

Reasons Your Enrollment Will Grow

Your parochial school's enrollment will grow in 2013 if you do the following:

Impassion – Engage the passion of your students. If they are passionate about what they are doing at your Christian school they will look forward to school, work harder, achieve more, and lobby to continue attending. You, your staff, donors, board, and other volunteers should lead the culture of passion at your school. Infect the families and students with passion about what is happening at your school. When the passion is low, it is easy for a family to leave your school in search of another school.

Challenge – Your students, like you and your staff, enjoy challenges. When the students have a challenge, they have something to report to their parents in the evening. The report from the students gives the grades on the report card value, depth, and credibility. It also helps establish the value and uniqueness of your school. The engagement of the students is obvious to the parents and parental engagement increases. The challenge needs to be something more than intellectual (found at every school). It needs to be a spiritual, character, leadership, resilience or other non-academic challenge.

Standout – You already know that creativity is an important part of the educational process. Exercising creativity is one way to express uniqueness. Celebrating and accentuating the uniqueness of each student is critical. It tells the student and the family that each student is valued. It demonstrates that your school is able to bring out the best in each student, which provides evidence that your school has a unique added dimension to the traditional educational process.

Empower – Success in life depends on many skills beyond those taught in a traditional curriculum. Those skills are critical. They are the skills that allow your students to actualize the education you provide. What are those skills and what evidence will the parents notice before graduation? Whatever the skills you choose are, they are the skills that allow your students to compete successfully for the jobs and the colleges of their choice.

Listen – Your students, regardless of age, have thoughts, ideas, insights, and observations. Using their voices to shape your school will demonstrate the uniqueness of your school and enhance the effectiveness of your educational process. Listening to their voices provides the parents with tangible evidence that your school cares more than other schools. It will also increase parental engagement and donor support. The student voices also ensure that your school remains relevant and increases your school's sustainability.

Deliver – Every school makes commitments. Many schools have reasons and excuses for why they fail to keep their commitments. Keeping your commitment is more evidence of your school's uniqueness. It is a good role model for the students and increases your parents' confidence and trust.

Next Step:

Evaluate your school's performance in each of the 6 areas

Develop a plan to enhance your school's performance in three areas before the start of the 2013 – 2014 school year

Announce to the families and prospective families your plans for enhancing their student's school experience

Engage your donors in supporting of your plan

Think about the other schools (public and private) in your area. Excelling in the preceding six areas offers your school an opportunity to be unique in your educational market. Excelling in those six areas also creates a school where:

Parents feel their children must go (rather than could go)

Students excel

Your alumni are proud

Your donors are proud to support

You are proud to be employed

Excelling in the preceding six areas clearly establishes the value of your mission to your families, donors, and community. It also provides the value necessary for a family to justify your tuition (reasonable rather than expensive).

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