



GROW YOUR SCHOOL

Seven Tips to 20% Growth in Enrollment

In the next few years, private education is poised to grow with public school poor performance and school choice funds driving parents to seek schools like yours. How do you capture parent interest in a crowded market? It can be daunting to understand print, web, and social media. And too often, the expense doesn't yield results.

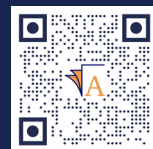
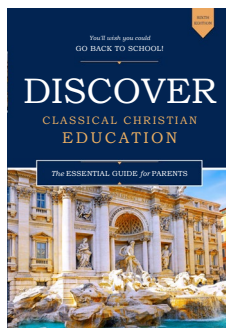
One principle reigns: In classical terms, pathos drives the purchase. In other words, most parents are more motivated by the way they feel about your school than the logos (arguments) you have in your text.

Here are 7 proven techniques to grow your classical Christian school.

- 1. WEB:** Web pages are still the backstop for any marketing campaign. Even with AI and Social Media dominating parent searches, you still need to put your best foot forward on your website. Here are some tips.
 - The number one page search for every school is "tuition." That's the first thing parents want to know. If you don't offer at least a range, parents will drop you out of consideration, assuming you're too expensive — yes, even if you claim you have financial aid.
 - Make sure your tuition is competitive with your two closest competitors. It can be more, but that needs to be backed up with value.
 - Talk about any discounts you may have. If you live in a choice state, mention if you can accept the funding and, if possible, what tuition is after the funding.
 - Look and feel matters the most. This drives the impression for parents (pathos). If your web site is sharp, professional, not too cluttered, and up to date, you've passed the first hurdle.
 - Your landing page should be targeted to prospective parents. Existing parents and other audiences can have a small link on the page to get them in the right place.
 - Remember that landing pages should have about 3 primary "doors" or subpages for parents — perhaps "About our school," "Join the classical Christian community," and "Tuition and family fit." Everything else can go under smaller menus or a "hamburger" (3 lines stacked).
 - Be sure your "vitals" like grades served, student/teacher ratio, and other key information is easy to find.

2. **THE ACCS SCHOOL FINDER:** On average, well over 100,000 parents seek schools through the ACCS school finder every year. The ACCS is the largest promotor and membership organization for classical Christian schools. What you may not know is that their portal generates a unique web page for every member school so that parents can find vital statistics quickly, at a glance. Imagine you're moving and want to check out 5 cities for potential relocation, but you know you want a classical Christian school. Parents go where they can check out 3-5 schools in the 5 cities they are considering in just a few moments — ACCS's school finder. Take full advantage of this feature by filling out your complete school profile on their internal member portal. Include great pictures and your logo. This will automatically populate your web page on their site. If you're not an ACCS member, consider this: Just one new student per year will more than pay for membership.
3. **SOCIAL MEDIA:** Parents doom scroll. We wish it weren't true, but posting your sports news, school pics (ask for releases on all your students!), and happenings on social media repeatedly over time will grow the number of encounters. No event or happening is too small to post! Ask all your parents to follow, like, or subscribe for a "pic of the week" or similar offer. This way, their profiles will draw more similar families through the algorithms media companies use.
4. **INVEST IN YOUR PACKET:** First impressions matter. When inquiries come in, send out a packet that cost you at least \$10 and is beautiful, well designed, and targeted.
 - *Beautiful* — Consider a custom folder that is really a "Viewbook" about the school bound right into its spine. This way, information that changes, like tuition or testimonials, can be printed separately and tucked into pockets at the front and/or back of the folder/viewbook.
 - *Curated* — The packet should have 4-5 items in it. Don't stuff it with too many pages. Some of them can be copied single sheets that look practical. Most of it should be professionally designed and printed.
 - *Informative* — The best way to find aligned parents is to tell them about classical Christian education. We, of course, recommend "DISCOVER CLASSICAL CHRISTIAN EDUCATION: You'll wish you could go back to school." When they visit, ask if they read it and have any questions. This will help you find aligned families and help them realize you're serious about education.
5. **SCHOOL ENTRYWAY:** The look and feel of your entryway sets the stage for how visitors feel about your school. From the parking lot to the lobby is when most of that "feeling" sets in. Invest funds to beautify your entry in tasteful ways. Perhaps add a TV screen showing slides of events and messages, and make sure your security is visible as well. And, of course, display *Discover Classical Christian Education* and the latest issue of the ACCS's *The Classical Difference* magazine to market your school as part of the larger national movement.
6. **FOLLOW UP WITH A GIFT:** When a family comes to visit, give them a small bag with a t-shirt (or other promotional item) and consider the book *Battle for the American Mind*. Battle's "Chapter 10" has been called the best concise description of classical Christian education. Make Battle's follow on, *Forging the American Mind*, available in the office for parents who want to better understand the form.
7. **CREATE A WELL-DEFINED "FUNNEL":** From first contact through to enrollment, define every step of contact to make sure you reach out and curate the family's experience with your school. Document the process and you'll close the deal with aligned families!

Help families
=**DISCOVER**=
your school today!



 **AMBROSE MEDIA**
Discover Classical Christian Education
ambrosemediastore.com