academy ...
Sponsored · 🌐

Don't get stuck on the wait list! Open Enrollment for Miami's premiere charter high school closes on February 19th.



TNCLASSICAL.ORG
Choose Excellence. Choose True North. APPLY NOW

👍 Like 💬 Comment ➦ Share

Spanish Language Audience

Spanish Language Ads

Spanish Language Landing Page

Spanish Language Lead Generation Form

Locations People living in this location

United States

5034 N Oliver Ave, Minneapolis, Minnesota, United States

+ 2mi

55402

55403

55404

55405

55406

55407

Include Type to add more locations Browse

Drop Pin

Add Locations in Bulk

Age 22 - 65+

Gender All Men Women

Targeting All demographics, interests and behaviors

Hide Options

Languages Spanish

Enter a language...

Minneapolis School Finder

Sponsored

Ayuda gratis — cara a cara — para encontrar escuelas mejores para sus hijos.

[See Translation](#)

ESPAÑOL.MINNEAPOLISSCH...
Elige Una Escuela Buena Para Sus Hijos [LEARN MORE](#)

43 12 Shares

Like Comment Share

MINNEAPOLIS SCHOOL FINDER
A RESOURCE GUIDE FOR PARENTS

¿Está buscando la escuela que mejor se adapte a su hijo?

[Obtenga ayuda 1: 1](#) [Vea las mejores escuelas](#)

Hable con nosotros 1: 1

Regístrate hoy para recibir mensajes de texto, chatear o hablar uno a uno con nuestros defensores de la familia

Nombre

Apellido

Teléfono

Email

¿Cómo te gustaría que contactemos a Ud?

Por llamada telefónica

Por mensajes de texto

Por chat en línea

En persona

Comentarios / Preguntas

Native language ads are very effective for reaching under-served families. Be sure to create an entire funnel (targeting, ads, landing pages, and lead forms) in that language.



Social Media Advertising Leading Practices

1. Set up pixels and conversion events on your website before you start
2. Run ads for at least 2 weeks, 4 weeks is better
3. Use lifetime budgets to optimize your spend across the campaign
4. Always run at least 2 versions to test images and messages

Expense Benchmarks

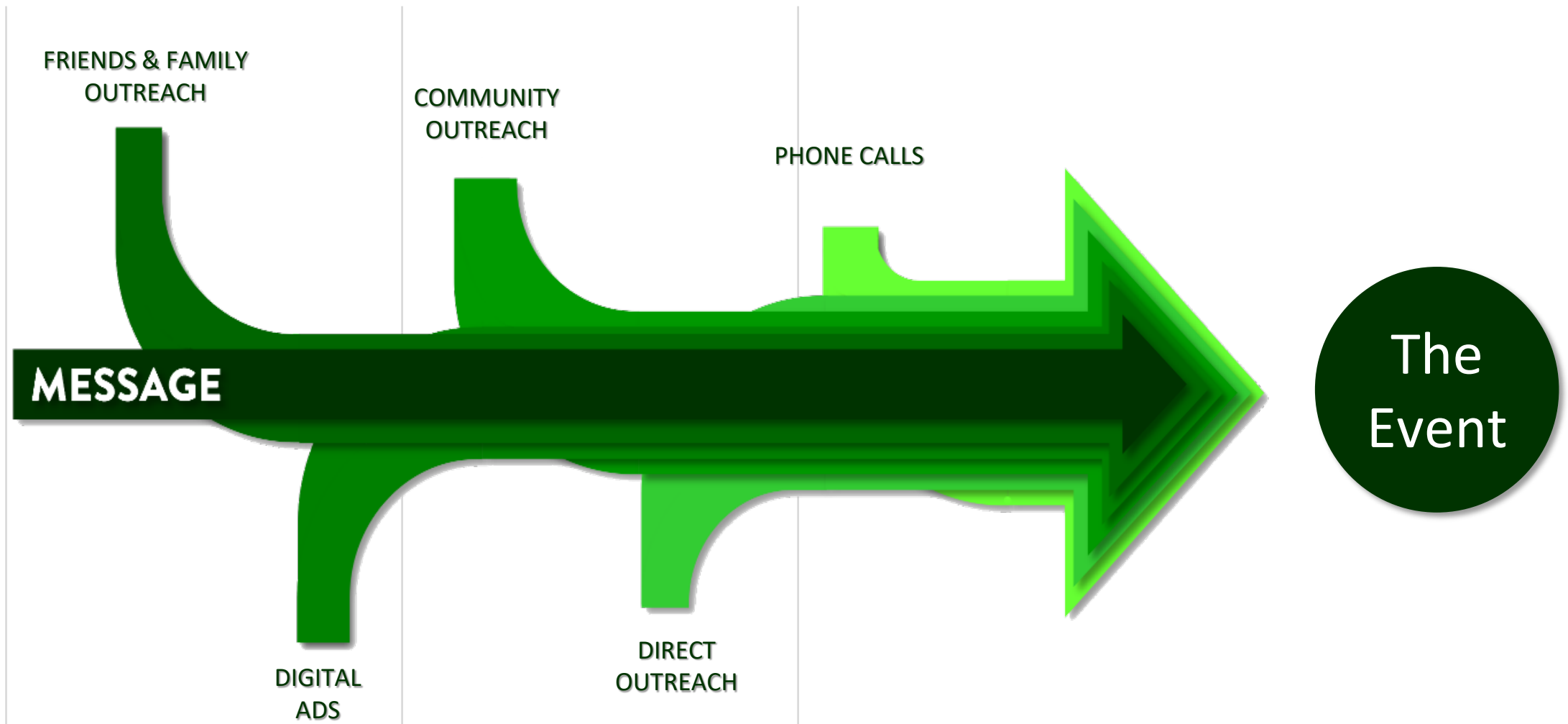
Click Through Rate	Cost Per Click	Landing Page View	Lead Form	Enrolled Student
.73%	\$1.00	\$2.00	\$18-25	\$100-250





The Event





Focusing your marketing on an event rather than “enroll now” is a leading practice.



**In-Person Preferred,
Outside if Possible**

Short & Sweet (~40 Min.)

Registration (for follow-up)

**Food, Events &
Activities**

Parent Reps

**Follow-Up Calls for
No-Shows**



Questions?





Questions & Resources:

lyman@bloomwellgroup.com

(216) 346-3917

