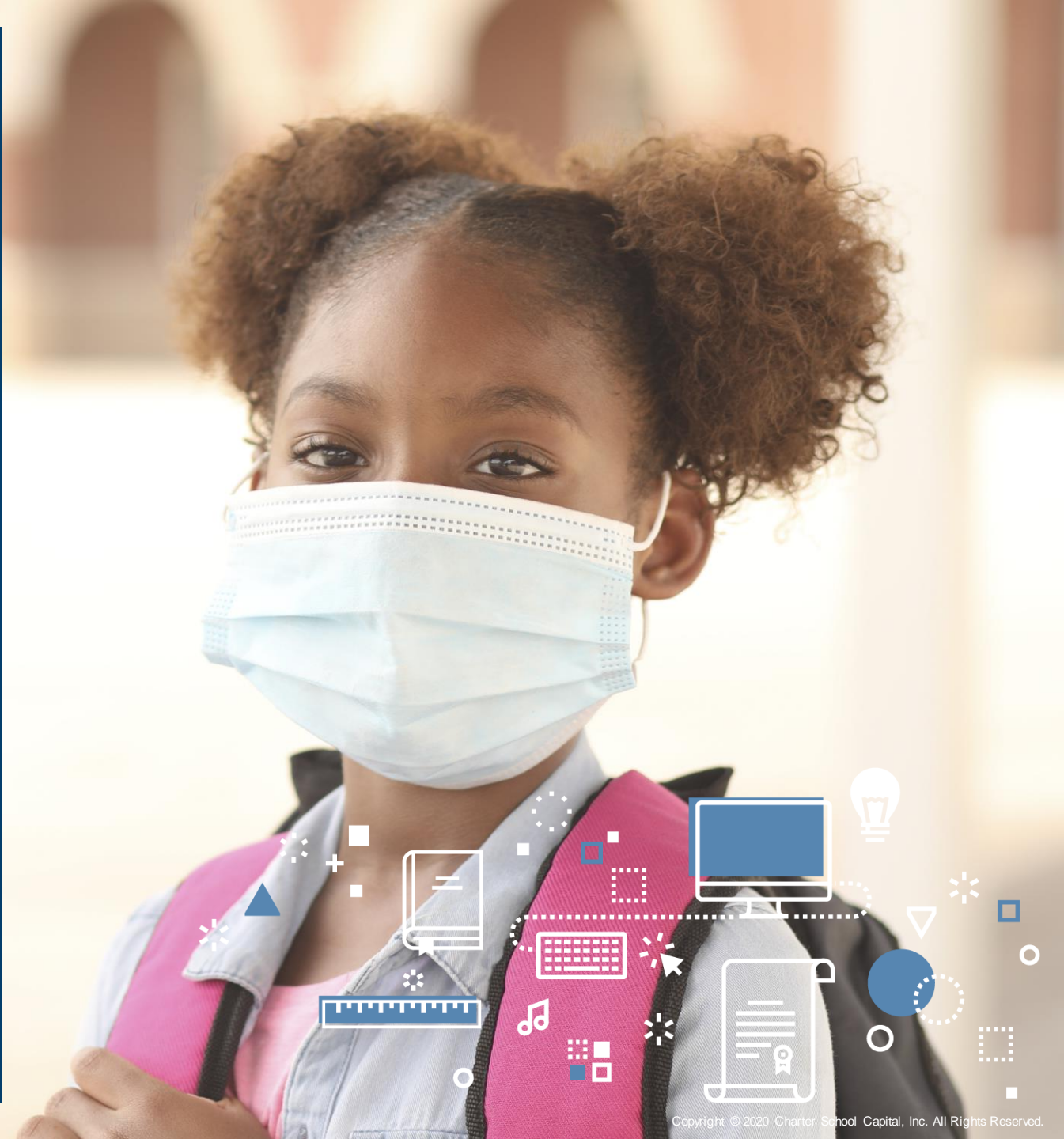


Achieve Growth in a Virtual

Enrollment Marketing &
Funding Growth in this Weird
and Wacky Time





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OUR PRESENTERS

TODAY'S DISCUSSION



- **The Parent Paradigm**

- **Q&A Discussion**

1. How do you differentiate yourself from other school options in the area?
2. How are you getting the word out to parents in this weird marketing challenge?
3. [How] are you preparing for full-digital mode?
4. How are you managing drop off from enrollment to actual attendance?
5. What are your growth plans for this year/ next and how are you managing growth financially?

- **Takeaway Tips**

(Say that 5 times fast)

THE PENNSYLVANIA PARENT PARADIGM IN A PANDEMIC



- Every parent I know is just “getting by”/ in survival mode
- In economically fragile situations
 - “Working from home” to support students is less likely
 - Financial situation may be struggling
- There’s a lot of CHANGE right now. Considering one more change is tough.
- It may seem like a higher risk to go into your school, but the distance learning situation isn’t an option for every family

PROBLEM ORIENTATION:

First consider, “what problem can we uniquely solve.”

1. How do you differentiate yourself from other school options in the area?

Q&A

2. How are you getting the word out to parents in this weird marketing challenge?

Q&A

3. [How] are you preparing for full-digital mode?

Q&A

4. How are you managing drop off from enrollment to actual attendance?

Q&A

5. What are your growth plans for this year/ next and how are you managing that growth financially?

Q&A

TAKEAWAY TIPS



1

DIFFERENTIATE WITH THE PROBLEM IN MIND

- Try to think of this whole situation as an *opportunity* because:
 - Parents are much more dialed in to the what is or is not happening in their kids' education
 - Parents are more open to connection with the school
- Align on a few key messages to set you apart from other schools (the "Problem Orientation")

2

LEVERAGE ALTERNATIVE MARKETING TACTICS

- Your digital marketing game should include both robust digital assets and a *human* person prospective parents can reach easily
 - Consider designating a parent outreach person
- Pick your channels based on your audience (ex. Radio worked well for Catalyst)
 - Consider local, audience-based channels (Niche, local papers) that will cost less/ reach your area
 - Network with learning centers/ daycares that are taking on education for those kids

3

MAKE CONNECTIONS IN NEW WAYS

- Do not assume what families have at home (ex. Digital Backpack)
- Involving families via virtual *and* safe, in-person opportunities (ex. We Belong At Catalyst Conferences)

4

FINANCIALLY PLAN FOR GROWTH AND BUDGET CUTS

- Of course, be conservative with spending, knowing cuts are coming
- Find back-up solutions, so you're not forced to make unwise decisions based on cash.
 - Go back to previous funding tools and find new ones for if those dry up.

For more information on
Financing or Enrollment Marketing
solutions, contact Charter School
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