

DATA-DRIVEN STRATEGIC RECRUITMENT PLANNING

FOR INDEPENDENT SCHOOLS

"Measuring Success has helped our school to rethink how we approach recruiting new families. Through helping us to better utilize demographic data and develop target market segments, we will be in a better position to identify and reach prospective students in the future."

*--Stephen Steiner, Superintendent
Briarwood Christian School*



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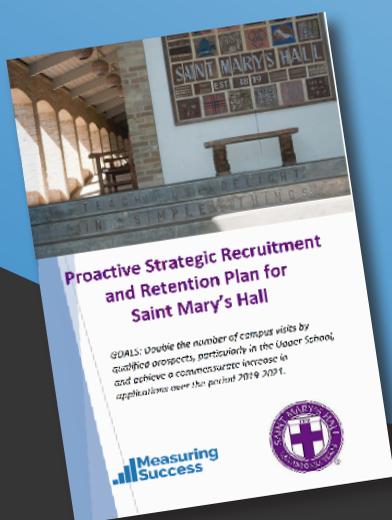
“The enrollment management strategic plan is excellent, and I am excited and energized by the important work ahead.

I especially value who you’ve specifically tasked for each goal, and as you know, measurability is KEY.

We just had our last Board meeting of the year, and your plan and work with us was VERY well received...

All that to say, I am grateful.”

— JONATHAN EADES,
HEAD OF SCHOOL,
SAINT MARY’S HALL,
SAN ANTONIO, TX



Measuring Success has helped hundreds of schools creatively utilize data and research to improve their understanding of their markets and enhance their enrollment and sustainability. Our accumulated learning from this body of work is embodied in the four step Recruitment and Retention Strategic Planning process described herein. We invite you to contact us to discuss how we can bring the benefits of this proven approach to your school.

The challenging recruitment and retention climate that independent schools face today leaves little room for guesswork. Accessing and correctly interpreting the best data and research to inform your school's planning can put your school on a pathway to more predictable enrollment success.

Our planning approach focuses on four key issues:

1. Who are your school's most appropriate target customers and how can you reach them directly?
2. What do your school's prime target customers need to believe and know about your school to enroll in it?
3. How can your school create efficient and effective channels to its prime customers?
4. What changes in processes and capabilities need to be made to enable success?

Who are your school's prime target families and students?

Our experience indicates that a truly proactive recruitment program will target both prime individual families and market segments — groups of families with common educational wants and needs that are targetable.

Our planning methodology therefore utilizes data to help your school identify its individual best prospects, not based on generalizations about income and vague psychographic profiles, but rather based on a data driven analysis of who you are currently serving effectively and a pinpointing of the prospects most likely to select your school!

Identifying Your School's Lookalike Prospects.

We start with your current families' contact information and append over 600 demographic and lifestyle variables, thereby creating a rich picture of your current families.

Utilizing regression analysis, we compare this family profile to that of the U.S. population at large and define those variables that distinguish your school's families in a statistically rigorous manner. Next, we compare every family in your marketing area to this unique school profile and rank order the families based on their similarities to your profile. We can further refine this profile by applying additional filters as desired, for income, wealth, ethnicity, and faith.

“The Posnack Jewish Day School has experienced unprecedented growth over the last five years with enrollment doubling from 400 students to over 800 students (K-12).

The magnitude of this growth requires tremendous strategic planning in order to achieve successful outcomes.

It is at times like this that our school looks to Measuring Success and Harry Bloom for their sophisticated data sources and feasibility modeling. I cannot imagine making multi-million dollar strategic decisions about going into new markets without the strength of information and data provided by Measuring Success.”

— DR. RICHARD CUENCA,
HEAD OF SCHOOL,
THE DAVID POSNACK
JEWISH DAY SCHOOL



“Measuring Success helped us adopt an objective, data-driven approach to marketing our school. Under the leadership of Harry Bloom, the team designed and executed consumer and professional research that yielded valuable insights which informed conversations among the senior administrators and with trustees.

We adopted specific strategies for telling our story to targeted markets in order to attract new families to our school. Harry clearly had deep experience in the field of educational marketing. Overall, we were very satisfied with our experience working with Measuring Success.”

— CAROLYN SALZMAN,
HEAD OF SCHOOL,
GATEWAY SCHOOL,
NEW YORK CITY

School Ambassadors



The resulting database of prime prospect families, embodied in a searchable database with available contact information, including street addresses, email addresses and phone numbers is the most tailored prime family prospect list your school can have. It can be put to immediate use by your marketing communication and enrollment management teams.

“Geordie Mitchell, Director of Enrollment Management at BB&N has called Measuring Success’ lookalike demographic prospect analysis ‘Data 2.0’ relative to the current, more generic prospect analysis tools and techniques, which he would classify as ‘Data 1.0’”

Identifying Prime Market Segments to Target via Ambassadorship.

We next work with you to analyze your families and identify their affinity groups, including occupational groups, religious groups, prior school groups, social groups, volunteer organization groups, and assess which target groups offer the largest opportunity to provide your school with access to tuition capable families, enabled by parent and student ambassadorship. Growing by gaining market share within already penetrated market segments is a proven means of purposefully growing a school’s enrollment. We have a great deal of experience helping schools capitalize on this pathway to growth.

What do your prime target customers need to know about your school to enroll?

Utilizing tailored market research techniques, we help your school conduct research among representative prime prospect families and identify critical information about their school choice priority factors, school consideration sets, opinions about how well your school satisfies their perceived needs compared to competing schools, their perspectives on tuition and value, etc. We utilize this information to help your marketing communication team craft messaging themes and develop the evidence of value needed to help you turn prospects into matriculated families.

How can your school create efficient and effective channels to its prime customers?

Designing effective ways to reach and cultivate members of prime target market segments and communications strategies to attract lookalike consumers is another key facet of the recruitment and retention strategic plan. We help your admission and recruitment team design programs to build cadres of parent and student ambassadors and help develop working partnerships between your admissions and marketing communications teams. This ensures effective word of mouth marketing reaches your prime prospects, encourages these prospects to visit your campus, apply, and matriculate at your school. Because our planning process clarifies very specifically who your target customers are, we can help your staff build efficient and effective targeting and measurement systems that help ensure a high return on effort and dollars invested.



Graduate Success

"Many thanks for your wonderful work and efforts. I was pleased with the end result and now the proof will be in our actions. I believe you have set us up well to begin making the changes necessary. Onward we go."

— DAVID HOLQUIN,
PRESIDENT,
JUSTIN-SIENA
NAPA, CA

What strategic plan will bring together these three elements into a trackable success roadmap for your school?

Our ultimate deliverable is a strategic recruitment and retention plan that is developed with your staff and provides you with a roadmap to achieve your goals. It defines the activities, personal team member responsibilities, activity timeframes, progress milestones, and investments required to achieve your school's enrollment growth.

To discuss how your school and the Measuring Success team can work together to build your school's Data and Research Enabled Proactive Recruitment and Retention Plan, contact Dr. Harry Bloom at (202) 524-1532, or Harry.Bloom@measuring-success.com.



"Working with Measuring Success has been an eye-opening experience. They have helped us to re-evaluate how we look at recruitment/retention and financial planning/stewardship.

They have not just helped us improve procedures, but more importantly, challenged us to look at things through a different lens. Measuring Success, walked us through this paradigm shift of focus.

Their ability to produce and evaluate data is second to none. They have modeled for us the importance of using relevant and useful data to make wise decisions when it comes to planning for our future. It has been a very rewarding process for Immanuel Schools and I highly recommend hiring Measuring Success. It has been worth every penny."

— RYAN WOOD,
SUPERINTENDENT,
IMMANUEL SCHOOLS
REEDLEY, CA

