

**TIPS & STRATEGIES
FOR WORKING WITH
FEEDER SCHOOLS,
CONSULTANTS AND
COMMUNITY
ORGANIZATIONS**

**SSATB
Conference
9.22.11**

INTRODUCTION & BACKGROUND

- **Chris Pryor, Director of Admission**
Flint Hill School – VA
JK- Grade 12
- **Priscilla Lund, Director of Admissions**
Capitol Hill Day School – DC
PK- Grade 8

WHY DID YOU COME TO SSATB?

- **Arizona!**
- **Heather Hoerle**
- **Keynote Speakers**
- **Workshops**
- **Networking**

WORKSHOP OBJECTIVES

- **Why Relationships Matter**
 - “I have a very close relationship with my children. I visit their Facebook pages and Twitter them at least twice a week.”

- **Delve into three main Outreach Groups:**
 - Feeder Schools
 - Educational Consultants
 - Community Organizations

- **Three Case Studies**
 - Real Scenarios
 - Suggested Strategies

YOU DON'T NEED A CRYSTAL BALL!



CULTIVATING RELATIONSHIPS

- **Authentic communications that...**
 - demonstrate the relationship is valuable
 - have meaning and purpose
 - respond to individual interests and concerns
 - build trust and respect
 - are timely and consistent
 - are honest and direct
 - include humor

OUTCOMES

- Improve matches, yield, and retention
- Increased visibility
- Improved perception
- Enhances your brand
- Builds the “Fan Club”

**RUTH BURKE, DIRECTOR OF ADMISSION,
EPISCOPAL SCHOOL OF DALLAS (TX)**

**“It is nearly impossible to
over communicate with, over-
prepare, or over-thank your
admission allies.”**

ADMISSION ALLIES

Head

Board of Trustees

Faculty/Staff

Parents

Students

Alumni

Past Parents

Grandparents

Volunteers

Coaches

Feeder Schools

Educational Consultants

Community Organizations

FEEDER SCHOOLS

- Visit Strategies:
 - Host lunch and a campus tour
 - Host a special student visit day
 - Design an Open House poster
 - Invite them to events: Halloween parade, Homecoming, Concerts, Plays, Sporting Events, Ceremonies, etc.
 - Encourage a Head to be on your Board
 - Invite school to participate in or help lead a workshop
 - Offer access to your facilities

FEEDER SCHOOLS

- **Field Trips:**
 - Tour campus, meet faculty, and observe students
 - Include other colleagues on your visit
 - Attend local school fairs
 - Ask a current parent to host a coffee/reception
 - Attend school events: plays, sports, festivals, etc.
 - Attend special events: golf tournament, building dedication, etc.
 - Participate in High School 101 Information Sessions
 - Host a booth at the school during lunch

FEEDER SCHOOLS

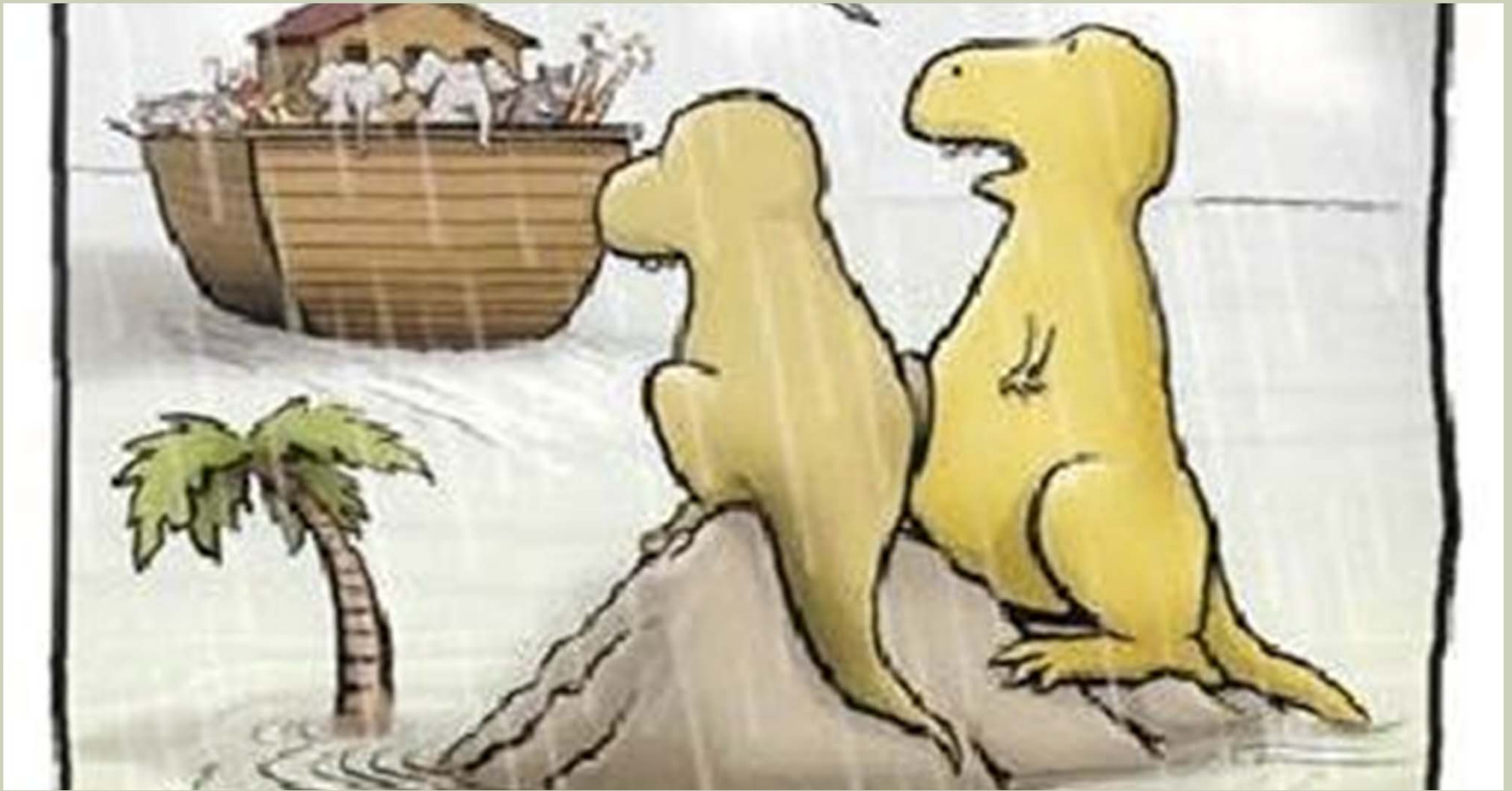
Additional ways to connect:

- Revisit transportation routes
- Student visit follow-up
- Pre and Post decision check-in
- Thank You notes to recommenders
- Direct mailings to families
- Enroll your child

FEEDER SCHOOL CASE STUDY

- A current parent wants to enroll her second child, Ryan, for Pre-Kindergarten in **June**. You have a space and begin the admission process.
- Ryan is qualified, but you have not received a teacher recommendation from School. You learn that the Preschool Director is very upset because she does not want to lose Ryan or the family, as the mother is the President of the Parent Association.
- This Preschool also happens to be one of your best feeder schools. How would you proceed?

DON'T MISS THE BOAT!



EDUCATIONAL CONSULTANTS

Visit Strategies:

- Host a lunch and campus tour
- Host a group tour (boarding schools)
- Invite them to a campus workshop or to hear a speaker
- Invite them to campus to showcase their referrals

EDUCATIONAL CONSULTANTS

Field Trip:

- Attend Conferences (IECA, SSATB, TABS, NAIS) and local workshops and lunches
- Schedule a personal appointment
 - Learn more about their practice
 - Update on school news, admission process, openings, current students and prospective students
 - Leave updated admission materials & newsletter

EDUCATIONAL CONSULTANTS

Additional ways to connect:

- Mailings - admission, school magazine
- Photo and note about new students
- Post applicant visit check-in
- Early 'Heads Up' admission decision call
- Refer families
- Follow website, Facebook, blog, etc.

EDUCATIONAL CONSULTANT CASE STUDY

- Via the grapevine, you've heard that a local educational consultant considers your school "a good back up option" in the area.
- What would you do? Would you engage this consultant to get him/her to see that your school offers more? Or, would you forget about it and move on?

COMMUNITY ORGANIZATIONS

- Local Newspaper or Websites
- Local Festivals
- Youth Organizations
- Area Neighborhood Council
- Chamber of Commerce
- Charitable Contributions
- Libraries / Museums
- Historical Societies

COMMUNITY ORGANIZATIONS

- Tutoring Firms / Testing Centers
- Local Sports Teams
- Local Art Studios
- Relocation Offices
- Real Estate Agents
- Housing Associations

COMMUNITY ORGANIZATIONS CASE STUDY

- A Community Organization asks member schools to sign an agreement which states that you commit to enrolling at least one new student in Grade 6.
- Grade 6 is not a natural entry point for your School. In addition, you have a school policy against signing agreements like this. However, you want to be a member school because you believe in the mission of the organization and because it prepares students well for your School.
- What do you do? Do you sign the agreement even though you may not be able to honor it? How do you ensure that the relationship remains strong if you are unable to enroll a student?

TO SUMMARIZE

- Campus tour
- Annual field trip:
 - Learn about their organization
 - Update on current students / alumni
 - Learn about prospective students
- Fall mailing with admission materials
- Follow-up: visits, applicants, and decisions
- Spring updates - openings

TOP 5 THINGS NOT TO DO

- Don't take the relationship for granted
- Don't limit yourself to one contact
- Don't surprise them with bad news
- Don't spill confidential information
- Don't over promise

**RANDY HOLLISTER, HEADMASTER
LOUDOUN COUNTRY DAY SCHOOL (VA)**

“While today's technology enables all of us to connect instantaneously, what will always remain beyond the amazing capability of I-phones and I-pods is the human value of communication between and among people and the relationships they form. No device can replace this human contact.”

CONTACT INFORMATION

- **Chris Pryor**
Flint Hill School
cpryor@flinthill.org
703-584-2311
www.flinthill.org
- **Priscilla Lund**
Capitol Hill Day School
plund@chds.org
202-386-9920
www.chds.org