

In this session, the presenter will describe the philosophy and methods utilized to grow Coram Deo Academy at an average annual rate of 50% for six years. The approach of CDA has resulted in rapid numerical growth from 57 to 752 students, with strong retention, financial growth and mission accomplishment.

- A. What do you do? “The Art of Positioning” Guy Kawasaki
- a. Market your mission-What do you do?
 - i. We educate youth in a historic Christian worldview through a rigorous classical curriculum.
 - ii. Differentiate yourself from the competition-define your niche
 - iii. Choose a school name that communicates your mission
 - b. Market for a match-What do people want?
 - i. Interest in your mission
 - 1. Christian environment, teachers, friends etc.
 - 2. Christian perspective-worldview
 - 3. Quality academics-classical and rigorous
 - 4. Parental involvement-support for the family
 - 5. Reasonable price-lower than other schools with classical elements
 - ii. Demographics
 - 1. Location-DFW
 - 2. Population-large
 - 3. Income-middle
 - 4. Culture-Christian but more informal than the school intends to deliver
 - 5. Competition-university model schools, other classical schools
 - c. Market to meet your vision and strategic goals
 - i. Small school
 - ii. Large multifaceted school
 - iii. Multiple locations-this is CDA’s vision
 - iv. “We envision thousands of Christian youth trained over time in a historic Christian worldview through a system of Coram Deo Academy campuses in the Dallas/Fort Worth Metroplex and a support program for schools beyond.”
 - d. Market your mode
 - i. Boarding school
 - ii. Intense five-day school
 - iii. Less intense five-day school
 - iv. University schedule school-CDA
 - v. Homeschool classes

vi. Distance education

1. Marketing and admitting for growth and retention
 - a. Creating demand by persuading people to buy into your mission and mode
 - b. Matching the mission and mode of the school with parental expectations and student ability
 - i. Educating inquirers about your intentions
 - ii. Determining level of compatibility
 - c. Delivering on your promises
 - i. Deciding based on mission and mode
 - ii. Evaluating quality of delivery
 - iii. Continuously improving
 - d. Reenrolling those that turn out to be a good match
 - i. The most important family is the one with students already enrolled
 - ii. It costs six times as much to win a new family as it does to retain a family.
 - iii. CDA enjoys 85% retention. 10% attrition is normal. We have a 5% gap due to mismatches and to some extent our failure to deliver on our promises
 - e. Enrolling siblings of enrolled students
2. Maximizing successful methods without the usual advertising
 - a. Viewing all faculty, staff and parents as a part of the marketing team
 - b. Generating qualified leads by word of mouth
 - i. The satisfied parent will win the most new students
 - ii. The satisfied teacher will bring his/her colleagues
 - iii. Forwarding emails through satisfied parents
 - iv. Support with a full color pamphlet, web site, friendly telephone services, and events
 - c. Assuring premier web presence in search engines
 - d. Educating anonymous visitors through a thorough web brochure
 - e. Meeting with inquirers through regular presentations
 - i. Take every speaking opportunity offered
 - ii. Conduct monthly information meetings
 - f. Encouraging potential enrollees to visit during school hours
 - g. Deciding with a little help from you, your staff and key parents
 - h. Filing an orderly but not overwhelming application
 - i. Testing, interviewing and admitting that is friendly and thorough
 - j. Accepting the good match
 - k. Welcoming the new family and student
 - l. Orienting for success
 - m. Following up quickly to assure successful assimilation
 - n. Reinforcing all year long

- o. Reenrolling

- 3. Presenting your school in public-“The Art of Pitching” Guy Kawasaki

- a. Keep it brief, clear and convincing

- i. Interrupt

- ii. Engage

- iii. Educate

- iv. Offer

Conclusion and Interaction