



Admissions During Covid-19

Re-Enrollment Season

- Engage and Encourage Your Families – Think Retention!
 - Keep your school mission front and center in your communications with parents. “We are casting the same vision and providing the same great biblically integrated education while continuing our mission through distance learning!”
 - Communicate often. Make sure your communications are comprehensive but not overwhelming; start and end on a positive note!
 - Find ways to encourage families.
 - Consider an encouragement campaign and involve leaders at your school. Contact parents and guardians expressing your gratitude for their continued investment in the school and offer prayer and support.
 - Deliver goodie bags or notes to students from teachers/staff/administration.
- Marketing
 - Implement Social Media campaigns.
 - Collect the stories and share! This is an amazing opportunity to ramp up your marketing efforts both internal and external.
 - Parents have a front row seat to their children’s education on a different level by witnessing the daily interaction between teacher(s) and student(s). This is an OPPORTUNITY to reaffirm a family’s investment in Christian education!
 - Word of mouth advertising can be your biggest asset during this time. If your families are happy with their distance learning opportunities, they will talk about it to their friends and neighbors!

Engaging Prospective Families

- Admissions “Out-of-the-Box”
 - First Impressions
 - Link to your admissions page on social media.
 - Follow up with inquiries promptly.
 - Make sure you have an online inquiry form.
 - Offer virtual tours on your website.
 - Add a chat feature to your website to engage prospects online.
- Enrollment Process
 - Offer phone or virtual Q&A’s to answer specific questions.
 - Admissions interviews can be held via zoom/phone/google hangouts.
 - Have most enrollment forms available to fill out online.
 - Extend a warm welcome!
 - Deliver welcome packets of spirit wear to newly enrolled students.
 - Have current students connect and get involved!
 - Start an ambassador program – current families/students volunteer to be a point of contact and encouragement for new families/students.
 - Have current students write personal welcome notes.

Have a great admissions idea or a strategy that you’d like to share? Please contact Lydia Quick at Lydia@iowachristianschools.org.