



*Investment Partner in Renaissance 2010*

2009 New Ventures in Education Seminar:

**Building Partnerships: Marketing and Recruitment**

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*Creating a New Market of Public Education*

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# Effective student recruitment requires regular, direct interactions with community members and strong promotional materials

## Multi-pronged Outreach Approach

### Stakeholder Outreach

#### Local Officials

- ▶ Alderman
- ▶ State Reps
- ▶ State Senator
- ▶ Police Dept / CAPS

#### Large Organizations

- ▶ Faith-based organizations
- ▶ Community-based organizations
- ▶ Feeder Schools

#### Sister Agencies/ Retailers

- ▶ Park District
- ▶ Libraries
- ▶ Chicago Housing Authority
- ▶ Large Grocery Chains

### Direct Student Recruiting

### School Open House

### Advertising/ Marketing

- ▶ Public Service Announcements
- ▶ Ads / Placements
- ▶ Bulletin announcements
- ▶ Brochures
- ▶ Flyers
- ▶ Posters
- ▶ Email blasts
- ▶ Formal letters of support

### Presence at Community Events

- ▶ CAPS meetings
- ▶ Churches, temples, mosques, synagogues
- ▶ Ward meetings
- ▶ Sporting events
- ▶ Block Parties
- ▶ Parades
- ▶ Summer camps
- ▶ Park District events

**Focus of this discussion**

# A thoughtful recruitment strategy is critical – begin today

## Keys to Success

- ▶ **Time:** Start planning today (ideally, yesterday)
- ▶ **Resources:** Dedicate staff time
- ▶ **Mindset:** This is a sales job; it's about relationship building
- ▶ **Long-term Payoff:** Parental engagement

## Impact of Failure

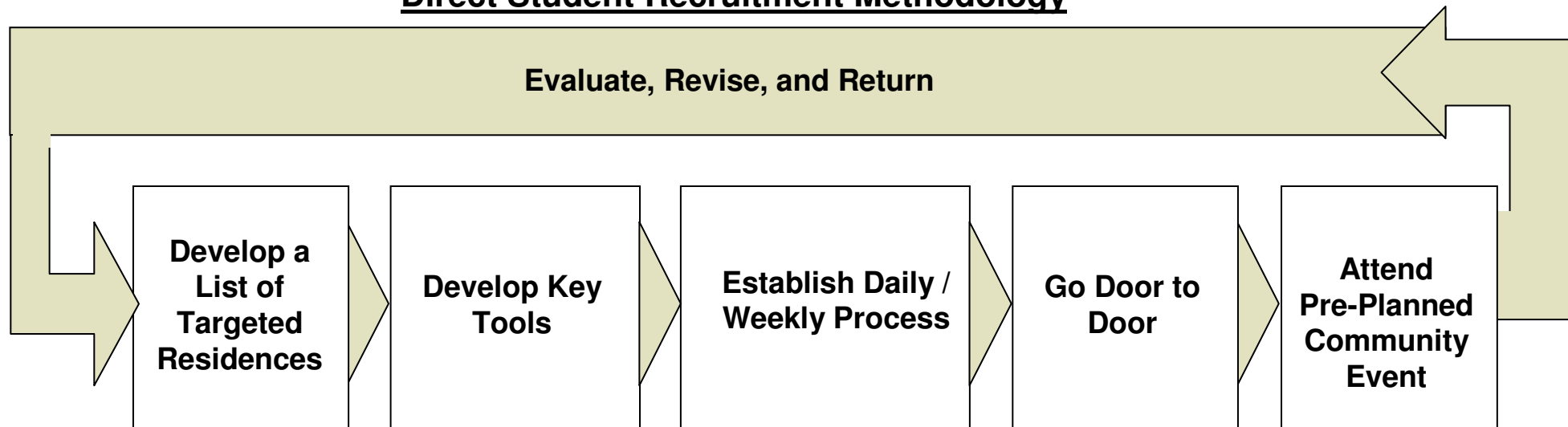
- ▶ Permission to open rescinded/delayed
- ▶ Insufficient funding
- ▶ Daily distraction from main focus of teaching and learning
- ▶ Students joining late
  - Reducing time for academic growth
  - Impacting school culture negatively

# Successful recruitment plans will exceed enrollment targets and hold lotteries by mid-April 2010

Student Recruitment/Enrollment: Key Milestones			
	Recruitment Outreach	Enrollment Procedures	Enrollment Goal
<b>December</b>	<ul style="list-style-type: none"> <li>▶ ID dedicated recruitment manager and build team</li> <li>▶ Finalize recruitment plan</li> <li>▶ Develop key messages &amp; gather basic school facts</li> </ul>	<ul style="list-style-type: none"> <li>▶ Set application deadline &amp; lottery date</li> <li>▶ Build tracking document to monitor progress of enrollment &amp; secure direct mail list of community</li> </ul>	<b>0%</b>
<b>January</b>	<ul style="list-style-type: none"> <li>▶ Develop web presence with online application</li> <li>▶ Print marketing materials (factsheet, brochure, poster)</li> <li>▶ Attend New Schools EXPO, Sat. Jan 31<sup>st</sup> at Soldier Field</li> <li>▶ Begin key com. outreach meetings (see pgs. 4-7)</li> <li>▶ Execute door to door outreach plan (see pgs. 8-9)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Begin to develop incoming student welcome packet, (including calendar, school code, contract, list of immunizations, school supplies, etc.)</li> </ul>	<b>15%</b>
<b>February - May</b>	<ul style="list-style-type: none"> <li>▶ Execute earned media (press releases, e-blasts), paid media (advertisements, as needed), events</li> <li>▶ Continue door to door &amp; community outreach</li> </ul>	<ul style="list-style-type: none"> <li>▶ Hold lottery (typically by mid-April)</li> <li>▶ Provide calendar, school code, contract, etc to registered parents</li> <li>▶ Schedule parent and student summer orientation sessions</li> <li>▶ Develop student waiting list</li> </ul>	<b>30-100%</b>
<b>WARNING FLAG: IF YOU HAVE NOT REACHED 75% ENROLLMENT BY MAY 31, CONTACT RSF/CPS &amp; RAMP UP RECRUITMENT</b>			
<b>June</b>	<ul style="list-style-type: none"> <li>▶ If not yet at capacity, ramp up recruitment. Assign hired teachers, community partners, enrolled families to major recruitment push.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Enter student records and information into Student Information System</li> <li>▶ Administer assessment to enrolled students</li> <li>▶ Analyze assessments &amp; adapt curricula</li> </ul>	<b>110%</b>
<b>August</b>	<ul style="list-style-type: none"> <li>▶ Hold orientations</li> <li>▶ Implement parent engagement strategies</li> </ul>		<b>120%</b>

# Strong student recruitment requires structure and discipline to yield results . . .

## Direct Student Recruitment Methodology



- ▶ Request initial list from Direct Mail Marketers focused on families with students in target grades
- ▶ Revise list daily/weekly with new information/candidates

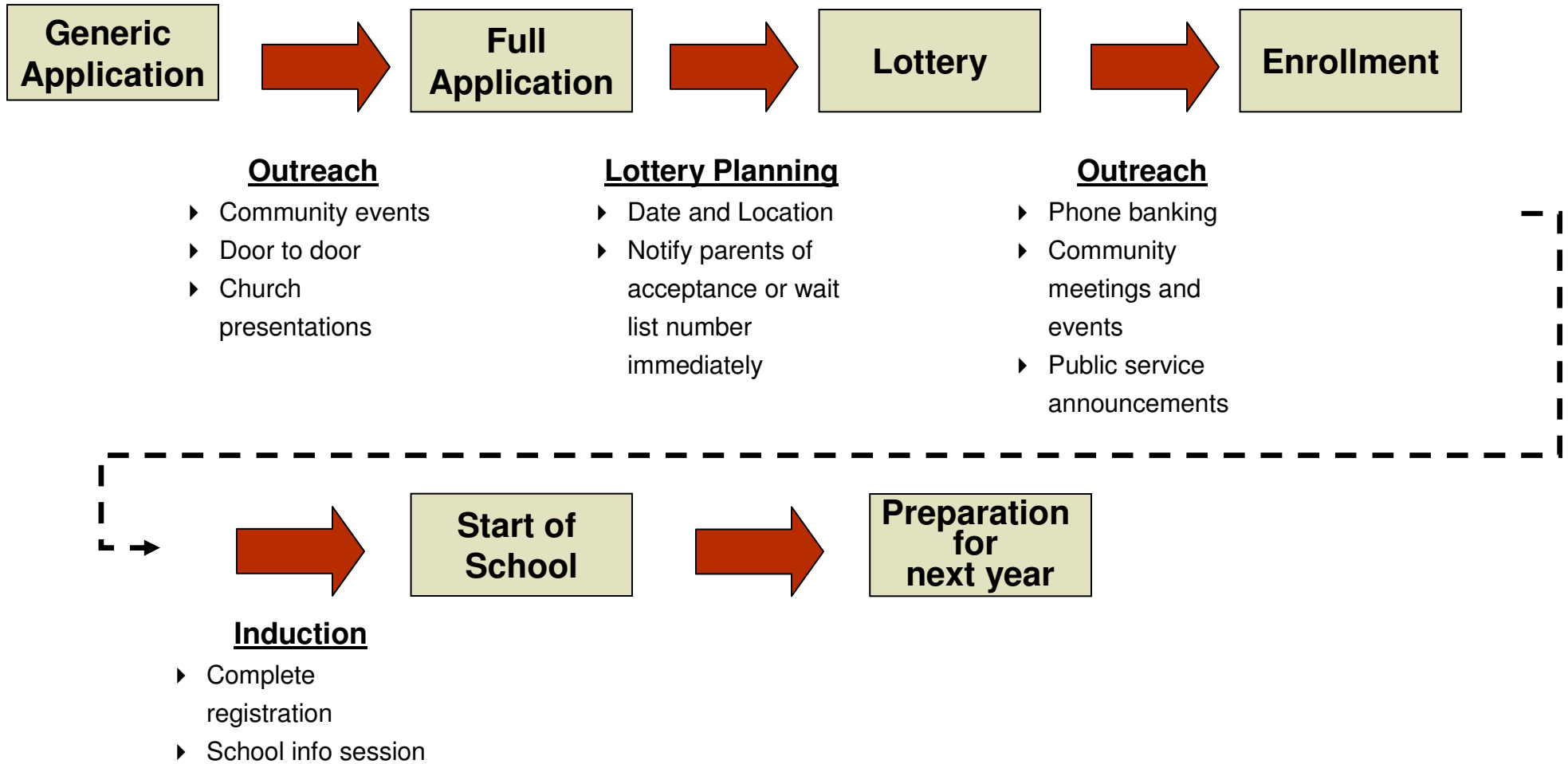
- ▶ Tracking Database
- ▶ Fact Sheet
- ▶ Script
- ▶ Generic Application
- ▶ Leave Behind Materials

- ▶ Establish full-time lead
- ▶ Meet as a team for a 30 minute morning pep talk and assignments
- ▶ Operate 2 shifts
- ▶ Deliver results to point person at the end of each day
- ▶ Update tracking sheets and revise strategy based on results

- ▶ Travel in teams and dress as a representative of the school (e.g. logo shirt)
- ▶ Record each interaction, key info learned, and follow-ups
- ▶ Leave generic application, additional materials

- ▶ Include Key community supporters
- ▶ Tour facility if known and available
- ▶ Complete application process

# ... and continues even after applications have been received



## Establishing a few critical tools will have a significant impact on your success

Key Resources	Key Components
Tracking Database	<ul style="list-style-type: none"> <li>▶ Name and address</li> <li>▶ Team visited</li> <li>▶ Time of day</li> <li>▶ Prospect likelihood</li> <li>▶ Key info gleaned from meetings and names</li> <li>▶ Key follow-ups</li> </ul>
Talking Points	<ul style="list-style-type: none"> <li>▶ School model</li> <li>▶ Grades served by year</li> <li>▶ Enrollment process (non-selective)</li> <li>▶ Performance of other options in the neighborhood (leverage CPS school report cards)</li> <li>▶ Impact on child's future success / college</li> </ul>
Script	<ul style="list-style-type: none"> <li>▶ Opening               <ul style="list-style-type: none"> <li>– Hi my name is .....</li> <li>– Do you have any children age xx – yy</li> </ul> </li> <li>▶ General               <ul style="list-style-type: none"> <li>– Pitch about the school</li> <li>– Respond to questions</li> </ul> </li> <li>▶ Closing               <ul style="list-style-type: none"> <li>– you know there are a limited number of seat</li> <li>– You need to apply early</li> <li>– There is sibling preference. This child guarantees your other children a seat</li> </ul> </li> </ul>
Generic application <i>(for immediate registration)</i>	<ul style="list-style-type: none"> <li>▶ Omit social security and other proprietary info</li> </ul>
Leave Behind Marketing Materials	<ul style="list-style-type: none"> <li>▶ Fact sheet</li> <li>▶ Brochures</li> <li>▶ Door knockers</li> </ul>

***See Appendix for Sample Tools***

# A successful open house will articulate the mission and vision of the school and provide opportunities for application assistance

## Sample Agenda

- ▶ Welcome and Introduction
- ▶ School mission, curriculum and goals
- ▶ School plan for the community engagement
- ▶ Enrolment and Lottery process
- ▶ Tour signage
- ▶ Application assistance
- ▶ Q and A

## Strong advertising will help to reach students effectively

Key Sources <sup>(1)</sup>	
Source	Estimated Cost
Public Service Announcements	Up to \$275 per spot
Advertisements	\$5,000
Church Bulletin Placements	No Charge
Brochures	\$1,000 / 2,500 brochures
Posters	\$95 / 500 posters
Flyers	\$2,100 / 10,000 flyers
Door Knockers	\$250 / 1,000 door knockers
Email Blasts	No Charge
Letters of Support	No Charge
Word of mouth	No Charge

*Note (1): Estimates based on plan to recruit 150 students*

Content
<ul style="list-style-type: none"> <li>▶ School name</li> <li>▶ Address</li> <li>▶ Grades served</li> <li>▶ Contact information</li> <li>▶ Program innovation</li> <li>▶ Dates for key events                             <ul style="list-style-type: none"> <li>– Application deadlines</li> <li>– Open houses dates</li> <li>– Lottery dates</li> </ul> </li> <li>▶ Supporting stakeholders</li> <li>▶ Statement regarding students eligible to attend (e.g. “Public school open to all”)</li> </ul>

# Establishing a presence at key community meeting places can help to build awareness and support for the school

## Key Community Meeting Places

- ▶ CAPS meetings
- ▶ Churches/temples/mosques/synagogues
- ▶ Schools
- ▶ Community centers
- ▶ Libraries
- ▶ Ward meetings
- ▶ Block parties
- ▶ Sporting events
- ▶ Wherever the people go!

## Keys to Success

- ▶ Have team dress in “official” attire
- ▶ Identify a team leader
- ▶ Include parents already registered
- ▶ 3 - 4 team members
- ▶ Be sure to bring:
  - Marketing materials
  - Generic Applications
  - Clip board and pens
- ▶ Outreach tracking sheet

# Parents for School Choice is a group that can help provide support for student recruitment

## Who We Are

- ▶ A coalition of parents and community members who believe Chicago families deserve quality education options
- ▶ Adrienne Leonard, Kim Davis-Ambrose, 25+ volunteers

## What We Do

- ▶ Work to inform Chicago families that they have a choice of where to send their children to public school and encourage parents to take an active role in their children's education
- ▶ Provide recruitment assistance on as needed basis
- ▶ Publish new schools brochure
- ▶ Organize New Schools EXPO
- ▶ Hold monthly informational meetings
- ▶ Respond to hotline: 1-888-7-MYCHOICE
- ▶ Host website: [www.parentsforschoolchoice.org](http://www.parentsforschoolchoice.org)
- ▶ Advocate for new schools

## How We Can Help

- ▶ Provide consultation on your recruitment plan
- ▶ Provide introduction to community orgs/faith based organizations in select neighborhoods
- ▶ Provide on-ground assistance in emergency situations
- ▶ Funds allotted in RSF grants for this purpose