



# 10 Key Ingredients for Your Successful New Family Recruitment Plan

Rick Newberry, Ph.D.

# Our Goal

- ▶ During this workshop we will discuss 10 key ingredients for your successful new family recruitment plan.

# Introduction

»» Getting to know me...

story

my

The image features the words "story" and "my" constructed from weathered wooden blocks. The word "story" is positioned on the lower row, while "my" is on the upper row. The two words overlap at the letter "y". Each letter is a negative space cut into a block of wood, showing various natural wood grain patterns and some staining. The overall composition is simple and rustic.



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RICK NEWBERRY'S  
**Blog**



ENROLLMENT CATALYST > INBOUND MARKETING > 13 INBOUND MARKETING STRATEGIES – ARE YOU “ALL-IN” AT YOUR SCHOOL?

## 13 Inbound Marketing Strategies – Are You “All-In” At Your School?



8



12



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13



The Web has completely changed our lives. From the way we communicate to how we are glued to our smartphones, the Web is a core part of our everyday lives.

To me, the irony is that it hasn't totally changed the way we market our schools. While some schools have made the complete jump and are “all in,” there are many that are still testing the waters and are straddling with one foot dipped into the inbound marketing pool while one is still firmly planted in traditional outbound advertising strategies.

I believe it is time for school marketing and enrollment

leaders to go “all in.”

In light of this, it is critical for you to evaluate your marketing efforts and consider jumping in with both feet in the world of inbound marketing. So what would it look like to go “all in?”



# Enrollment Soars at Eastern Christian School

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By [Tom Dykhouse](#)

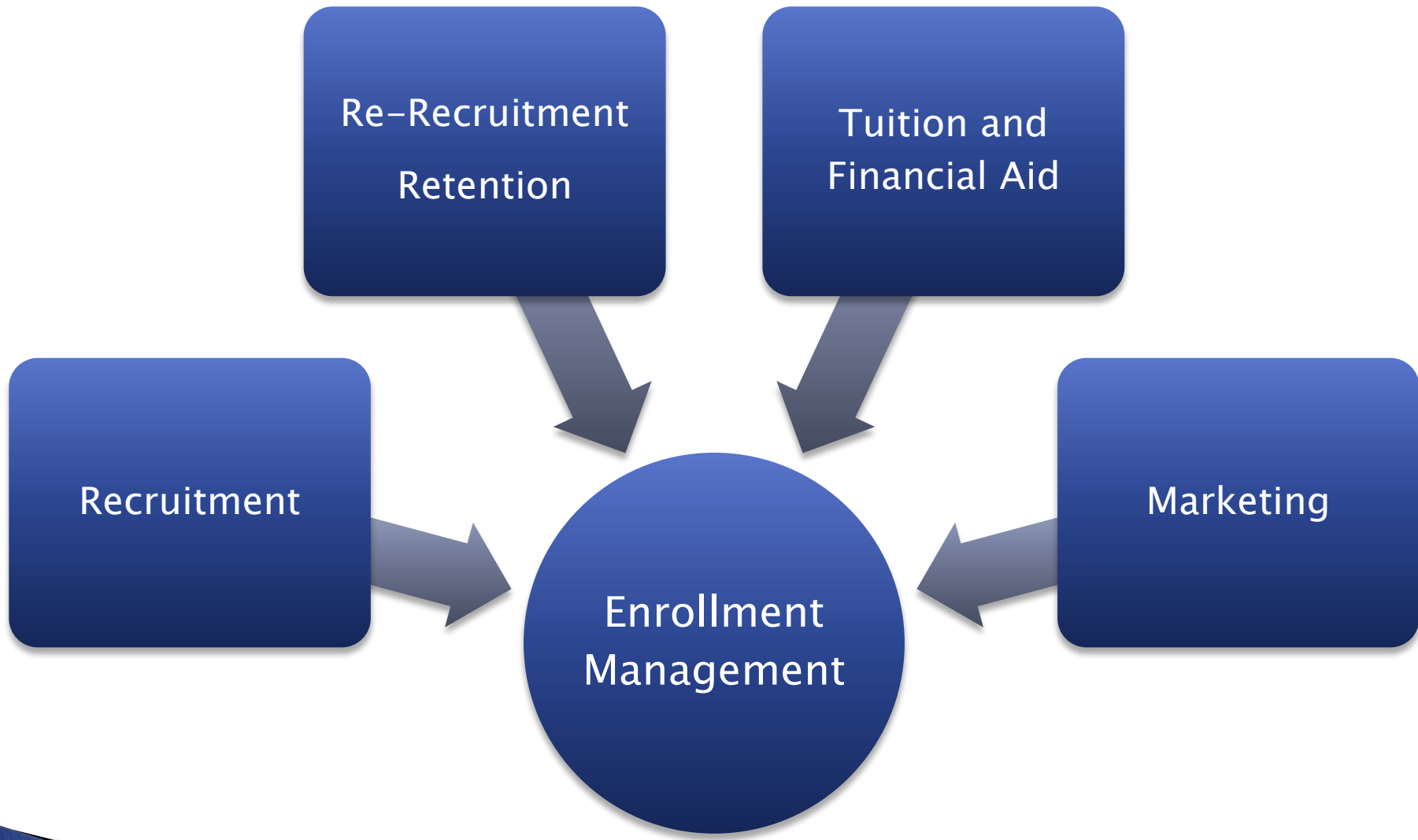
Executive Director and Head of School



Eastern Christian School experienced significant growth in enrollment with the start of the 2015-16 school year, adding 183 new students and reversing a persistent declining enrollment trend. The addition of the new students has resulted in an increase in our September 2015 enrollment to 759 students, up from 705 students in September 2014.

Several members of our school community who have become aware of this increase have asked for my explanation of this fantastic growth in the number of students and

families that we are privileged to serve. I have told them that there is no single factor, no “magic bullet” that explains our growth. Rather it is the combination of a number of factors that I have dubbed the “5 P’s.” The “5 P’s” include:



Recruitment

Re-Recruitment  
Retention

Tuition and  
Financial Aid

Enrollment  
Management

Marketing

# 10+ Key Ingredients

1. Understanding Your Situation
2. Developing Your Goals
3. Enrollment Dashboard Report
4. The Admissions Team
5. Lead Generation Strategies – Outbound
6. Lead Generation Strategies – Inbound
7. Lead Generation Strategies – WOMbound
8. Lead Nurturing Strategies
9. Campus Visits
10. Tuition and Financial Aid
11. Communicate your Plan and the Results

# 1 – Understanding Your Situation

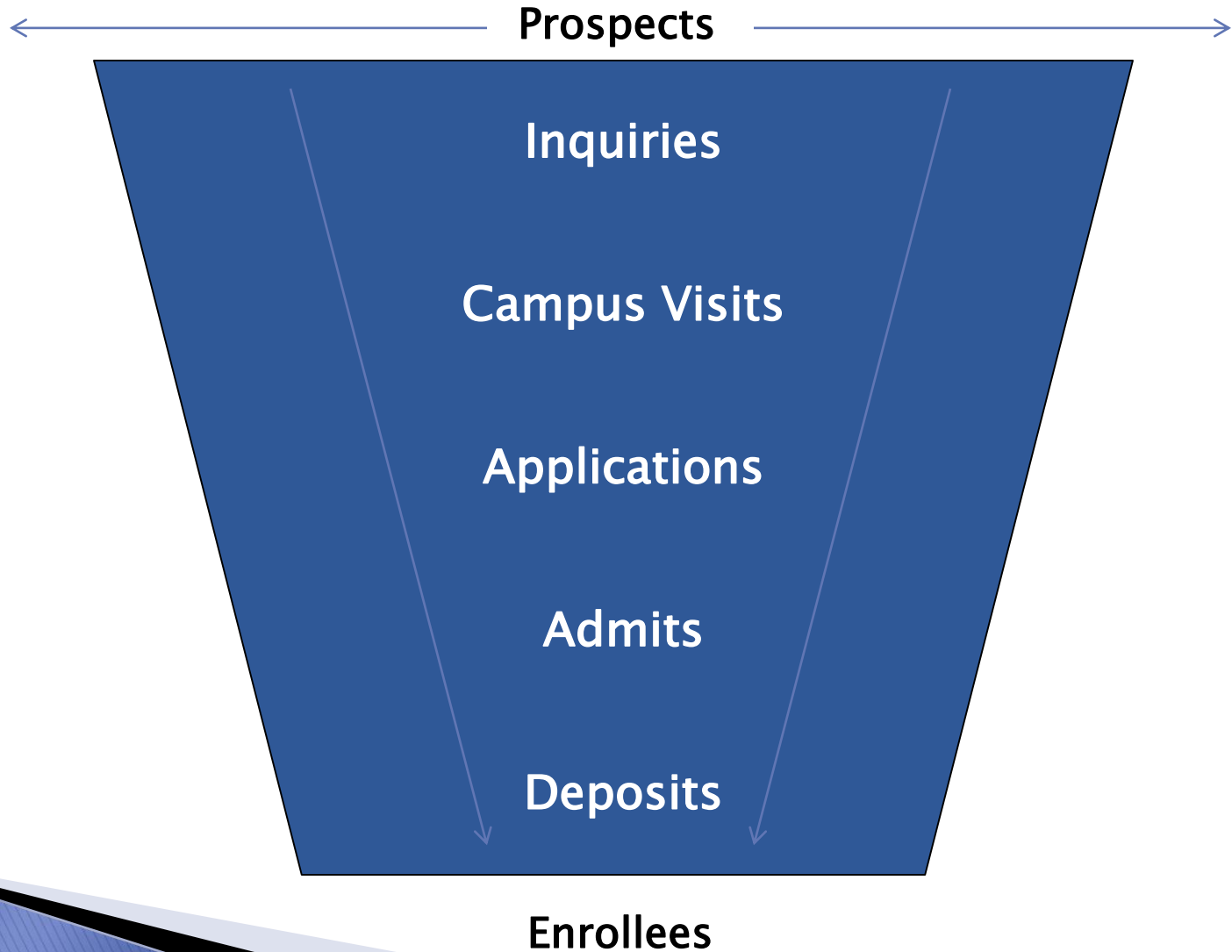
- » It is important to begin with an understanding of your current situation through assessment and research.

# Assess Your Situation

- ▶ SWOT analysis
- ▶ Enrollment data history and trends
- ▶ New student enrollment results
- ▶ Effectiveness of strategies and results
- ▶ Staffing and resources
- ▶ Research – Surveys, focus groups



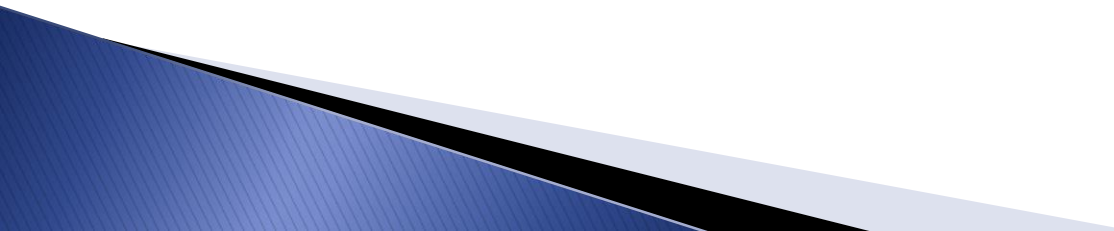
# The Admissions Funnel



# New Student Yield

- ▶ Inquiry Yield
  - Inquiries to Campus Visits
  - Inquiries to Applications
  - Inquiries to Enrollees
- ▶ Application Yield
  - Applications to Admits
  - Applications to Deposits
  - Applications to Enrollees

# Understand Your Yield Rates

- ▶ How many inquiries do you need to produce the number of applications and new students you want?
  - ▶ How many applications do you need to produce the number of new students you want?
- 

# Implications of Yield

- ▶ If you know your yield levels, you will be able to:
  - Understand your current situation in light of historical trends
  - Adjust your strategies
  - Better project your enrollment

# 2-Developing Your Goals

- » It is important to develop goals for your new student enrollment.

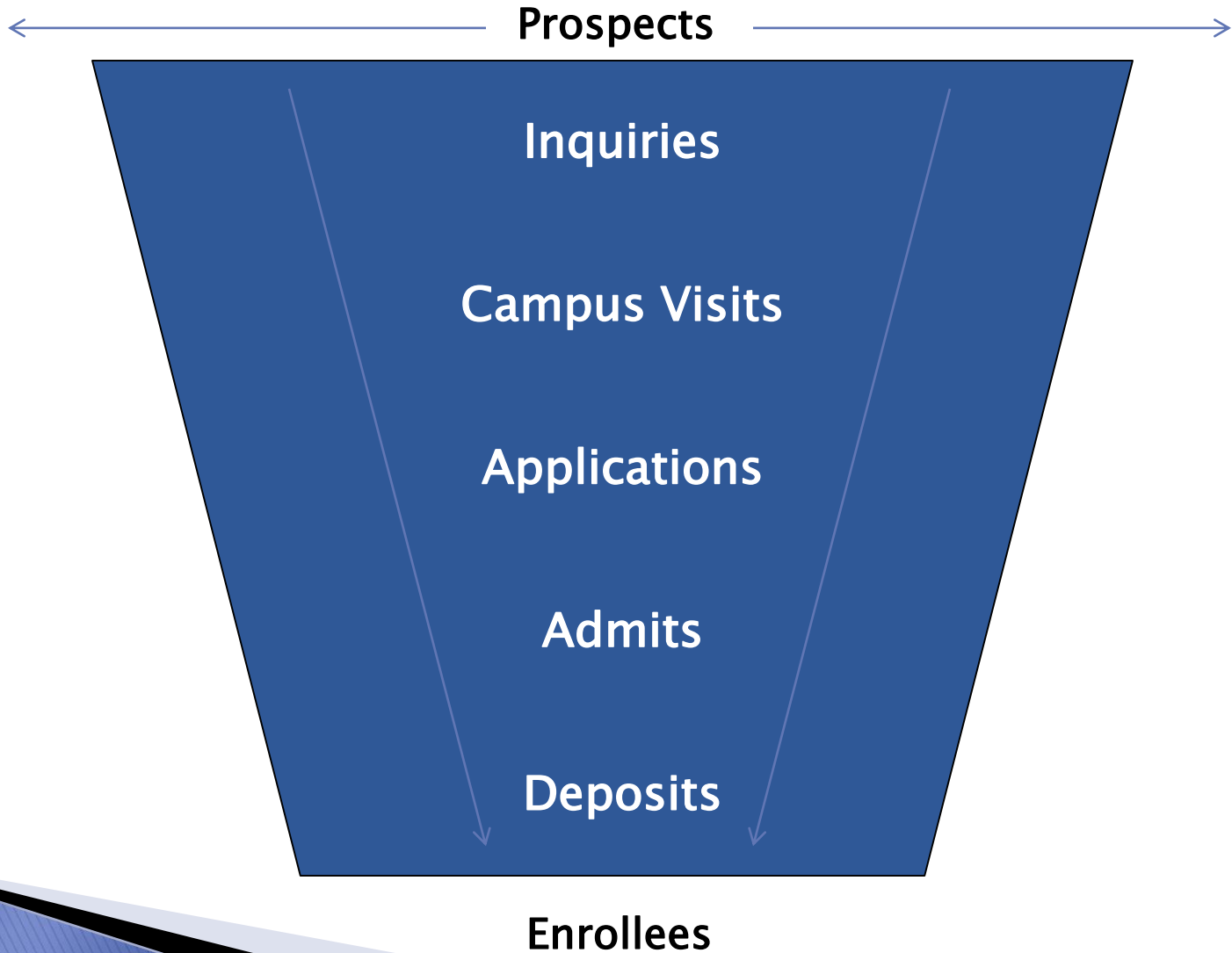
# Enrollment Goals

- ▶ Setting your enrollment goals is an “art and a science”
  - Understand historical data, trends and yields
- ▶ You will need to establish enrollment goals for your school that include the following:
  - Retention of current families
  - Admission of new students
  - Total enrollment

# Enrollment Goals

- ▶ Develop specific enrollment goals for the following areas:
  - Total Enrollment
    - Retention
    - Admissions
      - Inquiries
      - Campus Visits
      - Applications
      - Deposits
      - New students

# Set Admissions Goals





# Enrollment Goal Worksheet

Lakeland Christian School

Enrollment Projection and Goal Worksheet

2012-13

	2011-12	Max Capacity w/facilities	Retention Scenarios for 2012-13				Retention Goal		New Student Goal		Total Goal
			89%	90%	91%	92%	91%	2011-12	Goal		
DP	13	16	12	12	12	12	12	5	4	16	
K4	27	36					0	24	36	36	
<b>Sub-total</b>	<b>40</b>	<b>52</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>29</b>	<b>40</b>	<b>52</b>	
K5	39	44	24	24	25	25	25	13	19	44	
1	53	63	35	35	35	36	35	9	9	44	
2	55	63	47	48	48	49	48	3	4	52	
3	57	72	49	50	50	51	50	4	4	54	
4	61	72	51	51	52	52	52	7	7	59	
5	74	72	54	55	56	56	56	8	7	63	
<b>Sub-total</b>	<b>339</b>	<b>386</b>	<b>260</b>	<b>263</b>	<b>266</b>	<b>269</b>	<b>266</b>	<b>44</b>	<b>50</b>	<b>316</b>	
6	97	100	54	67	67	68	67	15	25	92	
7	77	100	86	87	88	89	88	7	8	96	
8	81	100	69	69	70	71	70	5	8	78	
<b>Sub-total</b>	<b>255</b>	<b>300</b>	<b>209</b>	<b>223</b>	<b>226</b>	<b>228</b>	<b>225</b>	<b>27</b>	<b>41</b>	<b>266</b>	
9	100	100	72	73	74	75	74	22	26	100	
10	106	100	89	90	91	92	91	9	9	100	
11	66	100	94	95	96	98	96	4	5	101	
12	74	100	59	59	60	61	60	6	5	65	
<b>Sub-total</b>	<b>346</b>	<b>400</b>	<b>314</b>	<b>318</b>	<b>321</b>	<b>325</b>	<b>321</b>	<b>41</b>	<b>45</b>	<b>366</b>	
<b>Total</b>	<b>980</b>	<b>1138</b>	<b>783</b>	<b>804</b>	<b>813</b>	<b>822</b>	<b>812</b>	<b>141</b>	<b>176</b>	<b>1000</b>	

# Enrollment Activities

- ▶ Establish goals for enrollment activities that will help generate your enrollment goals as well as bring accountability to the enrollment personnel:
  - Phone Calls
  - Emails
  - Campus Visits
  - Networking Contacts
  - Parent Contacts
  - Feeder Contacts

# 3-Enrollment Reports

- »» An effective enrollment management strategy is dependent upon a data-driven approach.

# Enrollment Dashboard Report

- ▶ Provides a snapshot overview of the re-enrollment of current families and enrollment of new families.



# 4-The Admissions Team

- »» Regardless of your size, it is critical to have staff and volunteers committed to this critical task of recruiting families to your school.

# Centralized Enrollment Effort

- ▶ The best approach to organizing your enrollment and marketing effort is to create a centralized department to oversee the processes and strategies.

# Staffing

- ▶ Commit resources to staffing in the enrollment and marketing areas at your school.
  - Cascade Christian School
  - Riverside Christian School
  - Eastern Christian School
- ▶ Director of Enrollment and Marketing



# Parent Ambassadors



**Santa Fe Christian Schools**  
Expanding Minds. Growing Faith. Preparing Leaders.

**THE**  
**OUT-OF-DOOR**  
**ACADEMY** est. 1924  **A Cum Laude Society School**



- ▶ Parent Ambassadors are selected members of the enrollment and marketing team. Chosen because of their passion for the school, credibility among parents, connections in the community, and desire to advance the school, Parent Ambassadors are instrumental in expanding the reach of your school in the community and growing the enrollment.

# Roles of Parent Ambassadors

- Nudge a Friend
- Prospective Parent Contacts
- Mentoring New Families
- Open Houses
- Feeder Schools
- Feeder Churches/Synagogues
- Neighborhood Meetings
- Businesses, Realtors, and Other Groups
- Community Events
- Online
- Internal Marketing and Retention

- ▶ **Nudge a Friend** – Your primary goal is to nudge a friend within your sphere of influence to consider your school (provide an introduction). It should not be your goal to convince them to send their children to your school.

- ▶ **Open Houses** – Invite a friend to visit the school by attending an upcoming open house.

- ▶ **Reach Prospects –**  
Provide a card in your admissions packet that includes the names, child grade levels, phone numbers and email addresses of parent ambassadors.

**THE  
OUT-OF-DOOR  
ACADEMY** est. 1924

We are delighted to offer “testimonials” from current Out-of-Door Academy families. Please feel free to call them for their comments or for answers to questions that you may have.

**Denise and Craig Aberle**

(students in Classes of 2010 and 2019) • (941) 445-4930

**Katherine and Tony Clements**

(student in Class of 2018) • (941) 480-3300

**Mickey and Ned Davis**

(students in Classes of 2020 and 2021) • (941) 966-3552

**Nancy and James Fitch**

(student in Class of 2009) • (941) 358-1486

**Shelly and Kevin Gallagher**

(student in Class of 2019) • (941) 907-0066

**Jamie and Jay Grollman**

(students in Classes of 2007 and 2011) • (941) 907-2093

**Ginny and Bill Hitchcock**

(student in Class of 2010) • (941) 922-5303

**Michelle and Edward Kapreilian**

(student in Class of 2018) • (941) 921-2183

**Marcia and David Pack**

(students in Classes of 1999, 2008, 2010 and 2013) • (941) 349-0829

**Barbara and Rick Shaw**

(student in Class of 2015) • (941) 907-2906

**Patty and Bob Turffs**

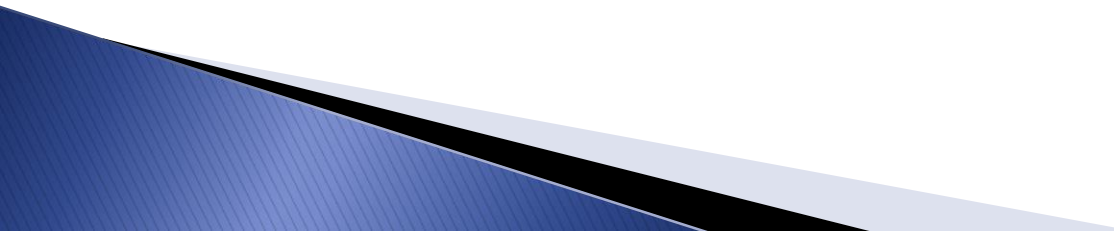
(students in Classes of 2006 and 2010) • (941) 966-4239

**Patti and Oliver Young**

(students in Classes of 2017 and 2020) • (941) 349-2028

- ▶ **Prospect List** – Review the current prospect list to identify families that you know. Reach out to these families to nudge them to consider your school.



- ▶ **Feeder Schools** – Act as a liaison and feeder school ambassador to profile your school to the director/principal and prospective parents. Seek ways to share your school with the school leadership and parents.
- 

- ▶ **Feeder Churches/Synagogues** – Act as a liaison and profile your school to the leadership and parents. Seek ways to share your school with the leadership and membership.

- ▶ **Neighborhood/Home Meetings** – Host and/or recruit parents to hold prospective parent meetings in homes. Invite families over to your home for dessert and coffee.

- ▶ **Businesses, Realtors and Other Groups** – Seek ways to profile and share your school at area businesses, realtors and other groups.

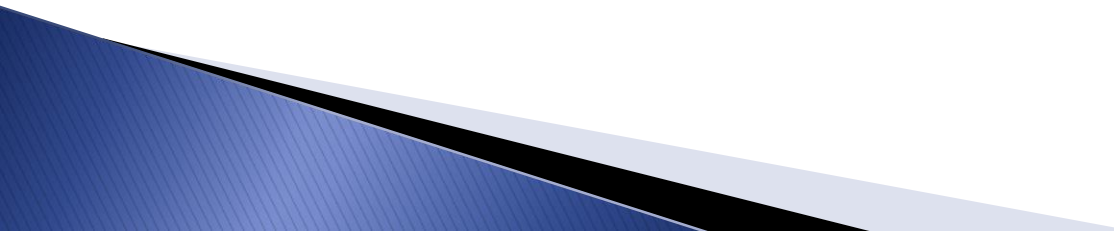
- ▶ **Community Events** – Seek ways to profile your school in local community events.

▶ **Online** – Be an active WOM ambassador online:

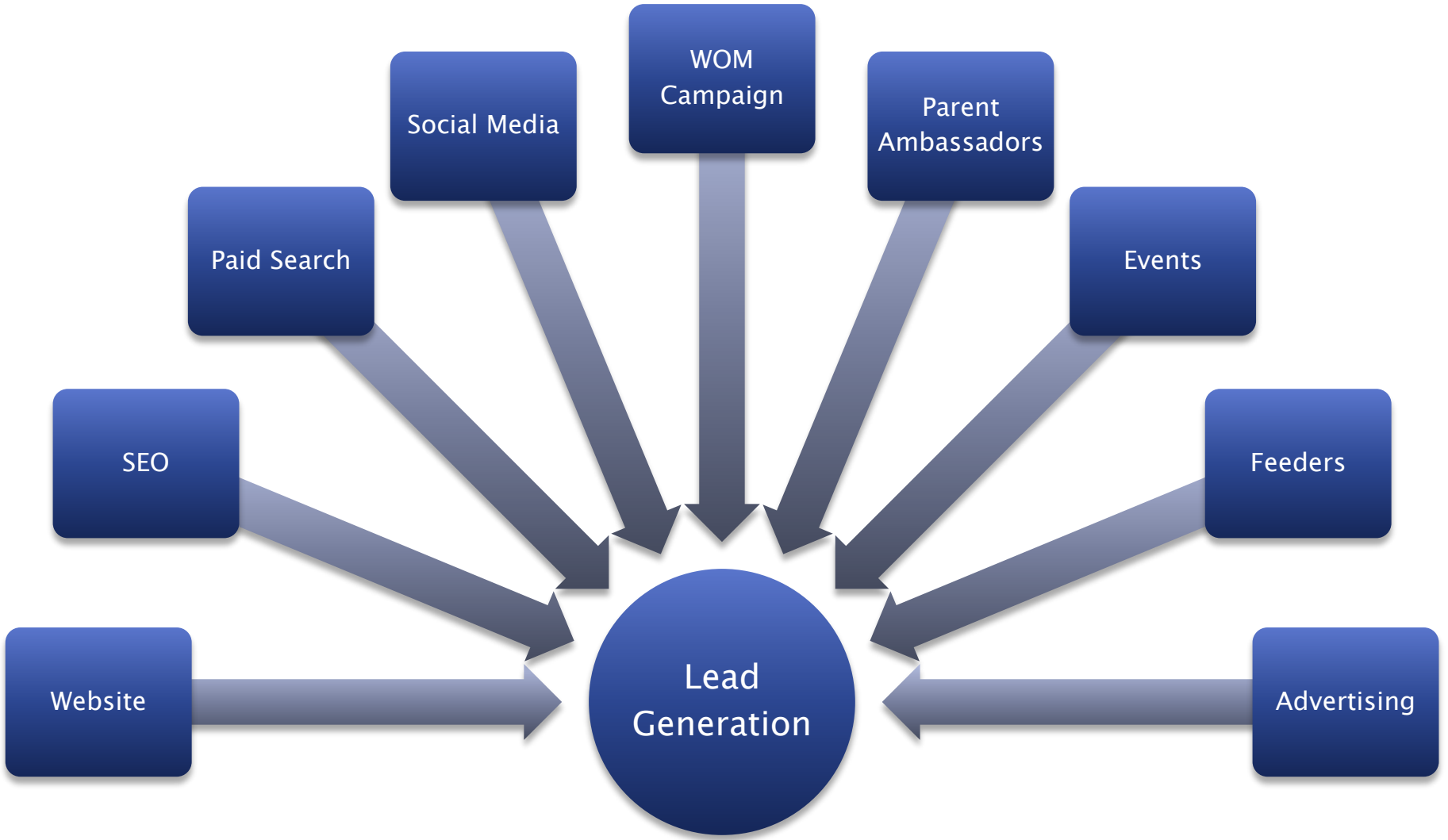
- Engage actively online on Facebook:
  - Like, Share and Tag Posts
- Write reviews for your school on key school directory sites including:
  - Great Schools
  - School Digger
  - Google+
  - Facebook
- Encourage other parents to write reviews.

- ▶ **Internal Marketing** – Provide positive word of mouth internally with current parents to encourage continuous enrollment at your school.

## ▶ **Additional Thoughts**

- Whenever a parent ambassador has a positive contact, share the good news with the admissions staff.
  - Share successes within a closed Facebook group for all Parent Ambassadors.
  - Encourage parents to meet in teams based on their role/interest.
- 

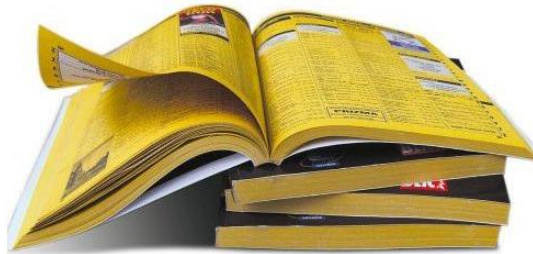




# 5-Lead Generation – Outbound Strategies

- » Traditional advertising strategies are the least effective strategies to generate real leads for your school.

# Outbound Marketing



# Outbound strategies

- ▶ Most school leaders utilize traditional advertising strategies in their marketing effort.
  - Print Ads
  - Direct Mail
  - Billboards
  - Radio
  - TV



# Advertising

- ▶ As you consider additional advertising mediums, keep in mind the following:
  - Shotgun advertising rarely works
  - Print, radio, direct mail and billboard advertising is expensive and is likely to be ineffective unless part of a comprehensive plan
  - Understand where your competition is advertising and look for places that focus on school directories and listings

# Awareness vs. Leads

- ▶ Outbound strategies may generate some awareness but will unlikely generate leads for your school.

# Less Cost Effective

- ▶ Outbound strategies cost the most and are the least cost effective.



# 6-Lead Generation – WOMbound Strategies

- » In order to drive word of mouth and new student growth, you will need to implement a word of mouth marketing campaign.

# 5 T's of Word of Mouth Marketing

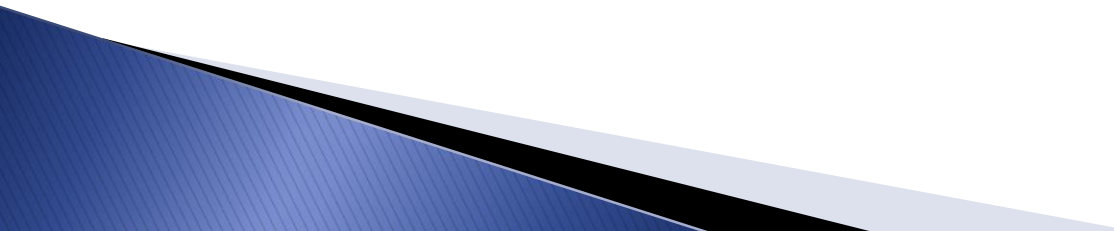
1. Talkers—who will tell their friends about you?
2. Topics—what will they talk about?
3. Tools—how can you help the message travel?
4. Taking Part—how should you join the conversation?
5. Tracking—what are people saying about you?

- Andy Sernovitz, [Word of Mouth Marketing](#)

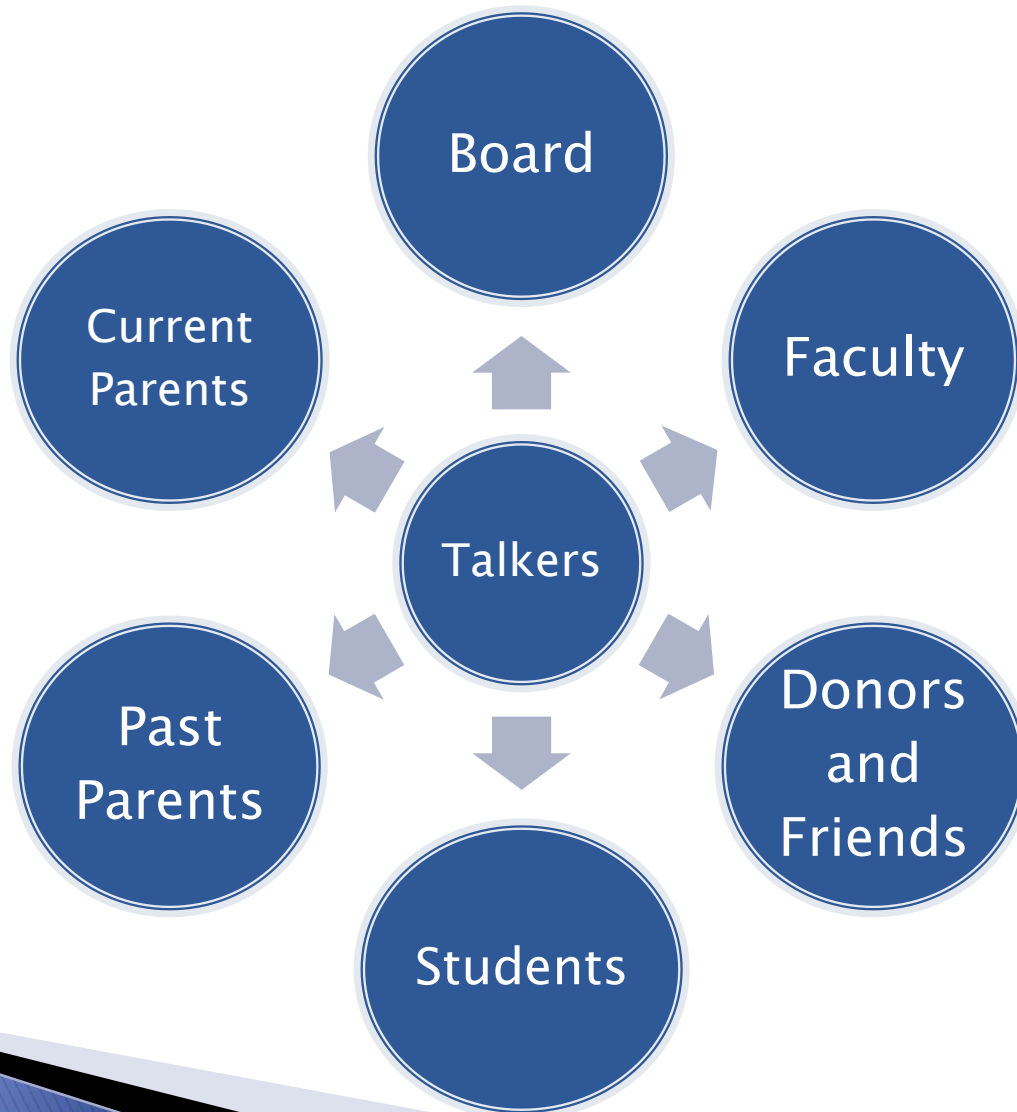
# 1-Talkers

- » Find people who will talk about your school

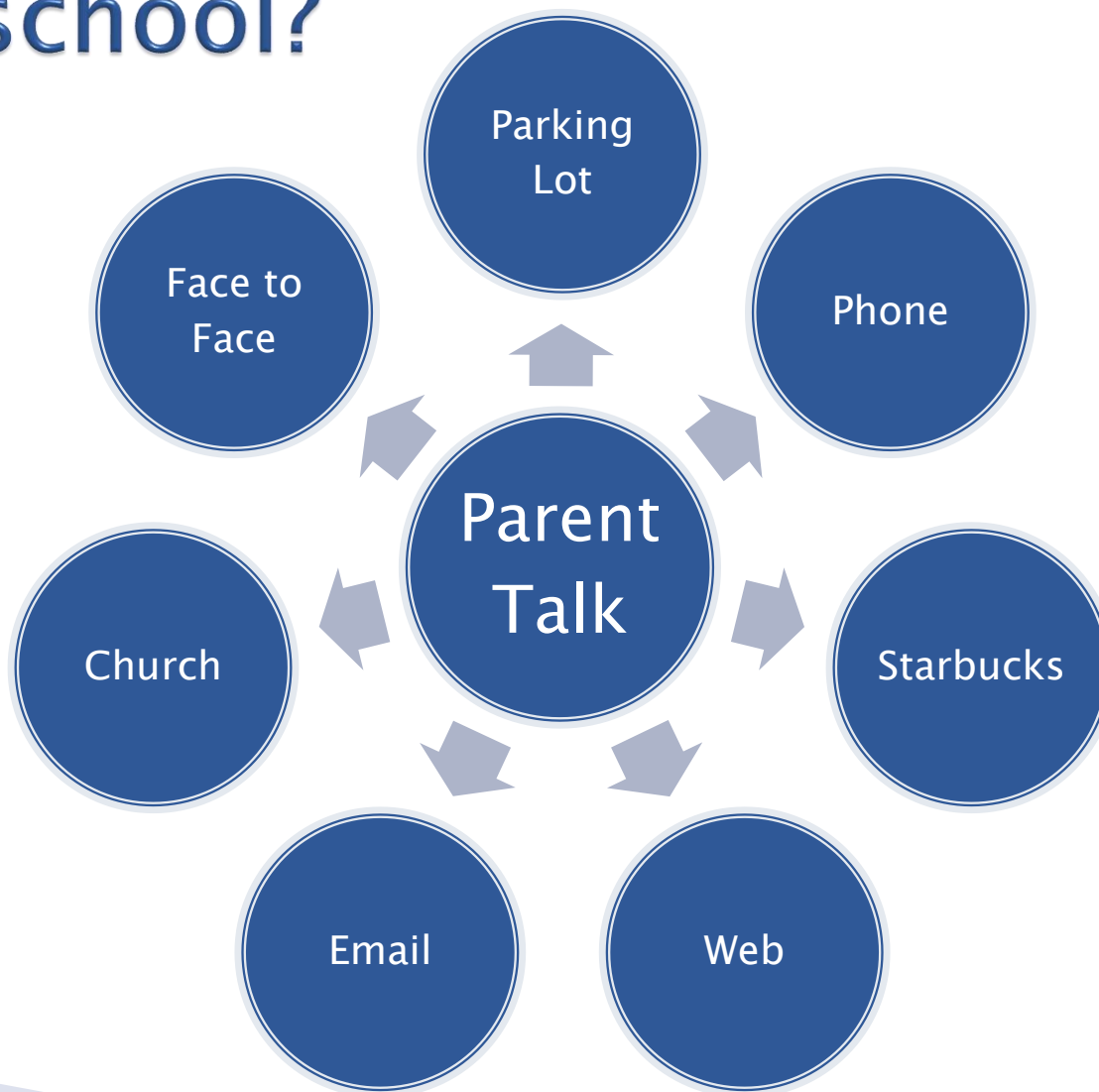
# Who will tell their friends about your school?

- ▶ Employees
  - ▶ Parents (Current and Former)
  - ▶ Students (Current and Former)
  - ▶ Alumni
  - ▶ Grandparents
  - ▶ Vendors
  - ▶ School administrators
  - ▶ Pastors
  - ▶ Anyone
- 

# Who are your Talkers?



# Where do your parents talk about your school?



# What will they say?

- ▶ It will be based on their own experience
  - A satisfied or an unsatisfied parent, grandparent, alumni, donor or friend.
  - A happy or an unhappy employee—your faculty, staff, and coaches.
- ▶ It may be based on someone else's experience
  - Something someone else heard, whether positive or negative, about your school.

## 2 Key Strategies

1. Encourage all of your parents to be talkers for your school.
2. Launch ambassador programs.



# 2-Topics

»» Give people a reason to talk

# What will they talk about?

- ▶ Anything and everything about your school—the good and the bad!
- ▶ Their own experiences.
- ▶ The experiences of others.
- ▶ What they've heard along the way.
- ▶ What you've told them.
- ▶ What you want them to talk about (that is, if you've told them what to talk about!)

# What do you want them to talk about your school?

- ▶ Most school leaders haven't considered this question as a key part of their marketing strategy. We need to begin asking the question:

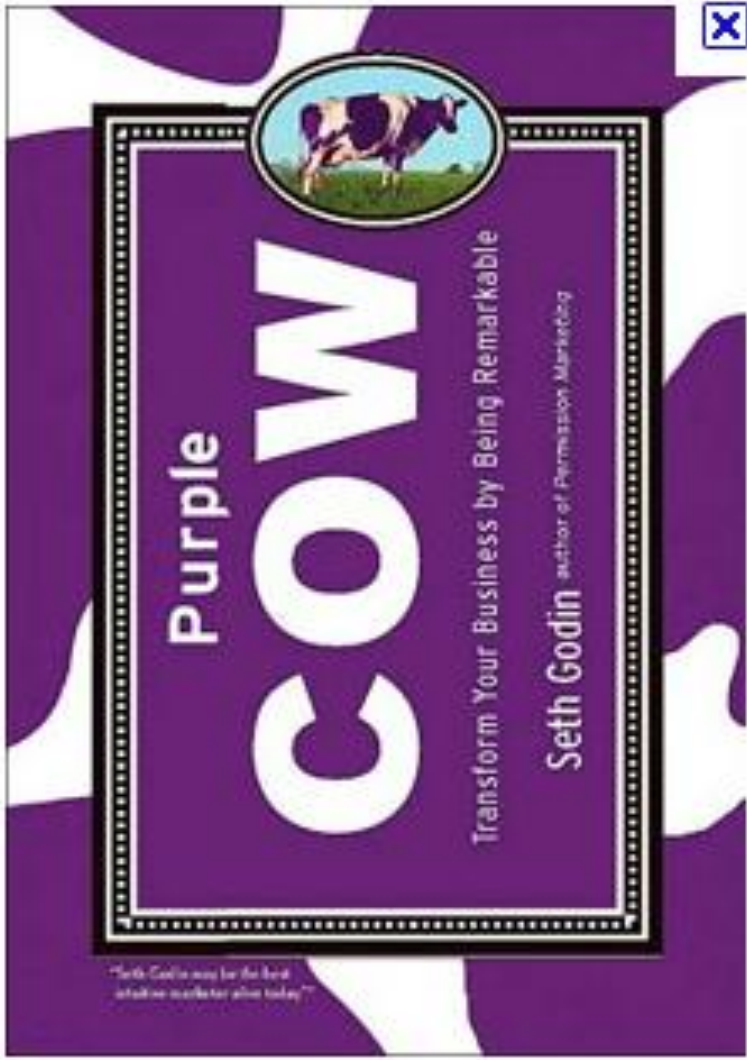
*What do you want them to talk about?*



# Be Remarkable

“Something remarkable is worth talking about.  
Worth noticing. Exceptional. New. Interesting.  
It’s a Purple Cow. Boring stuff is invisible.  
It’s a brown cow.”

- Seth Godin, [The Purple Cow](#)



# Stories to Talk About

- ▶ Stories about your people
  - faculty, students, parents and alumni
  - Your key messages in story form
- ▶ Real stats connected to real stories
  - The return on investment (ROI)
- ▶ Your school
  - Vision for the future
  - How your school is remarkable
  - How your school makes a life-changing difference in students
- ▶ Educational topics
- ▶ Parenting topics

# 3-Tools

- »» Help the message spread faster and farther.



# Tools

- ▶ Leadership
- ▶ Faculty and Staff
- ▶ Parents
- ▶ Alumni
- ▶ Ambassadors
- ▶ Referral generation
- ▶ Customer service
- ▶ Personal conversations
- ▶ Group meetings
- ▶ Giveaways
- ▶ Website
- ▶ SEO
- ▶ Blog
- ▶ Email newsletter
- ▶ Social media
- ▶ Photos
- ▶ Video
- ▶ Online reviews



People

# Andy Sernovitz's Lessons on Love

1. New love is powerful
2. Love and money don't mix
3. Nobody talks more than a lover's scorn

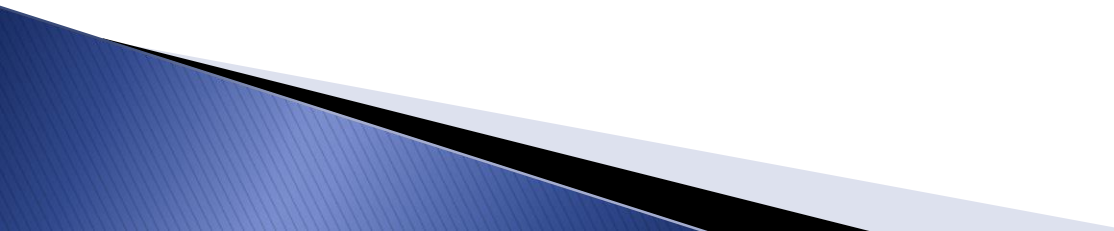
A man in a white dress shirt and a purple tie is sitting at a wooden desk. He is holding a one hundred dollar bill with both hands, displaying it towards the camera. The bill is slightly crumpled and held flat. The background is a plain, light-colored wall.

**"Your Advocates will evangelize you without payments or points, coupons or cash. You can't buy authentic Advocates. Their advocacy is not for sale."**

**Rob Fuggetta. Brand Advocates.**

[www.EnrollmentCatalyst.com](http://www.EnrollmentCatalyst.com)

# Personal WOM Strategies

- ▶ Personal Meetings
  - ▶ Coffee and Conversation
  - ▶ In Home Vision Meetings
  - ▶ Large Group Meetings
  - ▶ State of the School Address
  - ▶ Virtual Webinar
  - ▶ Car Line Greeting
- 

# Faculty and Staff

# Everyone's Responsibility

- ▶ Word of mouth is the responsibility of every faculty and staff member at your school:
  - Performance
  - Relationships
  - Quality
  - Communication
  - Service
  - Storytelling

# Parents



# Parents

- ▶ Since your parents are the best marketers for your school, it is important to give them tools to share.

2011-2012 OCT NOV DEC JAN JAN FEB FEB MAR APR  
 Dates: 5 16 7 11 25 8 22 7 18

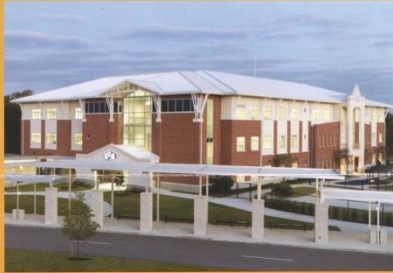


Lakeland Christian School

Welcome Wednesdays

K4-12 Admissions Open Houses ~ Wednesdays, 8:30-10:30 AM

Come experience us in action!



- ~Tour the school
- ~Interact with administrators
- ~Receive admissions information

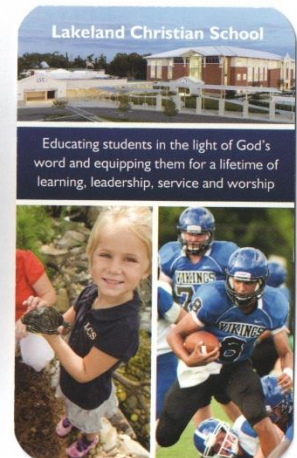
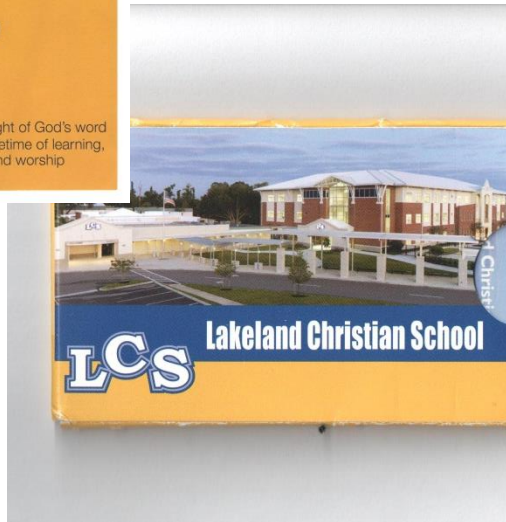
Please RSVP: 863.688.2771 OR [jrice@lcsonline.org](mailto:jrice@lcsonline.org)  
 LCS school tours are also available any day by appointment.

LAKELAND CHRISTIAN SCHOOL  
 1111 Forest Park Street, Lakeland, FL 33803  
 863.688.2771 [www.lcsonline.org](http://www.lcsonline.org)



Educating students in the light of God's word and equipping them for a lifetime of learning, leadership, service and worship

# Flier and pack of cards sent to current parents about Welcome Wednesday's at Lakeland Christian School



# Why Santa Fe Christian Schools?

PURSUING EXCELLENCE FOR CHRIST



## 1 EXPANDING MINDS

97%

4-year college acceptance rate

Stanford

USC

WESTMONT

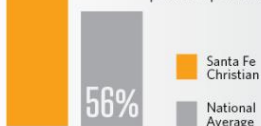
78% of Santa Fe Christian seniors received college merit scholarships in 2012

SAT & ACT scores **exceed state & national levels**

SAT 1763

ACT 26

83% AP pass rate with 100% test participation



AP pass rate percentage

## 2 BUILDING FAITH



243 students & staff took mission trips in 2012



243

17,000+

hours of student community service in 2012



Integrated Bible curriculum & weekly chapel



6th-12th grade spiritual retreats

## 3 ENRICHING LIVES

20 student average class size ensures student receives personal attention



90%

of upper & middle school students play on one or more of 60 sports teams



Enrichment offerings include visual arts, drama, band, choir, media arts, digital technology & robotics

# Tools

- ▶ Brochure
- ▶ Business card
- ▶ Video
- ▶ Email to share
- ▶ Car magnet
- ▶ Spirit wear
- ▶ Infographic

# Involvement Your Students

# Involve students

- ▶ Student Ambassador Tour Guides
- ▶ Student Blog
- ▶ Marketing Group
- ▶ Testimonials and Stories
- ▶ Videos
- ▶ Events



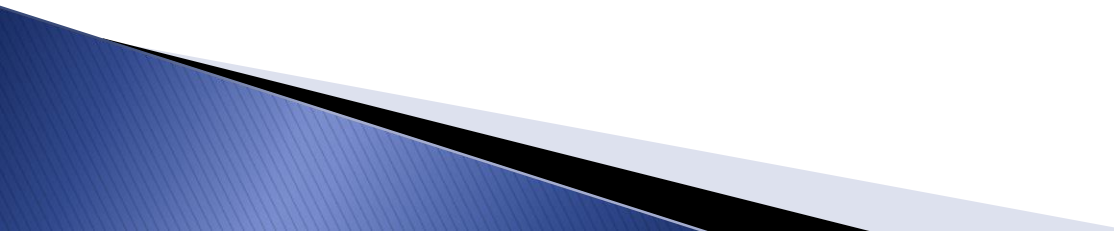
# Friend Day

- ▶ Host a special “friend” day for current students to invite their friends to spend the day with them at your school.
- ▶ The goal is to encourage and motivate current students to focus on inviting their friends they want to encourage enrolling in your school, especially when students are key to the decision!

# Soft Sell Events



# Events to Invite Friends

- ▶ Library story time
  - ▶ Play dates
  - ▶ A day at the Zoo
  - ▶ Botanical Gardens
  - ▶ Mommy and Me
- 

# 4-Taking Part

»» Join the conversation.

# Join in the Conversation

- ▶ The conversation is taking place all around you. The most important thing for you to do is to join in the conversation.
- ▶ Take part in the conversation that is taking place around you:
  - Face to face
  - Small groups
  - Large groups
  - Web (blogs, school reviews, Facebook, etc.)
  - Service

# Some Ways to Join in the Conversation

- ▶ Get out of your office and meet your parents in the parking lot
- ▶ Take a “one-family-at-a-time” approach
- ▶ Small group coffee meetings
- ▶ Meetings or luncheons with the “talkers”
- ▶ Actively engage your community online through Facebook and other social media sites

# 5-Tracking

» Measure and understand.

# What are people saying about you?

- ▶ It is important to regularly review what people are saying about you:
  - In the parking lot
  - On the web
  - GreatSchools, Google, PrivateSchoolReview
  - Facebook and other social media channels
  - Surveys
  - Focus Groups
  - Google alert

# Parent Feedback

- ▶ Invest in research to better understand your parents (focus groups, surveys, etc.)
- ▶ Survey your parents annually by conducting a parent satisfaction survey.
  - Look for areas of dissatisfaction to improve the quality of the school.
  - Report findings from the survey back to parents.
  - Best time to survey parents is October and February.

# Net Promoter Score

- ▶ On a scale from 0 to 10, with 10 being very likely, how likely are you to recommend a friend to your school?



# Promoters

- ▶ Score of 9 or 10
- ▶ Loyal enthusiasts who keep returning and refer others, fueling growth.

# Passives

- ▶ Scores of 7 or 8
- ▶ Satisfied or unenthusiastic parents who are vulnerable to other options; may have some concerns but continue to stay the course

# Detractors

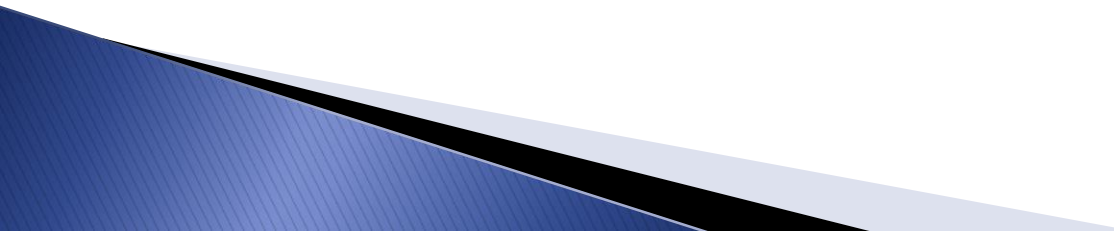
- ▶ Scores from 0 to 6
- ▶ Unhappy parents who can damage your school's brand and impede growth through negative word of mouth.

# Net Promoter Score (NPS)

$$\% \text{Promoters} - \% \text{Detractors} = \text{NPS}$$

# 7-Lead Generation – Inbound Strategies

- »» Regardless of your size, it is critical to have staff committed to this critical task of recruiting families to your school.



# 13 Key Inbound Marketing Strategies

1. Responsive Website
  2. Content Hub
  3. Blog
  4. Search Engine Optimization (SEO)
  5. Search Engine Marketing (SEM / Paid Search)
  6. Landing Pages
  7. Storytelling
  8. Master One Social Media Channel
  9. Facebook
  10. Other Social Media Sites
  11. Facebook Ad Strategies
  12. Video
  13. Online Reviews and Directory Sites
- 

# Responsive Website



# Mobile Friendly/Responsive Design

- ▶ Your school's website should be designed in a mobile friendly, responsive design format.



## News & Events



Baylor Students Spend Winter Break Serving Homeless in Asheville



Catch Up on News with The Baylor Notes



Baylor Announces Top Three Winners of Poetry Out Loud Contest



Senior Duo Shows "Kindness Begins at Home" With Capstone Project

# BaylorLeads

It takes an impressive history...  
to think this far forward.

*Baylor is a Coed, Day and Boarding College Prep School for Grades 6-12.*



# Baylor Prepares



**\$12.4 m**

in merit based aid was earned by the Class of 2014



**66%**

received 306 different merit scholarship offers



**\$800,000**

in athletic scholarships was earned by the Class of 2014



**100%**

attend four-year colleges and universities



**The Honor Code** is a core value that has been instilled in Baylor students since 1916.



*Here is a partial list of where some of our graduates have continued their careers at the collegiate level:*



**WILLIAM  
& MARY**

**Yale**



**BOSTON  
UNIVERSITY**

**Duke  
UNIVERSITY**



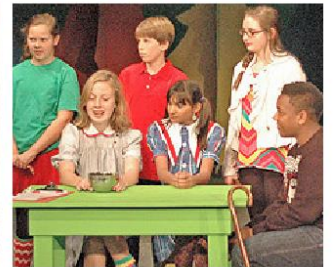
# BaylorInspires

Baylor's mission is to foster in its students both the ability and the desire to make a positive difference in the world.



# Baylor Welcomes

*Middle School Students:* When asked “**Why Baylor School?**” our sixth, seventh, and eighth graders gave us hundreds of reasons



# Baylor Wins

Nearly 100 state championships in the past decade.



*Here is a partial list of where some of our athletes are continuing their sport at the collegiate level*



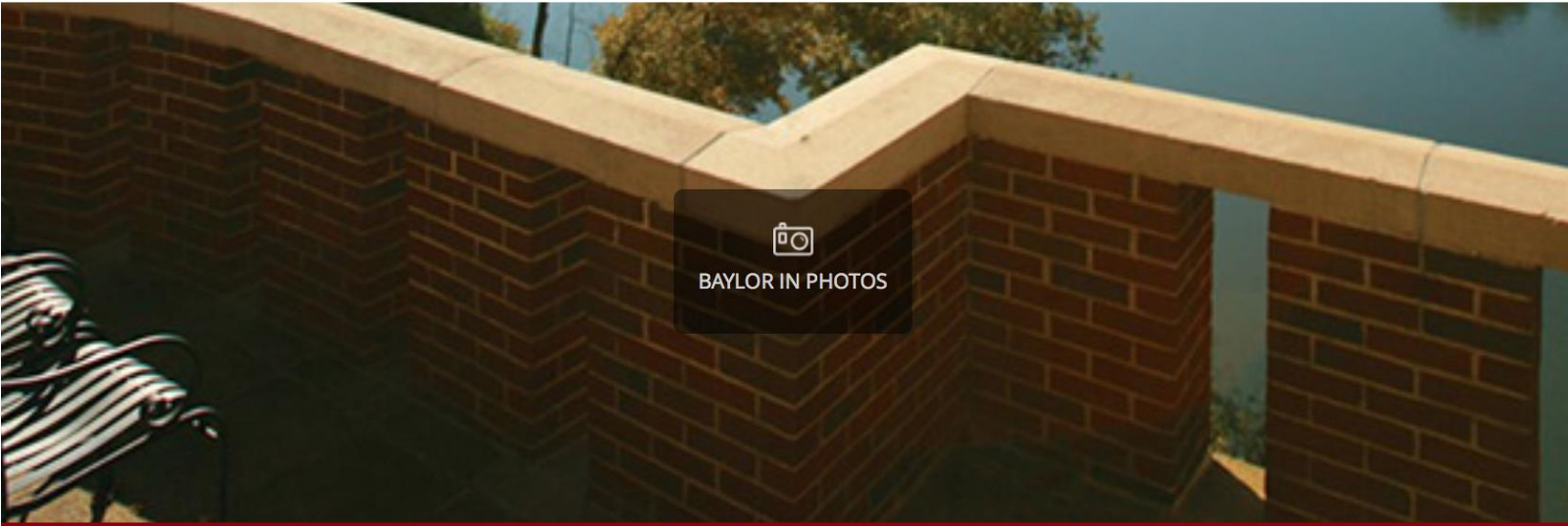
# For More Information

There's nothing we love more than helping people learn about Baylor. Select a button below to begin the conversation.

REQUEST MORE INFO

COME VISIT

APPLY NOW



## Baylor School

171 Baylor School Road  
Chattanooga, TN 37405

**General:** (423) 267-8505  
**Admissions:** (423) 267-5902

- Calendars
- News
- Podcasts
- Baylor Magazine
- The Baylor Notes
- Library
- College Counseling
- Board of Trustees
- Directory Search
- Online Giving
- Contact Us
- Request Information
- Job Opportunities
- Email
- Netclassroom
- Site Map



BaylorLeads



**Strategy #1 – Your website should be focused on marketing.**

*Is your website focused on marketing?*

**Strategy #2 – Your website should tell the story of your school.**

*Does your website tell the story of your school?*

**Strategy #3 – Your website should utilize compelling videos, photos and infographics.**

*Does your website utilize compelling videos, photos and infographics?*

**Strategy #4 – Your website should communicate key messages about your school through compelling copy.**

*Does your website communicate key messages about your school through compelling copy?*

**Strategy #5 – Your website should clearly guide the prospective parent or student to act.**

*Do you ask prospective parents and students to act and take the next step by using call-to-actions on your website?*

[ACADEMICS](#)[ATHLETICS](#)[CAMPUS LIFE](#)[ABOUT](#)[ADMISSIONS](#)[GIVE](#)[PLAN A VISIT](#)

# WE PURSUE EXCELLENCE

Being San Diego's Top Private School is an honor that we don't take lightly. Excellence is our calling. As a PreK through 12th grade college preparatory school, our students graduate well prepared for what lies ahead.

[PLAN A VISIT TO SFC TODAY!](#)

## THE SPIRIT OF SFC

# WE CHALLENGE AND INSPIRE

When you first step onto campus, you will notice something unique. It is the spirit that envelops Santa Fe Christian and permeates throughout the campus. You will hear laughter and notice students engaged with others and their teachers. It won't take long to discover that in the midst of a rigorous curriculum our exceptional faculty comes alongside to challenge, inspire and mentor each student.



100% four-year college  
acceptance rate



STEAM curriculum &  
hands on learning

20:1

Average student to  
teacher ratio

IMPACT OF SFC

# WE EACH HAVE A STORY

*"God gave me the desire to go to Stanford my freshman year. He opened every door for me to go there—academically, financially and spiritually—through mentors and advisers here at Santa Fe Christian."*

**—SFC Graduate**





THE HEART OF SFC  
WE LEAD



*PICKING UP STEAM*

What do testing a catapult, maneuvering a sub and performing surgery on a cadaver have in common? Students are engaged in STEAM activities.

[READ MORE](#)



*BRINGING THEIR 'A' GAME*

Seventeen percent of SFC's class of 2015 signed on to play collegiate sports, which is almost three times the national average, according to the NCAA.

[READ MORE](#)



*ON A MISSION*

Our goal is that by the time our students graduate, all who desire to do so will be a part of a mission team and have had a global experience.

[READ MORE](#)

PARTIAL LIST OF COLLEGES ATTENDED BY SFC GRADS

# COLLEGE DESTINATIONS



[VIEW MORE COLLEGES](#)

## PLAN A VISIT

There's no better way to experience Santa Fe Christian than to step foot on our campus. Come visit, you'll be glad you did.

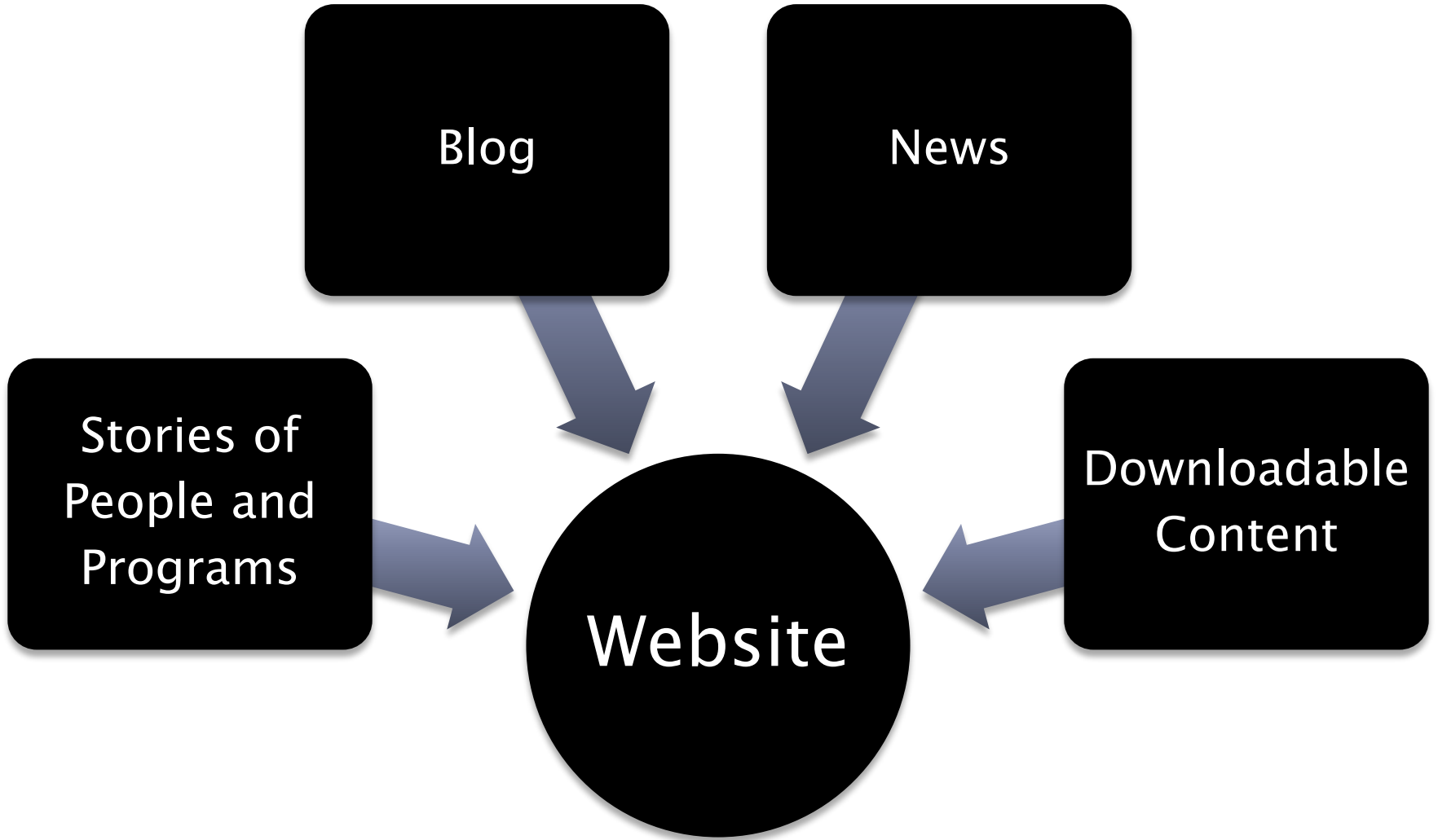
[TOUR OUR CAMPUS](#)

SIGN UP FOR OUR FREE NEWSLETTER

Email address



# Content Hub

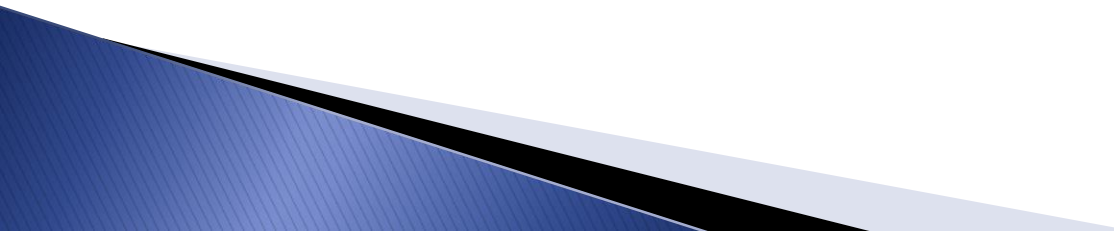


# Website

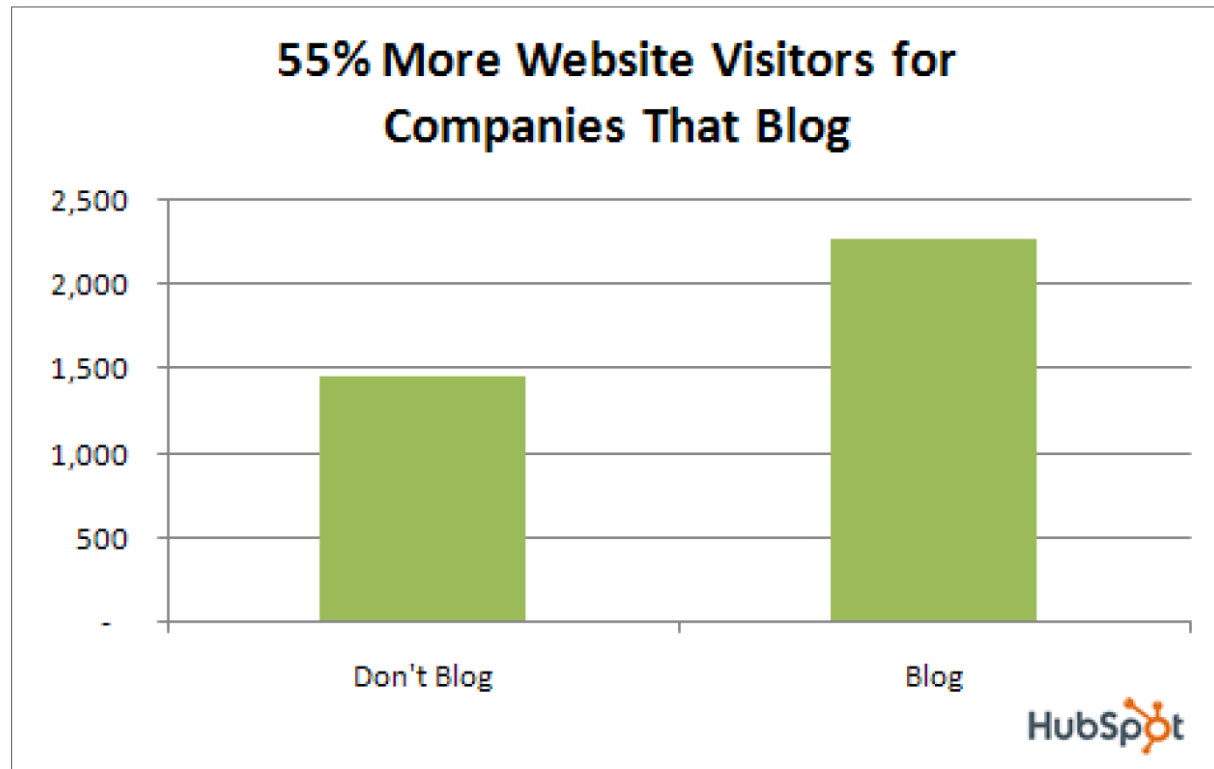
- ▶ Your school's website should be the hub of news, activity, information and stories about your school.
- ▶ It is the most important marketing and communication's tool for today's school.

# Blog

# Five Reasons to Blog

1. Opportunity to share dynamic content on your website.
  2. Increase traffic to your website.
  3. Provide significant search engine optimization (SEO) value for your website.
  4. Provide a platform to share content.
  5. It's fun!
- 

# Bloggging Drives Web Visits



Source: Data from over 1,500 small businesses - <http://hub.tm/BlogROI>



# Sewickley Academy's Private School Blog

## BACK TO THE FUTURE DAY

[Tweet](#) 29 [in Share](#) 10 [G+1](#) 2

As many of you know, today is “Back to the Future Day”, the day Emmett “Doc” Brown traveled in his time machine from the year 1985 to the future: Wednesday, October 21, 2015. They were talking about this on a morning news program and it also appeared in an on-line feed I subscribe to. It made me chuckle at first, but then it got me to pause and think about how far we’ve really come in the last 30 years. While we don’t have flying cars or hoverboards, we do have some other amazing technology in our daily lives that would have seemed like science fiction to people from the 1980s.

Growing up, my parents would normally spend some time in the morning reading the newspaper and in the evening watching the nightly news. I sat this morning watching the news on my television while scrolling through news feeds on an iPad – stories from the U.S., the U.K. and all over the world; stories that were published and updated several times overnight as new details became available. The Internet and the myriad of digital devices that can connect to it have created incredible opportunities for communicating, learning and teaching.

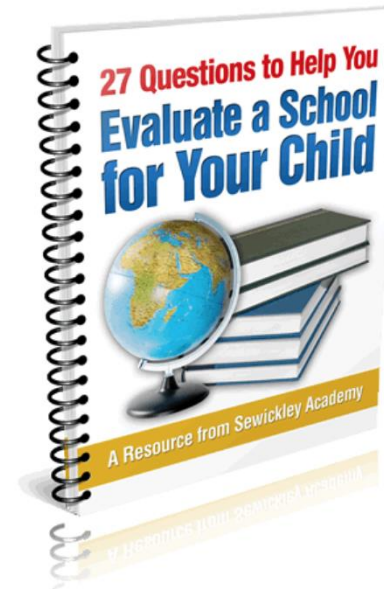
The students of today have grown up in this world where all things digital are commonplace. They are using the technology in their daily lives to create new and exciting things, interact with their family, friends, and teachers and participate in a global community. For a visitor from the 1980s, it would probably seem incredible for students in a school to have one or more devices all interconnected in a global network. Yet, at our school, this has become a reality with the launch of our [1-to-1/BYOD initiative](#) this year. These technologies provide amazing opportunities for our students and for us to support the different learning styles of our students and exciting non-traditional ways of teaching in blended classrooms.

At the [Science and Technology Hall of Fame](#) induction ceremony earlier this month, we were introduced to alumni that have contributed to the futuristic world we live in today. These alumni, inspired by their teachers, have made significant contributions to the fields of science, medicine, and engineering. They are experts in their fields of study, and their work has impacted and benefited the world in addition to motivating the work of others; and they each started here at the Academy. Their teachers used the best practices and technology of the time to inspire, encourage and motivate these individuals to find their passion and to examine and investigate the world around them.



Search

Search



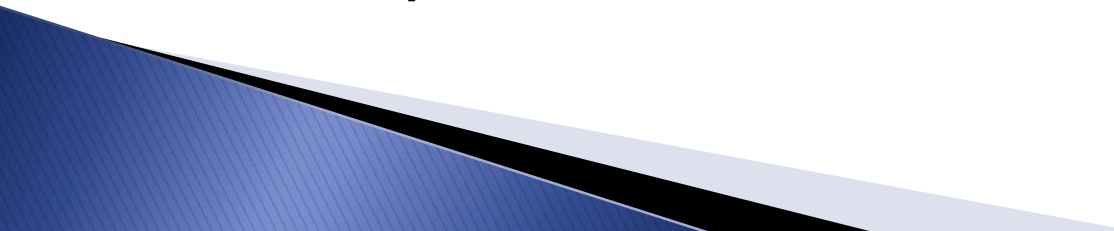
Free guide to help you research your child's educational options with confidence.

[Download Now](#)

Popular Posts

# Search Engine Optimization (SEO)

# Key SEO Strategies

- ▶ Design your website with your audience in mind—your prospective parents.
  - ▶ Publish engaging and instructional content on your site.
  - ▶ Speak human—Use rich and relevant keywords in a natural way.
  - ▶ Make sure your school shows up in the local search results on major search engines.
  - ▶ Optimize your web pages with relevant, keyword-focused on page titles, meta descriptions, H1 headlines and content.
- 



About 24,000,000 results (0.47 seconds)

**Denver Christian Schools - denverchristian.org**

Ad [www.denverchristian.org/](http://www.denverchristian.org/)

Your Child's Potential, Empowered. PreK - 12th Grade. Now Enrolling!

Academics

Faith Formation

New Lakewood Campus

Accepting Applications

**Heritage Christian - Premier Christian School In CO**

Ad [www.heritagechristian.info/](http://www.heritagechristian.info/)

Call Us To Schedule A Visit Today!

Pillars Of Education - FAQs - Why Christian Schooling? - Application Procedure

**Regent University - regent.edu**

Ad [www.regent.edu/](http://www.regent.edu/) (877) 962-8335

Pursue a Christian-based education. Follow Your Path with Regent!

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**Denver Christian Schools**

[www.denverchristian.org](http://www.denverchristian.org)

2 Google reviews · [Google+ page](#)

**Faith Christian Academy - High School**

[www.fca-schools.org](http://www.fca-schools.org)

1 Google review

**Front Range Christian School**

[www.fracs.org](http://www.fracs.org)

4.3 ★★★★★ 5 Google reviews · [Google+ page](#)

**Mile High Academy**

[www.milehighacademy.org](http://www.milehighacademy.org)

2 Google reviews

**Colorado Christian School**

[www.coloradochristianschools.com](http://www.coloradochristianschools.com)

[Google+ page](#)

A 3898 S Teller St  
Lakewood, CO  
(303) 733-2421

B 4890 Carr St  
Arvada, CO  
(303) 424-7310

C 6657 W Ottawa Ave  
Littleton, CO  
(720) 922-3269

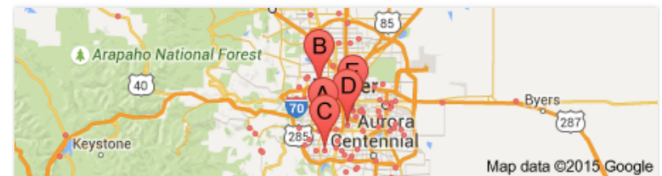
D 711 E Yale Ave  
Denver, CO  
(303) 744-1069

E 200 S University Blvd  
Denver, CO  
(303) 777-7723

Map results for christian schools in denver

**EVERNOTE**

Sign in to Web Clipper to see Related Results



Map for christian schools in denver

Ads

**Ottawa University**

[www.ottawa.edu/ChristianMinistries](http://www.ottawa.edu/ChristianMinistries)

(844) 242-4830

Prepare for excellence with a

Christian education from Ottawa U!

**Premiere Christian School**

[www.silverstateschool.org/](http://www.silverstateschool.org/)

Teaching K-8 Students to Honor God,

Love Others and Walk in Bible Truth

**Denver Schools Christian**

[www.allsoulsatholicschool.net/](http://www.allsoulsatholicschool.net/)

Come visit us today.

Contact Us Today.

**Denver Christian Schools**

[www.ourladyoflourdescatholicschool.com/](http://www.ourladyoflourdescatholicschool.com/)

Where Faith And Education Meet.

Contact Us Today.

# Get a Free Local SEO Audit for Your School

*Want to learn how to optimize your website to get more traffic and leads?*



North Star Marketing wants to help your private school develop a strong local SEO game plan. That's why we offer this FREE local SEO audit -- to help you evaluate your current website and show you how to get more traffic and leads from it. Our online marketing specialists, will conduct a free:

- 1 Keyword Ranking Review**
- 2 Local Competitor Review**
- 3 SEO Opportunities Analysis**

## Request a Free Local SEO Audit

Enter your details below to get started.

First Name \*

Last Name \*

Email \*

School \*

Phone

What is your monthly marketing budget? \*

List your main competitors' website URL's here.

# Summary Analysis of your Local SEO Results

This table provides a quick-glance view of the overall state of your SEO. We have condensed the findings of each section into a simple summary score. We do this using a smart little algorithm which is has been uniquely created for this report.

Off-Site SEO Score	🔴 Poor
On-Site Local SEO Score	🟡 OK
Search Ranking Avg. (organic)	🟢 4 (from 6 result(s))
Local Search Ranking Avg.	🟢 7 (from 10 result(s))
Google+ Local Listing Score	🟡 Good
Local Directory Listing Score	🔴 Poor

## Search Engine Ranking Report

This table shows the positions ('rankings') that your website or business appears in for your chosen search terms. We search for your details in the 3 largest search engines (Google, Yahoo!, Bing) and within their local search services (Google+ Local, Yahoo! Local, Bing Local).

Within the search results we look for your website/business name and show you the ranking in which you appear. If we find more than 1 result for your website/business then we will report multiple results in the ranking results table. We look through the top 50 results and if you don't appear in the top 50 we'll return a result of >50.

You obviously want to appear as high up the search rankings as possible so lower numbers are good. The aim should be for you to appear in positions 1, 2 & 3 as many times as possible. If you have lots of >50 results that means you have a lot of work to do, but everything to gain - the only way is up!

Search Term	Google		Google+ Local	Yahoo!		Yahoo! Local	Bing		Bing Local
	Rank	Type	Rank	Rank	Type	Rank	Rank	Type	Rank
longview Christian schools	5 15	Places Organic	4	>50	-	>50	>50	-	9
Christian schools longview tx	5 11	Places Organic	4	>50	-	>50	>50	-	10
Christian schools gregg county	9	Places	6	>50	-	9	>50	-	19 29 39 49
Christian schools harrison county	>50	-	8	>50	-	>50	>50	-	>50
private schools longview tx	1 2	Organic Places	1	3 15	Local Organic	>50	1	Local	2



# Marketing Grader

Overall report for [www.trinityschooloftexas.com](http://www.trinityschooloftexas.com)

🕒 Last updated 1/5/14 [Update now](#)

- Mobile
- Lead Generation
- SEO
- Social Media
- Blogging

Overall

# 42

Overall  
Out of 100

[www.trinityschooloftexas.com](http://www.trinityschooloftexas.com)



Don't you wish there was marketing software you could use to fix all the errors in this report?

[Try HubSpot Free](#)

Mobile

[Read more](#)

✓ 1 incomplete checklist item

Lead Generation

[Read more](#)

✓ 2 incomplete checklist items

SEO

[Read more](#)

✓ 1 incomplete checklist item

Social Media

[Read more](#)

✓ 3 completed checklist items

# **Search Engine Marketing (SEM)**





About 6,110,000 results (0.40 seconds)

**Breck Pre-K-12 School - BreckSchool.org**

Ad [www.breckschool.org/](http://www.breckschool.org/)

Dedicated to Service-Learning and Character Education. Visit Today!

123 Ottawa Ave N, Golden Valley, MN - (763) 381-8100 - 4.3 ★★★★★ 9 reviews

The Breck Experience

Admissions Events

Breck Elementary School

Breck Middle School Info

**The 1-to-1 Private School - BrightmontAcademy.com**

Ad [www.brightmontacademy.com/](http://www.brightmontacademy.com/) (763) 333-2267

Accredited Private 6th-12th Grades. Proven Successful 1:1 Instruction  
Customized Learning Plans · Flexible Scheduling · 1-to-1 Instruction Works  
Contact Us - Campuses - Why it Works - Who Benefits

2855 Glacier Ln N, Plymouth, MN

**Private Schools - bethanyacademy.org**

Ad [visit.bethanyacademy.org/](http://visit.bethanyacademy.org/)

K-12 Private Christian School in Bloomington, MN. Enroll Now.

4300 W 98th St, Bloomington, MN



**Breck School**

4.3 ★★★★★ (9) · School

123 Ottawa Ave N · (763) 381-8100

Closed now



**Minnehaha Academy - Upper School**

4.4 ★★★★★ (6) · Private School

3100 W River Pkwy · (612) 729-8321



Sign in to Web Clipper to see Related Results

Ads

**St. Croix Lutheran**

[www.stcroixlutheran.org/](http://www.stcroixlutheran.org/)

Academic, Christian, Affordable

Conveniently in West St. Paul

1200 Oakdale Ave, West St. Paul, MN

**Top Christian High School**

[www.trinityschools.org/Christian-School](http://www.trinityschools.org/Christian-School)

(651) 789-2890

Award-winning Christian high school

Small, single-sex classrooms.

601 River Ridge Pkwy, Eagan, MN

**Deephaven Academy**

[www.deephavenacademy.org/](http://www.deephavenacademy.org/)

Tired of Overcrowded Schools?

Small Classes - Classical Education

**Private School Twin Cities**

[visit.concordiacademy.com/](http://visit.concordiacademy.com/)

College Preparatory Private School

Biblical Worldview. Enrolling 9-12.

**Private Schools in Minneapolis**

[www.dexknows.com/](http://www.dexknows.com/)

Stop searching.

Find Minneapolis businesses here!

**Minneapolis private schools**

[www.localguides.com/](http://www.localguides.com/)

Find Minneapolis Private Schools

Phone Numbers, Addresses & Maps.



About 11,800,000 results (0.53 seconds)

### Breck School Minneapolis - BreckSchool.org

Ad [www.breckschool.org/](http://www.breckschool.org/)

Breck Supports Academic Excellence For Every Child. Call Today.

123 Ottawa Ave N, Golden Valley, MN - (763) 381-8100 - 4.3 ★★★★★ 9 reviews

Breck Elementary School  
Request More Information

Breck Middle School Info  
Breck High School Info

### Private Christian School - Bethany Academy. Now Enrolling

Ad [visit.bethanyacademy.org/](http://visit.bethanyacademy.org/)

K-12 Christian-Centered Education.

4300 W 98th St, Bloomington, MN

### College of St.Scholastica - css.edu

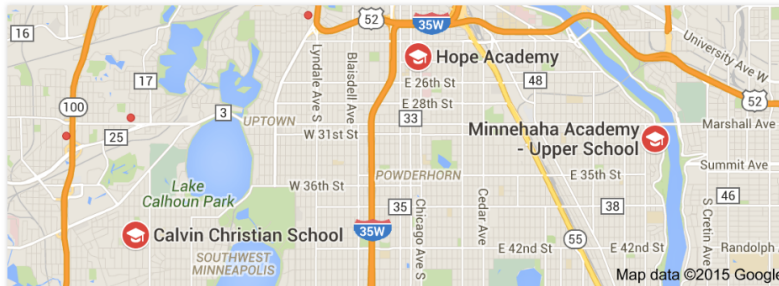
Ad [www.css.edu/](http://www.css.edu/)

Undergraduate & Graduate Programs. There is Still Time to Apply!

Degree programs: Nursing, tDPT, HIM, Social Work, Health Science, Education, Deg...

Named One of America's Best Colleges for Your Money – Money Magazine

Programs - Admissions - Why St. Scholastica?



**Calvin Christian School**  
1 review · Private School  
4015 Inglewood Ave S · (952) 927-5304

Website Directions

**Hope Academy**  
2 reviews · Private School  
2300 Chicago Ave S · (612) 721-6294

Website Directions



Sign in to Web Clipper to see Related Results

#### Ads

### Christian School

[www.calvinchristian.org/](http://www.calvinchristian.org/)

Providing an Integration of Faith And Learning. Call Today For K-12.

### Top Christian High School

[www.trinityschools.org/Christian-School](http://www.trinityschools.org/Christian-School)

(651) 789-2890

Award-winning Christian high school

Small, single-sex classrooms.

601 River Ridge Pkwy, Eagan, MN

### Deephaven Academy

[www.deephavenacademy.org/](http://www.deephavenacademy.org/)

(952) 261-0625

Tired of Overcrowded Schools?

Small Classes - Classical Education

### Private School Twin Cities

[visit.concordiaacademy.com/](http://visit.concordiaacademy.com/)

(651) 964-3975

Now Enrolling Grades 9-12. Visit

Online or Schedule a Campus Tour.

2400 North Dale Street, Roseville

### Private Schools Twin Cities

[www.webcrawler.com/](http://www.webcrawler.com/)

Search multiple engines for

private schools twin cities

### Religious Schools Minneapolis

[www.com/Religious+Schools+Minneapolis](http://www.com/Religious+Schools+Minneapolis)

# Landing Pages

FILL OUT THE FORM BELOW AND  
 DOWNLOAD OUR eBook ABOUT THE 6  
 FACTORS TO CONSIDER WHEN CHOOSING  
 A SCHOOL FOR YOUR LD CHILD

Student First Name \*

Student Last Name \*

Current Grade \*

Parent First Name \*

Parent Last Name \*

Email \*

Phone Number

Would you like our admissions office to  
 contact you?

Yes

No

[LEARN MORE](#)



WHERE BRIGHT STUDENTS WITH  
 LEARNING DIFFERENCES DISCOVER A  
 NEW WAY TO LEARN AND THRIVE.

Delaware Valley Friends School serves students with **dyslexia, dysgraphia, executive function disorders, ADHD,** and other **language-based learning differences.**

Why do parents, students, faculty, and alumni love DVFS?



EXPERIENCED TEACHERS

- 100% of Language Arts teachers are certified in Orton-Gillingham remediation methods
- Average tenure of DVFS faculty is 10 years



COLLEGE PLACEMENT

- Class of 2015 accepted into 81 different colleges and universities, including 4 year programs and top art and design schools
- 98% of DVFS graduates enroll in college



CONFIDENT ADVOCATES

According to students & alumni, the **#1 LASTING VALUE** of a DVFS education is the ability to confidently self-advocate for what they need to succeed in college and beyond.



QUAKER DIFFERENCE

DVFS's Quaker environment **CELEBRATES** students' strengths and **EMBRACES** their challenges to grow and succeed.

Hear how a DVFS education has changed how students view their future opportunities!

Delaware Valley Friends School - Transformation



# 6

## Factors to Consider

### When Choosing a School for Your LD Student



Choosing a school for a child with learning differences can be daunting. There are many aspects beyond a typical school search that families need to consider to find the school that will truly serve their child's needs.

Delaware Valley Friends School has helped hundreds of families through this process. As a result, we have developed this resource guide with six critical factors all parents of children with learning challenges should include in their search process.



# Storytelling



# EASTERN CHRISTIAN SCHOOL

Request Info

Apply to EC

Donate Now



ABOUT EC | ADMISSIONS | EC STORIES | ACADEMICS | ARTS | ATHLETICS | INTERNATIONAL PROGRAMS | SUPPORT EC

“... I can say that I would not be where I am academically, but more importantly, spiritually without my teachers at Eastern Christian.”

[Read More >](#)

Preschool | Elementary | Middle | High School



## New Jersey's Premier Christian School

Eastern Christian School is a private learning community serving the children of Christian families in northern New Jersey and the New York metro area, as well as international students from around the world. From preschool to grade twelve, we are committed to the vision of engaging the mind, nurturing the spirit and transforming the world. Utilizing biblically informed inquiry and strong academic knowledge, students are challenged to think critically, exhibit curiosity and develop discernment that will enable them to confidently strive for excellence. While academics and faith integration are top priorities, we also offer a comprehensive program in the arts and athletics. Discover how Eastern Christian can prepare your student to be a person of Christian vision and influence.



“What I love most about EC are the relationships between the students and teachers.”

Read More >

Preschool

Elementary

Middle

High School



### New Jersey's Premier Christian School

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Opportunities to Visit  
*Schedule your personal tour*



News



Blog

Tuesday, April 1

**EC Selected as a 2014 New Jersey District of Character**

Tuesday, April 1

**New Logo, Same Vision for Eastern Christian**

Tuesday, April 8

**Transforming the World Through EC Missions**

Friday, March 14

**ECSA is Going National**



**Re-enrollment**

Re-enrollment for the 2014-2015 school year is






“ EC is a God-centered school where teachers can faithfully instruct students from a Christian perspective. ”

[Read More >](#)

Preschool   Elementary   Middle   High School




## New Jersey's Premier Christian School

Eastern Christian School is a private learning community serving the children of Christian families in northern New Jersey and the New York metro area, as well as international students from around the world. From preschool to grade twelve, we are committed to the vision of engaging the mind, nurturing the spirit and transforming the world. Utilizing biblically informed inquiry and strong academic knowledge, students are challenged to think critically, exhibit curiosity and develop discernment that will enable them to confidently strive for excellence. While academics and faith integration are top priorities, we also offer a comprehensive program in the arts and athletics. Discover how Eastern Christian can prepare your student to be a person of Christian vision and influence.



### Opportunities to Visit

*Schedule your personal tour*



#### Re-enrollment

Re-enrollment for the 2014-2015 school year is now open. Please use the link provided to complete the online re-enrollment process.



#### Eagles Day Camps



### News

Tuesday, April 1

**EC Selected as a 2014 New Jersey District of Character** <

Tuesday, April 1

**New Logo, Same Vision for Eastern Christian** <

[View All >](#)



### Blog

Tuesday, April 8

**Transforming the World Through EC Missions** <

Friday, March 14

**ECSA is Going National** <

Tuesday, March 11

**How Are We Doing?** <

[View All >](#)



### Calendar

[Filter By](#)



### Facebook



## EC STORIES

[Joel Apol](#)

[Donna Hoogerhyde](#)

[Ben Kuiken](#)

[Sarah Vander Wall](#)



[Home](#) / [EC Stories](#) / [Faculty & Staff](#)



### Re-enrollment

Re-enrollment for the 2014-2015 school year is now open. Please use the link provided to complete the online re-enrollment process.



### Eagles Day Camps

Looking for a fun, affordable and safe day camp this summer? You'll love the extended hours, unbeatable prices, and great programs at Eagles Day Camps.

## Blog

Tuesday, April 8

[Transforming the World Through EC Missions](#)

Friday, March 14

[ECSA is Going National](#)

Tuesday, March 11

[How Are We Doing?](#)

[View All](#)

## Faculty & Staff

What sets Eastern Christian School apart is the faculty and staff. They provide the living curriculum for the students in and out of the classroom. Read some of the stories from our outstanding faculty and staff:



[Joel Apol, High School Teacher and Coach](#)



[Donna Hoogerhyde, 4th Grade Teacher](#)



[Ben Kuiken, 5th Grade Teacher](#)



[Sarah Vander Wall, Preschool Teacher](#)



## FACULTY & STAFF

Joel Apol

Donna Hoogerhyde

Ben Kuiken

Sarah Vander Wall



[Home](#) / [EC Stories](#) / [Faculty & Staff](#) / [Donna Hoogerhyde](#)



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## Donna Hoogerhyde



### What classes and grade level(s) do you teach?

"I teach fourth grade, and I am the science teacher for both sections of fourth grade."

### What do you love about Eastern Christian School?

"Eastern Christian is a God-centered institution where teachers faithfully instruct students from a Christian perspective. Members of my family have attended the school for four generations, and I am honored to share in Eastern Christian's mission."

### Why do you like teaching at Eastern Christian? What motivated you to become a teacher at Eastern Christian?

"I come to school each day hoping to model Christ as I teach my students from a Christian perspective. Each day the children inspire and teach me as well. Eastern Christian is a place where education is Christ-centered and God's love is shown to His children. Everyday is a blessing."

### How do you teach a Christian Worldview in your classes at EC?

"I start the day with devotions, reminding the children that God is with us. He is with us as we study his world, the 'magnificent theatre' that we are called to learn about, care for, and enjoy. Throughout the day I am able to remind the children that 'our world belongs to God' and we study it from that perspective. In social studies, we remember that all people are created in God's image and we embrace our differences and celebrate what we can learn from each other and other cultures. In science we are awed by the wonder of God's world."

### What is a unique experience, talent or interest that you bring to your classroom to help shape the learning experience of your students?



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[View All >](#)



EC STORIES

Anneke

Jesse

Madelyn

Tekmatei



Home / EC Stories / Students

Students

Every student has a story at Eastern Christian. With over 700 students enrolled from our local communities in northern New Jersey to international students from China, South Korea and other countries, our students share in their love for the education they receive at EC. Click on each of these stories to read more about our outstanding students:



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Jesse, Senior



Madelyn, 8th Grade



Tekmatei, 9th Grade



Anneke, 3rd Grade

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View All >



STUDENTS

Anneke

Jesse

Madelyn

Tekmatei



Home / EC Stories / Students / Jesse



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View All >

Jesse



Enrolled at EC in 1st Grade (02-03)

What do you love about Eastern Christian School?

"The thing I love most about Eastern Christian are the relationships between students and teachers. I have kept relationships with nearly all my teachers even after leaving their classrooms, and I honestly cannot point to any teacher that I have had that I didn't like as a person."

Describe one of your favorite teachers and tell why he/she is a favorite:

"One of my favorite teachers is Mr. Beverly, who has been my Humanities teacher for two years, as well as my American Law and International Relations teacher. Mr. Beverly clearly has a passion for the subjects he teaches, and his constant mission to students to reevaluate their own beliefs and thoughts is only complimented by his quick wit and caring heart."

In what ways have you grown in your faith as a result of your experience at Eastern Christian School?

"I have had the opportunity to lead in weekly chapel for nearly all my years at Eastern Christian. This year, I am also taking an Apologetics class which is helping me in my ability to explain my faith."

How do you experience an education that is engaging, nurturing and transforming at EC?

"The care of teachers, the rigor of the Humanities program, and ability to serve and lead my school are all indicators of an education that is engaging, nurturing, and transforming."

# Master One Social Media Channel

# One Social Media Site

- ▶ Choose one social media site and master it rather than dabbling in several sites.

# Facebook



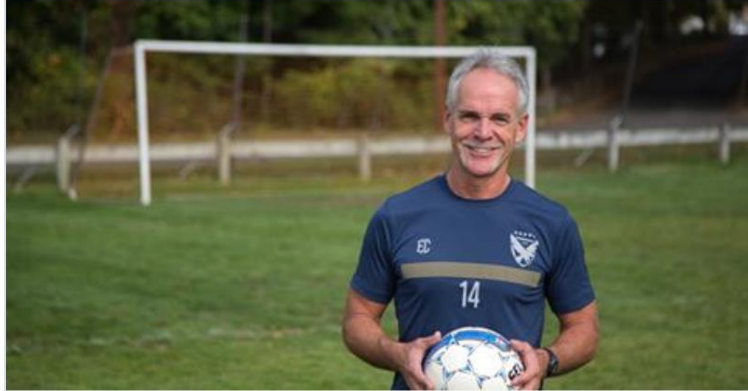
# Facebook Posting Strategy

- ▶ Post at least one post a day on Facebook. The ideal is to post 2–3 times a day.
- ▶ Examples of Posts:
  - Stories (Faculty, Parents, Students, Alumni)
  - News Stories
  - Blog Post
  - Throwback Thursday Post
  - Captured Moment of School Life



**Eastern Christian School** shared a link.  
Posted by Rudi Gesch [?] · 13 hours ago

Congratulations to EC Soccer Coach Barry Veenstra on his 400th career victory! Read all about this major accomplishment here. #SoarEC



**Thanks Coach Veenstra! Eastern Christian Soccer Coach Hits Historic 400 Win Mark - Eastern...**

[www.easternchristian.org](http://www.easternchristian.org)

Eastern Christian High School Girls Varsity Soccer Coach Barry Veenstra has earned 400 career wins! With today's victory over Manchester Regional, Veenstra now stands in uncharted territory as Pasaaic County's lone member of the prestigious "400 wins..."

Unlike · Comment · Share

14 Shares

Eastern Christian School, Linda Dykhouse and 200 others like this.

View 23 more comments



**Gretchen Steen** and there was great rejoicing...(yea). way to go, coach!!

7 hours ago · Unlike · 1



**Janet Baum Klamer** Hooray Barry! EC teams have been blessed to have you as their coach! Congratulations.

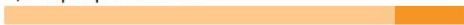
5 minutes ago · Like



Write a comment...



7,020 people reached



\$25.54 Left



Eastern Christian School shared a link.

Posted by Rudi Gesch [?] · October 16

Why is ECHS proudly a "No AP" School? Find out for yourself in the 2nd post of our #CultureOfInnovation Blog series. #Education #SoarEC



**ECHS: The No AP School - Eastern Christian School**

[www.easternchristian.org](http://www.easternchristian.org)

The Culture of Innovation at Eastern Christian School. Learn how EC's "Project Acceleration" is a far better option than traditional Advanced Placement

Like · Comment · Share

↻ 12 Shares

👍 Tom Dykhouse, Rebecca Ballard Stiegel, Toakase Vunileva and 86 others like this.

💬 View 4 more comments



**James Choi** Kahyun Kim

October 19 at 1:14am · Unlike · 👍 1



**Renee Phillips** Proud to say I used to work there! Great people, great students, top notch school.

October 19 at 2:04am · Unlike · 👍 1



Write a comment...



14,696 people reached

🔍 See Results



Eastern Christian School shared a link.

Posted by Rick Newberry [?] · July 21

Devin "loves how Eastern Christian is a community where both students and teachers can encourage each other to grow in his or her faith." If there is anyone who knows this to be true, Devin does. He has been at EC since Pre-K and will be a senior this year. Click "like" if you agree with Devin!  
#ILoveEC



**Devin - Eastern Christian School**

[www.easternchristian.org](http://www.easternchristian.org)

Devin began in Pre-K at Eastern Christian and he will be a senior this year. Read how EC is preparing Devin for graduation, college, and life.

Unlike · Comment · Share

👍 96 💬 2 ➦ 2 Shares

8,940 people reached



✔ See Results



**Eastern Christian School** shared a link.

Posted by Rick Newberry [?] · July 8

Dr. Julie Tokarski, a member of the Eastern Christian High School Class of 2001, recently visited Haiti as a member of a medical mission organized by Nova Hope for Haiti. Julie recently spoke with us about her experiences in Haiti, her work... [See More](#)



**Transforming the World through Medical Missions -- An Interview with Dr. Julie Tokarski -...**

[www.easternchristian.org](http://www.easternchristian.org)

Read this blog interview with Dr. Julie Tokarski, a member of the ECHS Class of 2001, about her recent trip to Haiti as a member of a medical mission team.

Unlike · Comment · Share

👍 169 💬 4 ➦ 12 Shares

14,472 people reached



✔ See Results



Eastern Christian School shared a link.

Posted by Rudi Gesch [?] · October 2

Is EC the "Greenest Christian School" in NJ? We make the case in the 1st post of our #CultureOfInnovation Blog series.

#Stewardship #SoarEC



**The Greenest Christian School in NJ? - Eastern Christian School**

[www.easternchristian.org](http://www.easternchristian.org)

In this recurring blog series, we look at the Culture of Innovation at Eastern Christian School. A major Institutional distinctive that sets EC apart as a global leader in Christian Education is that this is a school community and leadership team that takes calculated risks on new, leading ideas in...

Unlike · Comment · Share

11 Shares

Eastern Christian School, Rebecca Ballard Stiegel, Toakase Vunileva and 152 others like this.



Write a comment...



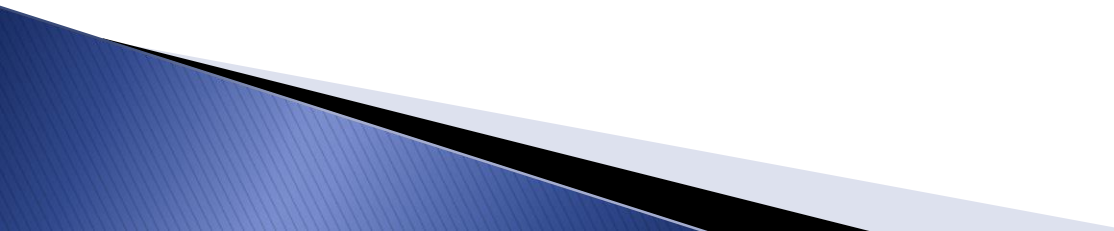
7,928 people reached



See Results

# Other Social Media Sites

# Other Social Media Sites

- ▶ Instagram
  - ▶ Twitter
  - ▶ Pinterest
  - ▶ Google+
  - ▶ LinkedIn
- 



# Facebook Ad Strategies

Desktop News Feed

Mobile News Feed



Eastern Christian School

Sponsored ·

Like Page

Wait til you hear what first-time visitors say about EC! Check out "The Top 12 Things I Hear on Campus Tours." #SoarEC



### The Top 12 Things I Hear on Campus Tours at Eastern Christian School

How do new families touring Eastern Christian School respond to visiting our campus for the first time? Check out 12 of their most common questions and...

5,112

Paid Reach [?]

169

Actions [?]

\$34.13

Budget Spent

Actions

People

Countries

125 Link Clicks



39 Post Likes



3 Comments



See More Details

Audience and Payment



Add Budget

\$15

Adding this budget will increase your reach to an estimated 13,000 - 33,000 people.



Terms & Conditions

Cancel

Pause

Add Budget

## Advertise on Facebook


STEP 1: CREATE YOUR CAMPAIGN


[Use Existing Campaign](#)


### Choose the objective for your campaign

[Help: Choosing an Objective](#)

 Send people to your website

 Increase conversions on your website

 Boost your posts

 Promote your Page

 Get installs of your app

 Increase engagement in your app

 Reach people near your business

 Raise attendance at your event

 Get people to claim your offer

 Get video views


Choose the objective for your campaign

[Help: Choosing an Objective](#)

[← Back](#)



## Clicks to Website

 <http://www.easternchristian.org/2014/08/07/> ✕

Campaign Name ⓘ

Who do you want your ads to reach?

[Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Locations ⓘ   
  
 Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location ▾

Age ⓘ  -

Gender ⓘ

Languages ⓘ

Interests ⓘ  | [Suggestions](#) | [Browse](#)

Behaviors ⓘ  | [Browse](#)

### Audience Definition



Your audience selection is fairly broad.

### Audience Details:

- Location:
  - United States
- Age:
  - 18 - 65+

Potential Reach: 183,000,000 people

## Create a Custom Audience



### Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.



#### Customer List

Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook



#### Website Traffic

Create a list of people who visit your website or view specific web pages



#### App Activity

Create a list of people who have taken a specific action in your app or game

Cancel

# Video



## The Out-of-Door Academy: Pass It On!

from **The Out-of-Door Academy** PLUS 8 months ago NOT YET RATED

Visit [oda.edu/passiton](http://oda.edu/passiton) to let us know what you love about ODA! The Out-of-Door Academy is a special place because of all of you. In an effort to capture the magical atmosphere of our amazing school, the Advancement team has created this video to assist you in sharing with your friends and family members "what you love about ODA." Please take a moment to watch, comment, and then "Pass It On" by sharing this video.

<http://www.youtube.com/watch?v=b3xDGT2UIZA>

# Online Directory Sites and Reviews



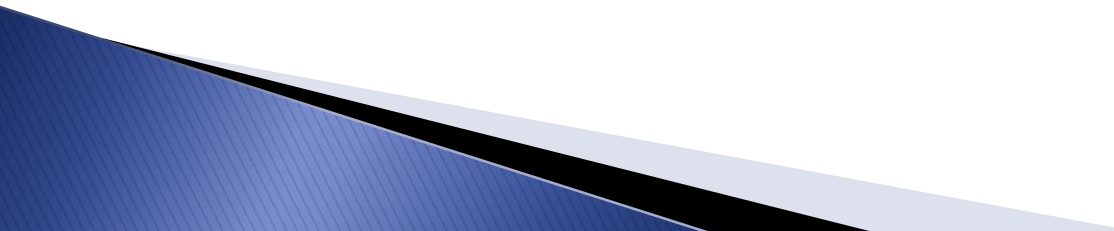
# Online Directories and Reviews

- ▶ We can find online reviews about our school on a variety of sites including:
  - Great Schools
  - Private School Review
  - School Digger
  - Google, Yahoo, Bing
  - Yelp
  - CitySearch
  - YP
  - And more...

# 8-Lead Nurturing

- »» Once you generate a lead, it is important to implement a lead nurturing strategy.

How do you convert inquiries to applicants? How do you follow-up with inquiries?

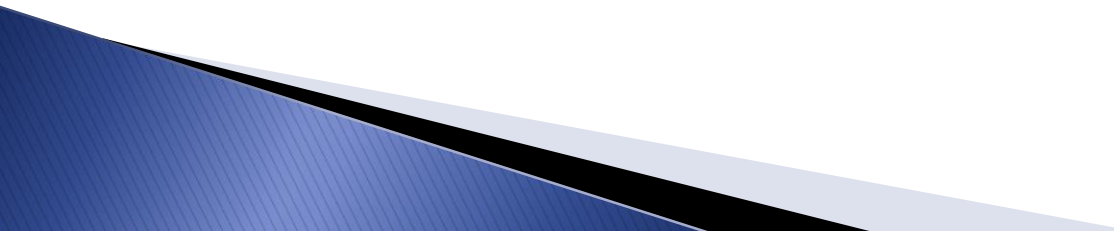




# The “Wait and See” Approach

- ▶ Some schools take the “Wait and See” approach when an inquiring parent calls. Rather than following up with key information on the school, the admissions staff member waits to see if they will contact the office.

# Lead Nurturing

- ▶ Implement a lead nurturing email newsletter to share stories from the website with inquiries every two to three weeks. These stories should link back to the website and have targeted content based on the prospective parents interest as well as their specific market segment.
- 

# **30 Day Follow-Up Plan**

# Follow-Up

- ▶ Implement a 30-day follow-up plan for parent inquiries. This follow-up plan should include mailings, calls and emails that encourage the parent to apply/enroll at your school.



# 30-Day Follow Up Plan

- ▶ **Step 1** – Make initial contact with inquiry
- ▶ **Step 2** – Send information packet on school with personal letter (within 24 hours of inquiry).
  - Make sure the letter is personalized and well-written to sell your school.

# 30-Day Follow Up Plan

- ▶ **Step 3** – Call one week later to discuss your school and encourage the parent to take the next step (seven days after inquiry date).
  - Phone call should focus on the following:
    - Make sure information was received in the mail.
    - Encourage the family to visit.
    - Use the time to better understand the parent's needs and sell the parent on your school.
    - Send hand-written note immediately after call is made.

# 30-Day Follow Up Plan

- ▶ **Step 4** – Email/Send postcard/infographic/brochure/story to remind the parent of your school (15 days after inquiry date).
- ▶ **Step 5** – Email/Send postcard/infographic/brochure/story to remind the parent of your school (22 days after inquiry).
- ▶ **Step 6** – Email/Send story/message about affordability (30 days after inquiry).

# The Children's School

ENRICHING MINDS AND INSPIRING DREAMS

Online  
Inquiry  
(Day 0)

Automatic  
Email  
(Day 1)

Send  
Packet  
(Day 2)

Follow up  
Phone Call  
from  
Cheri  
(Day 7)

Follow up  
Email  
(Day 14)

Inquiry  
moves to  
content  
related  
emails  
(Day 21)

# Examples of lead nurturing newsletters.



Jesse enrolled at Eastern Christian School in the first grade in 2002-03. Now, he is getting ready to graduate next month. As one of our many outstanding soon-to-be alumni, we recently asked him some questions about his experiences at Eastern Christian School:

**What do you love about Eastern Christian School?**

"The thing I love most about Eastern Christian are the relationships between students and teachers. I have kept relationships with nearly all my teachers even after leaving their classrooms, and I honestly cannot point to any teacher that I have had that I didn't like as a person."

**Describe one of your favorite teachers and tell why he/she is a favorite:**

"One of my favorite teachers is Mr. Beverly, who has been my Humanities teacher for two years, as well as my American Law and International Relations teacher. Mr. Beverly clearly has a passion for the subjects he teaches, and his constant mission to students to reevaluate their own beliefs and thoughts is only complemented by his quick wit and caring heart."

**In what ways have you grown in your faith as a result of your experience at Eastern Christian School?**

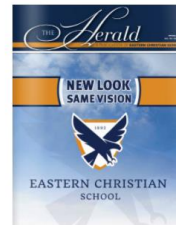
"I have had the opportunity to lead in weekly chapel for nearly all my years at Eastern Christian. This year, I am also taking an Apologetics class which is helping me in my ability to explain my faith."

[Click here to read more](#) about Jesse and some of our other outstanding student stories on our website.



**Apply Now for Next Year**

We are accepting and enrolling students for the 2014-15 school year in preschool through 12th grade. Click now to begin the application process today.



[Read the Herald](#)  
In case you missed our most recent Herald, you can click here to read our magazine online.



**Transforming the World**

Dr. Julie Tokarski, a member of the Eastern Christian High School Class of 2001, recently visited Haiti as a member of a medical mission organized by Nova Hope for Haiti. Dr. Tokarski is a pediatrician who is currently completing a fellowship in Pediatric Emergency Medicine at the Children's Hospital at Montefiore Medical Center in the Bronx, NY.

Julie recently spoke with us about her experiences in Haiti, her work as a physician in the Bronx, and the ways in which her Eastern Christian education prepared her for the work of transformation that she undertakes each day.

1. Please tell us about the trip that you recently took to Haiti. What was the composition of your team? Where did you work? How long was your trip? What sort of patients did you and your team work with?

"This spring I traveled to Haiti with an organization called NOVA Hope for Haiti. It is a non-profit associated with The Church of the Presentation in Upper Saddle River, but I actually learned about it through a number of co-workers who had traveled to Haiti with this group before. Our team was made up of 24 people, including three pediatricians, three adult physicians, nurses, an EMT, translators and support staff. During the eight days we were there, we were able to provide medical care for more than 850 Haitians from Cavallon and the surrounding



**The EC Difference**  
There are at least 10 reasons why you should consider enrolling your child at Eastern Christian School. [Click](#) to read about these 10 reasons on the EC website.

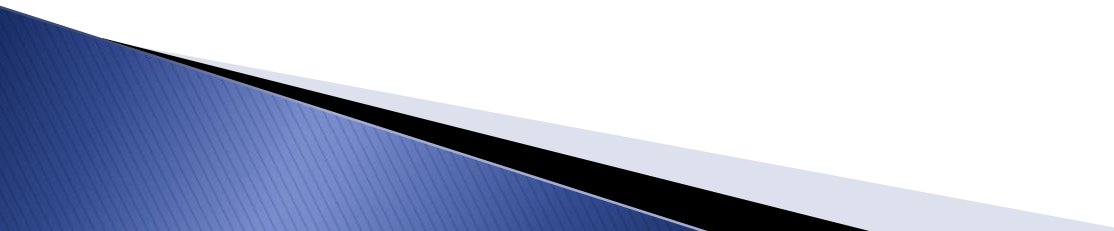


**Like EC on Facebook**  
Have you checked out the [Eastern Christian Facebook Page](#)? Our page will give you an inside view of the school. Click "Like" to

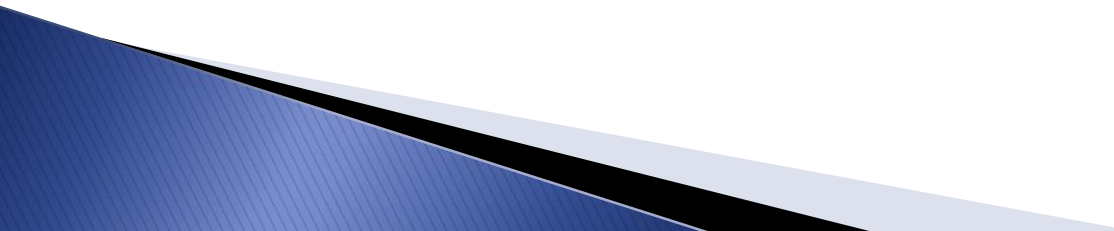
# 9–Campus Visits

- »» Regardless of your size, it is critical to have staff committed to this critical task of recruiting families to your school.

What does your campus visit  
and open house program  
look like?



# Campus Visit Program

- ▶ It is better for parents to visit your school in a one-on-one environment than to attend an open house in the evening or on the weekend when the school is not in session.
  - ▶ Every day should be an open house for prospective families at your school.
- 



# The Campus Visit

- ▶ Once you get a family to your campus, make sure you have an outstanding visit program set up for them.
- ▶ An effective campus visit program should include:
  - Tour of campus
  - Meeting with admissions director and administrator
  - Review of the application process
  - Introductions to key staff
  - Connections with Parent Ambassadors

# The Ideal Campus Visit

- ▶ Clear signage and great first impression
- ▶ Welcome sign with your name on it
- ▶ Friendly welcome from receptionist
- ▶ Entry area tells the story of your school
- ▶ Personalized tour with parent, student and faculty connections
- ▶ “Everyone is expecting you” attitude and approach.
- ▶ Personal greeting from head of school and/or principal.
- ▶ Review of application process
- ▶ Photo of student by welcome sign
- ▶ Personal note sent immediately (email and handwritten)

# Welcome Sign



# Welcome Wednesday's



Lakeland Christian School  
*Welcome  
Wednesdays*

2011-2012  
**K4-12 Admissions Open House**  
**Wednesdays, 8:30-10:30 AM**

OCT	NOV	DEC	JAN	FEB	MAR	APR
5	16	7	11	25	8	22
						7
						18

*Come Experience Us in Action!*

Please RSVP to  
[jrice@lcsonline.org](mailto:jrice@lcsonline.org)

LCS Tours are also available on a day by appointment.

[www.lcsonline.com](http://www.lcsonline.com)

Lakeland Christian School



Educating students in the light of God's word and equipping them for a lifetime of learning, leadership, service and worship



A collage of two photographs. The left photo shows a young girl with blonde hair smiling. The right photo shows two football players in blue jerseys and helmets, one holding a football.

# Friend Day

- ▶ Host a special “friend” day for current students to invite their friends to spend the day with them at your school.
- ▶ The goal is to encourage and motivate current students to focus on inviting their friends they want to encourage enrolling in your school, especially when students are key to the decision!

# 10–Tuition and Financial Aid

- »» Regardless of your size, it is critical to have staff committed to this critical task of recruiting families to your school.

What are your tuition and financial aid strategies to recruit new families to your school?

# Leveraging financial aid to fill seats

- ▶ With empty seats, schools took an aggressive approach to discounting tuition to maximize enrollment.





Meet the Admissions Staff

Transportation Information

FAQ's

**SUBSCRIBE**  
to the **EC BLOG**



### Homecoming 2015

A weekend filled with exciting events is planned for homecoming, something for everyone from current students and their families to our Heritage Years Alumni. [Read More!](#)

## Tuition and Fees

+ Share | f t r e

CONSIDERING ECS?  
**SUBSCRIBE**  
to receive updates for  
Prospective  
Parents

Variable Tuition at Eastern Christian



# Variable Tuition FAQs

▶ Think you can't afford a quality Christian education?

▶ General FAQs

▶ FAQs for Prospective Parents

▶ FAQs for Current Parents

## Variable Tuition Ranges (K-12)

Half-Day K	All-Day K-4	Grades 5-8	Grades 9-12
\$2,250 - 4,500*	\$4,500 - 9,000*	\$5,113 - 10,225*	\$6,472 - 12,945*

*\*Top tuition amount for Parents who choose NOT to apply for variable tuition*

## Preschool Tuition

3yr-old 2-Day*	3yr-old 3-Day	4yr-old 3-Day*	4yr-old 4-Day	Jr. K 5-Day
\$1,815	\$ 2,720	\$2,720	\$3,630	\$4,220

# 11 – Communicate your Plan / Results

- » It is important for you to communicate your plan and your results to your school community throughout the year.

# Communicate Your Plan

- ▶ Communicate your new student recruitment plan to the board, faculty/staff and parents.

# Communicate your Results

- ▶ Communicate your results to the board, faculty and staff throughout the school year.

Q&A

»» Questions and Answers



For More Information:

Enrollment Catalyst  
Rick Newberry, Ph.D.  
9770 Indian Key Trail  
Seminole, FL 33776

727.647.0378

[Rick.Newberry@enrollmentcatalyst.com](mailto:Rick.Newberry@enrollmentcatalyst.com)

[www.EnrollmentCatalyst.com](http://www.EnrollmentCatalyst.com)

[www.Facebook.com/EnrollmentCatalyst](http://www.Facebook.com/EnrollmentCatalyst)

[@RickNewberry](#)