

Insights from the Experts: Your Guide to Successful Student Recruitment

This comprehensive guide equips you with effective outreach and marketing strategies, distilled from the insights of industry experts at our monthly student recruitment meetings.

Build Relationships, Boost Enrollment: Engage Your Community:

It is imperative that you get out of the building and meet families where they are, which is in the community! Creating personal connections with prospective families will set you apart from the next school. One or more tactics are recommended depending on your student recruitment goals and timeline.

Expert Contact

[Joe Herrera](#) from [Underdog Strategies](#) is the industry expert who led this presentation and provided the resources.

Create a Canvass Strategy

- Brand Awareness
 - Post and distribute literature in high-foot traffic areas, local stores, and high density buildings.
 - Canvasser data to collect: # of literature distributed, list of locations hosting/posting materials, and sign-up sheets.
- Community Organizing
 - Build relationships with community organizations and validators
 - Canvasser data to collect: Name of validator, organization, # of families/students they serve, in what ways can the school partner with them/ leverage their support
- Lead Generation
 - The goal is sharing information and generating an application or lead. Follow-up with leads within 24-48 hours to convert to an applicant.
 - Canvasser data to collect: Name, email, phone #, grade student would be entering, location/address where you received the lead notes, the best time to call, what parent is looking for in a school, and level of interest.

Messaging

Effective communication within the community is crucial. Every individual serving as an ambassador for your school in the community should possess the ability to convey its essence with a sense of intimacy and personal connection. Please find messaging recommendations below:

- Messaging materials
 - Script + [Fact sheet](#)
- Messaging
 - After the intro, Identify if the parent has relevant school-aged children
 - Share brief information about the school
 - Ask the parent about their child's needs, interests, passions, and what they are looking for in a school
 - Clear, concise messaging that aligns school offerings with parent/student needs.
- Making an Ask
 - Get parents into your recruitment pipeline by offering a consultation
 - If visiting an organization, e.g., Headstart, here are ask examples
 - Can we post materials and leave an interest sign-up sheet?
 - Would you be willing to share our upcoming school tour in an email to members/clients?
 - Can we set up a table with coffee and school information at drop-off?
 - School presentations

How To Prepare for Your Next Canvass

- Community Mapping
 - Develop a list of locations: train stations, schools, CBOs, parks, pools, shopping centers, HRA offices, DOE welcome centers, family shelters, after-school programs, accessible buildings, etc.
- Event Monitoring
 - Develop a list of events: Eventbrite, local FaceBook groups, CBO social media pages, local elected officials social pages, and Community Boards.
- Materials
 - Fliers, door hangers, window signs, branded swag/giveaways for tabling events, canvasser and phone scripts, sign-up sheets, tally sheets, bus routes, clipboards, pens,
- Canvassing Schedule
 - For example: M-F from 3- 6pm, Sat-Sun from 11am-4pm
- Choose Your Messengers Wisely
 - Parents, staff, alumni, local validators/leaders, professional canvassers

Student Recruitment Planning:

While student recruitment requires ongoing effort throughout the year, proactive planning is crucial during the peak cycle of November through March. This section focuses on strategic tasks to maximize success during this critical period.

Expert Contact

The industry expert who led this presentation and provided these resources is [Erica Minor](#) from [Premier School Operations](#). Please contact her for more information or to retain her services.

Key Tasks List

November	• Assemble your student recruitment team and schedule weekly recruitment • Create talking points to share with your team to promote your school. • Announce to your current families that you're accepting applications for the new school year and update social media platforms. • Create a goal-tracking document that tracks the progress of your meeting your recruitment and enrollment goals.
December	• Invite prospective families to school-wide celebrations and events and communicate sibling preference to current families. • Connect with community partners you've worked with in the past to see if there are any opportunities to collaborate in the new year and research new partnerships. • Plan your canvassing dates which should begin no later than mid-January.
January	• Host a new family event (Open House, Info Session, School Tour). • Identify students, parents, and teachers whom you would like to record a video testimonial. • Include in the monthly newsletter that you are accepting applications for the upcoming school year. • Post on social media platforms
February	• Canvas the community. • Ask for referrals during school-wide events. • Invite prospective families to school-wide celebrations and events.
March	• Inform families of the lottery and what to expect afterward in terms of enrollment and waitlists. • Canvass within the community and send home student recruitment flyers with current students. • Host new family events (e.g., open house, info session, school tour).

Student Recruitment Planning Templates:

- [Sample Daily Student Recruitment Task List](#)
- [Student Recruitment Planning Tool](#)
- [Sample Student Recruitment Meeting Agenda](#)

Digital Marketing:

To boost enrollment, prioritize online visibility through internet search and Google Analytics. Make your school's website user-friendly with a simple enrollment form, optimize it with relevant keywords, and highlight the enrollment button. Address online listing inaccuracies and ensure mobile optimization. These steps will improve digital recruitment and enrollment outcomes.

Expert Contact

The industry expert who led this presentation and provided these resources is [Shawn Wortham](#) from [Charter Connect](#) or call 678-713-1971. Please contact him for more information or to retain his services.

The ABC's to Successful Enrollment

- **Appear:** Can parents easily find your school online? To ensure they can consider running Google ads, making your website more search engine friendly, and getting your school on Google Maps.
- **Budget:** How much does getting one student to enroll in your school cost? This is a crucial number to figure out if your marketing is working well. It is important to set up Google Analytics to track where your money is going and whether your marketing efforts are making you money and helping your school be financially successful.
- **Capture:** Engage with the individuals who are visiting your website. Assess how many steps or obstacles they encounter when trying to enroll. Consider the time it takes to complete an application, whether they're required to create an account (which might reduce the conversion rate), what happens after they submit it, and what automated responses they receive. It's essential to capture leads while their interest is still high.

Recommended Article

- [How to Handle a Bad Google Review](#)

Utilizing Student and Family Ambassador Programs:

Research has shown that word of mouth is the most effective student recruitment tool. One of the most powerful tools you have at your disposal is your students' and parents' positive, relatable voices.

Expert Contact

Launch Expeditionary Learning Charter School led this session and provided these resources. For more information, please contact [Alexis Rubin](#) or [Miko Simmons](#).

What is a Student Ambassador?

Student ambassadors promote and represent your school, both internally and externally

They are students who:

- Are informed about what they are learning
- Involved in many aspects of the school's community
- Generate interest and excitement in others when they talk about the school.
- Have strong interpersonal communication.
- Are leaders inside and outside of the classroom

What is a Family Ambassador?

Family ambassadors help spread the word about your school during recruitment season and tell stories about what they love about the school.

Family ambassadors are:

- Knowledgeable about the school community.
- Reliable, reflective, confident in the school
- Personable, approachable, and articulate.

Families getting involved in the school community:

- Write a review about the school
- Refer a student
- Volunteer during a recruitment event
- Support charter school renewal

Additional Resources

- [Launch Student Ambassador Application](#)
- [Launch Student Ambassador Program](#)