

BEYOND THE DATA

Enrollment and Marketing Through Human Connection

Mike Vachow, Principal, Knuckleball Consulting

Carly Andrews, Head of School, Baker Demonstration School

KNUCKLEBALL CONSULTING

MIKE.VACHOW@KNUCKLEBALLCONSULTING.COM

314.478.4245



KNUCKLEBALL CONSULTING

[Home](#) [Services](#) [Resources](#) [Leadership Searches](#) [Clients](#) [Team](#) [Blog](#)

[All Posts](#)

[Governance](#)

[Headship](#)

[Enrollment](#)

[Technology](#)

[Marketing](#)



Mike Vachow

Jan 6 • 3 min



The Millennial Parent

As millions of college-educated, American Millennials (CAMs) become parents each year, they're discovering that choosing a school for their children is one of the most complicated aspects of their adult lives. If you've followed...

41 views [Write a comment](#)



OUR ENROLLMENT PERSPECTIVE

First, you've got to be good.

Data ————— Relationships

Relationships = Retention = Internal Marketing = External Marketing

Traditional Marketing

- Content/Experiential marketing
- Everything else is branding and collateral information.

CONTENT MARKETING: LINKED BLOG

 **The Stanley Clark School** 7 hrs · 🌐 Like Page ⋮

Discover how fifth and sixth grade English students are learning to engage in meaningful dialogue, challenge their thinking, and strengthen their sense of community through a series of open-ended questions in our latest blog by 5/6 English Teacher, Nancy Nash: <https://www.stanleyclark.org/.../tiger-.../post/socratic-seminar>
#tigertalkblog



18 2 Comments 3 Shares

Like Comment Share

Most Relevant ▾

 Write a comment... 😊 📷 📷 🗨️

 **Sharon Gregor** This is a great blog and Mrs Nash is an amazing

 **The Stanley Clark School** December 3, 2019 · 🌐 ⋮

When considering how to hold a child accountable for their actions, parents often debate between rewards and punishments. However, teaching logical consequences helps a child learn to pay attention to rules and outcomes. Learn more in our latest edition of Parenting with Dr. Dave.
<https://www.stanleyclark.org/.../.../post/teachingresponsibility> #tigertalkblog



RSVP



Interactive Open House

Saturday, January 25

1:00 - 3:00pm

Learn more about how gifted children thrive at Science & Arts Academy by attending our Interactive Open House, scheduled for Saturday, January 25 at 1:00pm. This event will be a unique, interactive experience, allowing students the opportunity to take part in sample lessons from a variety of different courses while parents observe these classes in action. *Prospective students are welcomed and encouraged to attend in order to experience more about our learning community.* [RSVP »](#)

RSVP



Anxiety and Perfectionism in the Gifted Child

Tuesday, February 25

6:30 - 8:00pm

Many gifted students show a strong tendency towards perfectionism, which can further increase their anxiety and stress levels. Psychologist Dr. David N. Hunt, along with our school counselor Carolyn Manley, will explore the difference between healthy ambition and unhealthy perfectionism, address the signs and symptoms of anxiety, and teach parents strategies for helping children cope with their perfectionism and anxiety. [RSVP »](#)

BAKER DEMONSTRATION SCHOOL

[Baker Blog](#) | [Calendar](#) | [Parent Login](#) | [Contact](#)

847-425-5800 | [f](#) | [t](#) | [@](#) | [in](#) [Q](#)



[Home](#) | [About](#) ▾ | [Dynamic Learning](#) ▾ | [Admissions](#) ▾ | [Student Life](#) ▾ | [Community](#) ▾ | [Support](#) ▾



Inherent Curiosity...



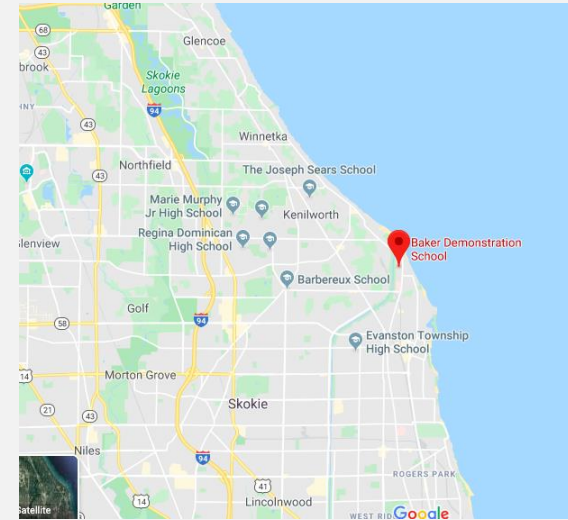
passionate love of learning...
Resilience against adversity...
Confidence in self-expression...

These are the outcomes of a

THE POWER OF DATA

- Context
 - Baker Demonstration School: competition, economic times
- Strategy
 - New Market Demographic Research
 - SEO, geo-targeting, Google analytics, event stats
- Results
 - Baker - stats
 - Baker--Constituents survey, Student survey
 - Baker--Retention

Conversation Point: Do you have the data that you need? Where do you get it? What's missing?



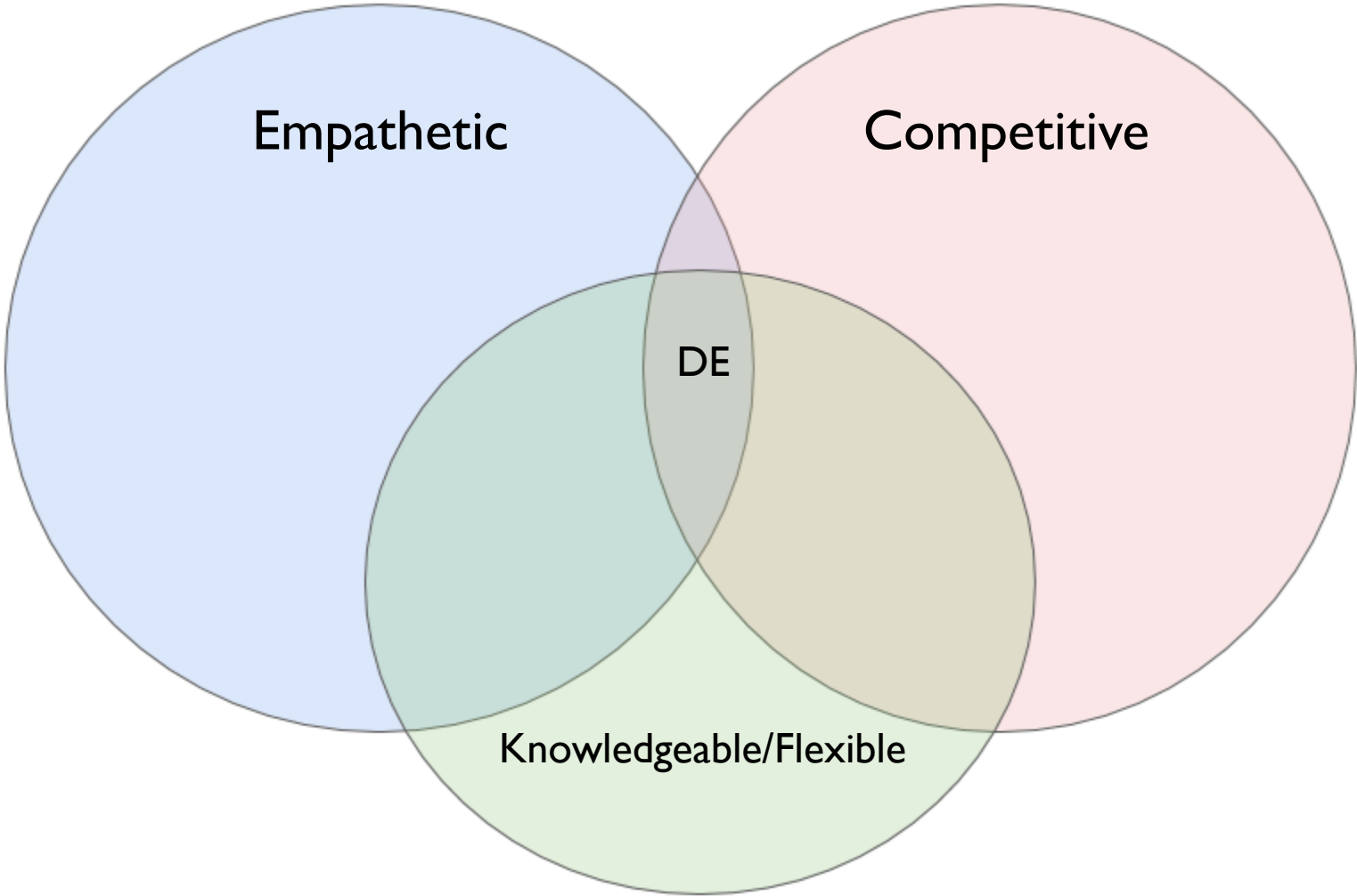
CONNECTION: DIRECTOR OF ENROLLMENT ACTION FIGURE

Profile:

- [A rare personality combo](#)
- [Teacher/Translator](#) (esp. early child development/classroom practice)
- [Chief connector/relationship builder](#)
- Super powers: halo, fresh eyes

Conversation Point: How do the enrollment professionals at your school steward relationships?



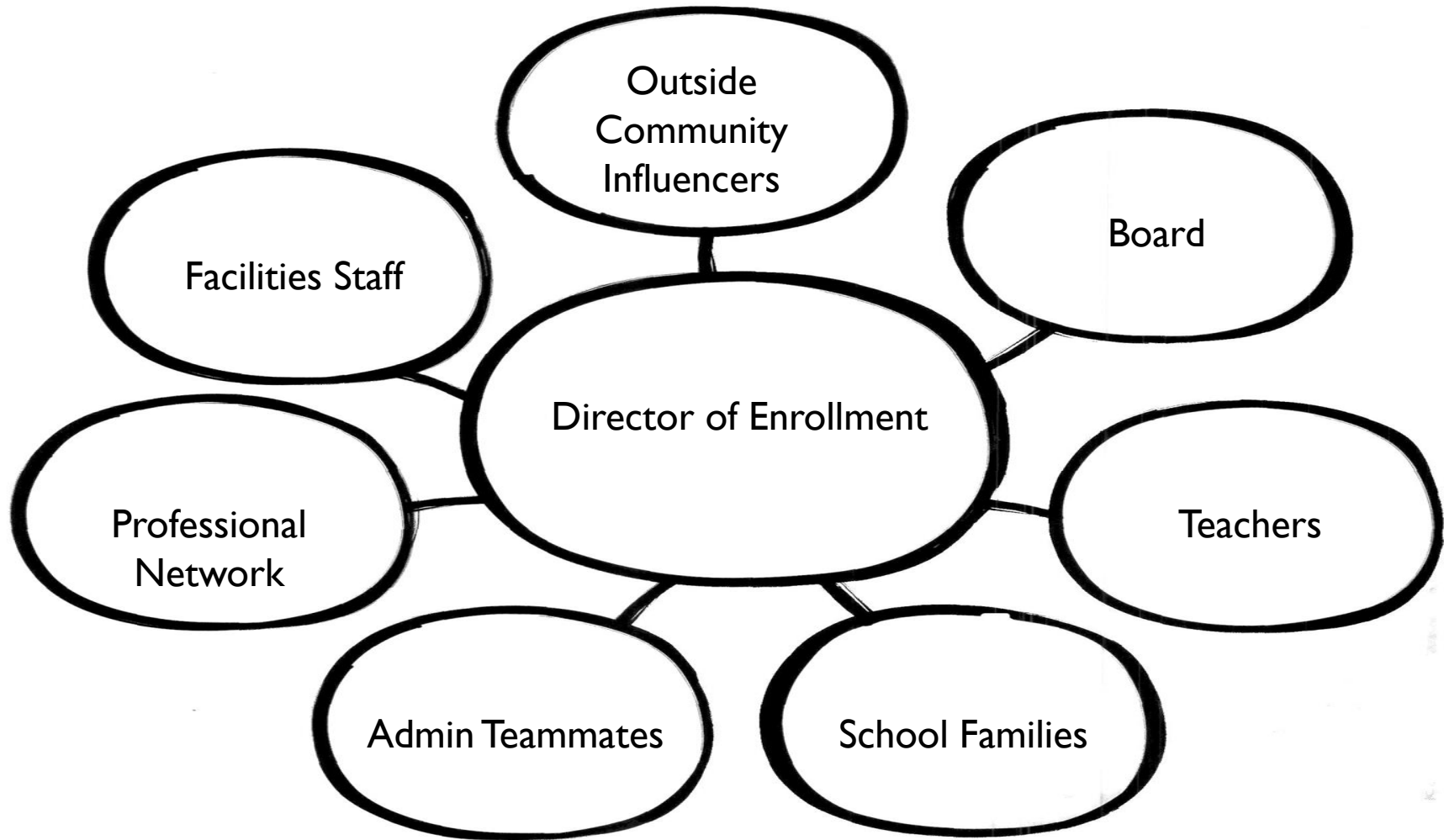


Empathetic

Competitive

DE

Knowledgeable/Flexible



RETENTION AND MARKETING SHORT GAME: THE FIRST FIVE MONTHS

- Summer Transition Plan (June - August)
- Parent Organization Invitations
- Curriculum Night
- The First Idiosyncratic School Event
- Annual Fund Appeal (October)
- Parent Teacher Conferences (October)
- Progress Reports (December)
- The Unforeseen Event
- The Re-Enrollment Contract Reminder (December)
- Re-Enrollment Contract/Tuition Rate of Increase

RETENTION AND MARKETING LONG GAME

- Place
- Time
- Teamwork--Communication
- Triage
- Yearly Retention Plan
- Family Advocacy Network
- Retention Committee

BAKER DEMONSTRATION SCHOOL: FINDINGS

External Strategy

- Digital warm up
- [Content/experiential marketing](#) focus
- Events Audit
- 'Influencer' Engagement

Special Add On: Summer Camp Pop-Up Swim Event
Saturday, January 25, 11:30-12:30am
Intended age 2-13 years (with an adult)

Whether your child wants to be on the stage, in the lab, in the art studio, on the field, or on the waterfront, this is a place where your child becomes known and valued. Baker Summer Discovery Camp offers a hands-on, child-centered experience designed to spark the imagination and engage the intellect- all while offering an equally important dose of fun and physical activity.

Find out more Baker Summer Discovery Camp, meet camp counselors and enjoy swimming in Baker's pool.
[Register today!](#)





Executive Function & Young Children

By Kim Johns, December 16, 2019, in [Early Childhood](#), [play-based learning](#), [PreK A](#), [Preschool](#), [No Comments](#),

"Executive function and self-regulation skills are the mental processes that enable us to plan, focus attention, remember instructions, and juggle multiple tasks successfully. Just as an air traffic control system at a busy airport safely manages the arrivals and departures of many aircraft on multiple runways, the brain needs this skill set to filter distractions, prioritize tasks, set and achieve goals, and control impulses."

• [Harvard University Center on the Developing Child](#)

Search...



RECENT POSTS

[Wandering Wednesday #14](#)

[We Are Community Minded Second Graders](#)

[Wandering Wednesday #13](#)

[Executive Function & Young Children](#)

[Baker and You: What is Your Story?](#)

CATEGORIES

Select Category



BAKER DEMONSTRATION SCHOOL: FINDINGS

Internal Strategy

- Strengthen structure with relationships
- Families connected and cared for
- Leverage word of mouth
- Program
 - Arc of Curriculum Journey/reporting
- Money
 - Control financial aid as portion of budget--partnerships
 - Open new markets--full pay families

CONSIDERATIONS FOR YOUR SCHOOL

Does the budget reflect your marketing and enrollment beliefs/priorities?

Does the way your DE/enrollment team apportions time reflect the value of relationship building?

To what extent does everyone at school view themselves as part of enrollment team?

Who owns internal marketing at your school and do they have a yearly action plan?

Does your DE have a yearly retention plan?

What does your DE need to continue growing? Do you have the right people?

WHAT ARE YOUR QUESTIONS?

SOURCES

[Seven Enrollment Trends You Should Know From the 2019-2020 NAIS Trendbook](#), Enrollment Management Association

[Millennials AS NEW PARENTS: THE RISE OF A NEW AMERICAN PRAGMATISM](#), Barkley

[Meet the Average American Millennial](#) Business Insider

[More than a million Millennials are becoming moms each year](#), Pew Research Center

[The Psychology of Successful Marketing to Millennials](#), USC Dornsife College

[New NAIS-Gallup Report on Student Outcomes](#), Independent School Magazine

[The Yield](#), Winter 2019 - 2020, Enrollment Management Association

[Tuition Trends in Independent Schools](#), Daughtrey, Hester and Weatherill, Peabody College of Vanderbilt University

[Are Empathy and Competition Mutually Exclusive?](#) Saga Briggs, InformED