

Catholic School Management Enrollment and Marketing Audits

CSM's more than 40 years of helping Catholic schools to thrive and flourish are founded upon understanding of the research on Catholic schools and the unique circumstances surrounding their marketing and enrollment needs.

Successful enrollment and marketing programs do not happen by chance. Meeting and sustaining enrollment goals requires well-coordinated and executed activities for all phases of the enrollment cycle supported by contemporary, comprehensive, and effective marketing messages and strategies. CSM's enrollment and marketing audits are designed to analyze and assess not only what is currently being done, but how and why it is being done. An audit investigates:

- **Structure, Roles and Responsibilities:** organizational charts, role descriptions, staffing models, planning, training and accountability practices;
- **Recruitment:** activities, events, timelines, partner school relations, parent and student ambassador involvement;
- **Admissions and Registration:** projections, acceptance strategies, conditional admissions, tuition practices, scholarships and tuition assistance programs, re-enrollment timelines and strategies;
- **Retention and Re-enrollment:** general and targeted retention strategies, intervention interviews, exit interviews, building positive enrollment culture;
- **Marketing:** image and situation analyses, messaging, internal and external communications, marketing media: print, online, web, electronic and social.



"In every one of their interactions, I found CSM to be insightful, thorough, realistic, and positive. Their experience was invaluable as we recast our marketing and enrollment efforts into a coordinated Pre-K-12 message. Working with CSM, we were able to better see what role Catholic education plays in our region and how we might best answer the call."

Matthew J. Mio, PhD
Board Member
Shrine Catholic Schools



A division of Christian Brothers Services

Strategy | Planning | Leadership

for more information, find us at: catholicschoolmgmt.com
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What Distinguishes a CSM Marketing and Enrollment Audit?

Organizational Effectiveness

How is your school structured to manage enrollment and not be managed by enrollment?

An audit examines not only the admissions office, but how other individuals and groups are positioned for effective collaboration.

Quantitative and Qualitative Data

What data should be captured and what can it tell us? What does our history tell us about our future? What are people saying about us within our school and in the community? What factors are influencing the purchase decision?

An audit not only looks at current and historical enrollment data but uses extensive individual and focus group interviewing to understand key factors related to a school's image and ability to market effectively for enrollment.

Market Distinction and Differentiation

Can you clearly articulate your school's competitive position?

Interview data is overlaid with competitor school and comprehensive image and situation analyses to yield recommendations for messages and strategies that align with mission and promote unique strengths.

Optional Services

- Demographic studies;
- Online surveys and phone interviews for broad based community input;
- Enrollment Management Plan development support.

Contact CSM today to discuss how we can customize an Enrollment and Marketing Audit for your school's unique situation and needs.



The Value of CSM Services

"It is obvious that your work is a ministry, and that you are supportive of our ministry. Your team was professional, efficient and caring. You inspired trust and elicited authentic responses. You do your homework: I appreciate that you explained your methodology, did painstaking research, and finished with a comprehensive written and verbal report. You also make yourself available for follow-up questions and advice. Your findings will guide our enrollment plan and influence our marketing materials."

Fr. John Merkelis, OSA
President
Providence Catholic High School



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