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# Catholic Schools Admissions Collaborative *Resources*



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# Mission Statement

*The Catholic Schools Admissions Collaborative strengthens enrollment in Boston area Catholic grade schools by leveraging shared resources to institute and execute best practices in admissions and outreach. In conjunction with the Hispanic Recruitment Initiative and the New Immigrant Scholarship programs, the CSAC seeks to enrich school culture and support the needs of the communities' families.*



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## Effective, Low Cost Outreach

- Provide a constant school presence at local churches:
  - Ask your Pastor, Deacons, and DREs to recommend families
  - Speak at Masses (students, parents, or teachers); be present following Mass
  - Participate in Catholic School Sunday (April 12, 2015)
  - Host a Coffee Hour after Mass
- Host an Open House in the Spring
- Share your enrollment goal with teachers and parents; ask them to share news about the school with family and friends



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## Effective, Low Cost Outreach

- Speak to prospective and current parents individually
- Ask current families to host a wine and cheese event to share their experience at the school with prospective families
- Drop off flyers at daycares, libraries, local businesses and community centers
- Write press releases highlighting events at your school; include lots of pictures
- Ask all new families how they learned about the school (ask families why they do not enroll their children)



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## Tracking All Inquiries

- Create an Admissions Binder or organized tracking system
- Put an “Interested Family Form” online and check regularly
- Ask all interested families to kindly complete an “Interested Family Form”
- For phone inquiries, a school representative should request information from the family orally and fill out the “Interested Family Form”
- Solicit (minimally) families’ names and a way to contact them (phone number or email address)
- Staff members should fill out the appropriate information on the form “Steps in the Admissions Process”



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## Track All Inquiries

- Enter all initial inquiries into a database (Google form or an Excel spreadsheet)
- Provide one point of follow-up to families within a week of their initial visit (phone call, email, or a handwritten note)
- Continue to follow up with families as needed
- Input the initial inquiries into the “Enrollment Data Spreadsheet” regularly



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*Welcome to Our School*

Thank you for your interest! We will contact you with more information soon.

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

| Student's Name | Birthdate | Current Grade | Interested Grade | Gender (M/F) |
|----------------|-----------|---------------|------------------|--------------|
|                |           |               |                  |              |
|                |           |               |                  |              |
|                |           |               |                  |              |
|                |           |               |                  |              |

How did you hear about our school?

\_\_\_\_\_

Notes:

# Interested Family Form

## Example:

Word Document  
 Available on CSF website



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| Family                      | Office Staff   | Staff Person Responsible         |
|-----------------------------|--|----------------------------------|
| <i>Initial inquiry</i>      | <input type="checkbox"/> Fill out "Interested Family Form"<br><input type="checkbox"/> Tour DATE: _____<br><input type="checkbox"/> Enter information into database<br><input type="checkbox"/> Follow-up call/email/letter DATE: _____  | _____<br>_____<br>_____<br>_____ |
| <i>Desire to Apply</i>      | <input type="checkbox"/> Give application packet<br><input type="checkbox"/> Give financial aid application<br><input type="checkbox"/> Complete FACTS application DATE: _____<br><input type="checkbox"/> Follow-up call/email/letter DATE: _____   | _____<br>_____<br>_____<br>_____ |
| <i>Finished Application</i> | <input type="checkbox"/> Check for all parts of the application <ul style="list-style-type: none"> <li><input type="checkbox"/> Birth certificate</li> <li><input type="checkbox"/> Baptismal certificate</li> <li><input type="checkbox"/> Medical information</li> <li><input type="checkbox"/> Report card</li> <li><input type="checkbox"/> Release of records form</li> <li><input type="checkbox"/> FACTS tuition enrollment form</li> </ul> <input type="checkbox"/> MISSING: _____<br><input type="checkbox"/> Registration fee paid DATE: _____<br><input type="checkbox"/> Other fees paid DATE: _____ | _____<br>_____<br>_____          |

Notes:

**Steps in the Admissions Process:**  
 Word Document Form available on CSF website



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# Building Relationships with Interested Families

- Warmly welcome all families and invite them on a tour led by a student or designated staff member
- Train select 8<sup>th</sup> grade students to lead tours along with the designated staff member
  - *These 8<sup>th</sup> grade student can also write thank-you notes as a point of follow-up to interested families.*
- Provide registration materials and financial aid information to the families following the tour
- A designated staff member should follow up with all families following tours of the school (phone call, email, or thank-you note)
- A designated staff member should offer to help families complete the financial aid application



# What Families Look for in a School

## 5 Main Criteria

1. School Philosophy and Mission
2. Curriculum and Learning Opportunities (connects subjects and promotes active learning)
3. Teacher Quality (offers professional development, etc...)
4. Student Performance (high school acceptances)
5. A Student's Typical Day

## Other Important Factors

- Tuition (including all the extras)
- Class Size
- Facilities (safe, clean)
- Administration (accessibility)
- Classroom atmosphere
- Parental Involvement
- Important Deadlines



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## Open House Outreach

- Pass out literature at libraries, daycares, community centers, and local businesses 2-3 weeks before the event
- Make an announcement about the Open House the week before at family Masses and place announcements and flyers in the Church and outside the school
- Buy a banner to place outside the school to tell families about the Open House and open enrollment
- Announce the Open House on your website, Facebook, and other social media sites
- Ask current families to share information about the Open House with their families (“like” the event on Facebook)



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# Open House Best Practices

- Schedule the Open House at a time that is convenient for working parents, such as first thing in the morning or after work
- Schedule the Open House to begin at a specific time
- Serve light refreshments
- Collect the contact information of all families using the “Interested Family Form”
- The principal should welcome the families and provide a brief overview of the school:
  - 5 Main Criteria: School Philosophy and Mission, Curriculum and Learning Opportunities, Teacher Quality, Student Performance, A Student’s Typical Day
- Provide thorough, but not overly lengthy, tours
- Follow up with all families



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## Resources Available on CSF Website

- “Interested Family Form” (In Spanish, English, Portuguese) - Word Document
- Interested Family Google Form (Request from Megan)
- “Steps in the Admissions Process” - Word Document
- “Enrollment Data Spreadsheet” - Excel Spreadsheet
- “Increasing Latino Enrollment in Catholic Schools” - PDF



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