

POPE JOHN PAUL II HIGH SCHOOL HYANNIS, MASSACHUSETTS



Enrollment Management Plan 2013-2014

Mr. Christopher W. Keavy, Head of School

Mr. Albert E. Catelli, Admissions Director

Advisory Board

Advancement Committee of the Advisory Board

120 High School Road

Hyannis, MA 02601

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PURPOSE

Enrollment Management Plans

Enrollment management is a structured and planned approach to grow enrollment at Pope John Paul II High School. The Enrollment Management Plan includes recruitment, admissions, registration, and retention components. Working in collaboration with the Advancement Program, the Enrollment Management Program includes marketing the school for image.

This plan is revised, updated, and modified annually to serve as an enrollment management blueprint for Pope John Paul II High School by the Admissions Director in conjunction with the Head of School. It is submitted to the Advisory Board and the Advancement Committee of the Advisory Board annually for their review, recommendations, and endorsement.

DEFINITIONS

Enrollment Management

Enrollment management is a structured and planned approach designed to exert influence on the school's enrollment. It requires a school-wide mindset and appropriate commitments of human, fiscal, and technical resources that enables an entire organization to implement the institution's practices. Enrollment management incorporates all relevant school constituencies into marketing plans and activities. Procedures are studied and evaluated to guide the school in formulating strategies concerning recruitment, admissions, registration, retention, and student support services.

Recruitment

For the purposes of this plan, recruitment shall be defined to be all activities designed to attract prospective students and their families to Pope John Paul II High School prior to families initiating the admissions process.

Admissions

For the purposes of this plan, admissions shall be defined as beginning with the first step in the application process. At Pope John Paul II High School, this may be submission of a completed application, transcript of grades, recommendation, or entrance exam. It is at this point that prospective students and their families enter the admissions phase of enrollment management.

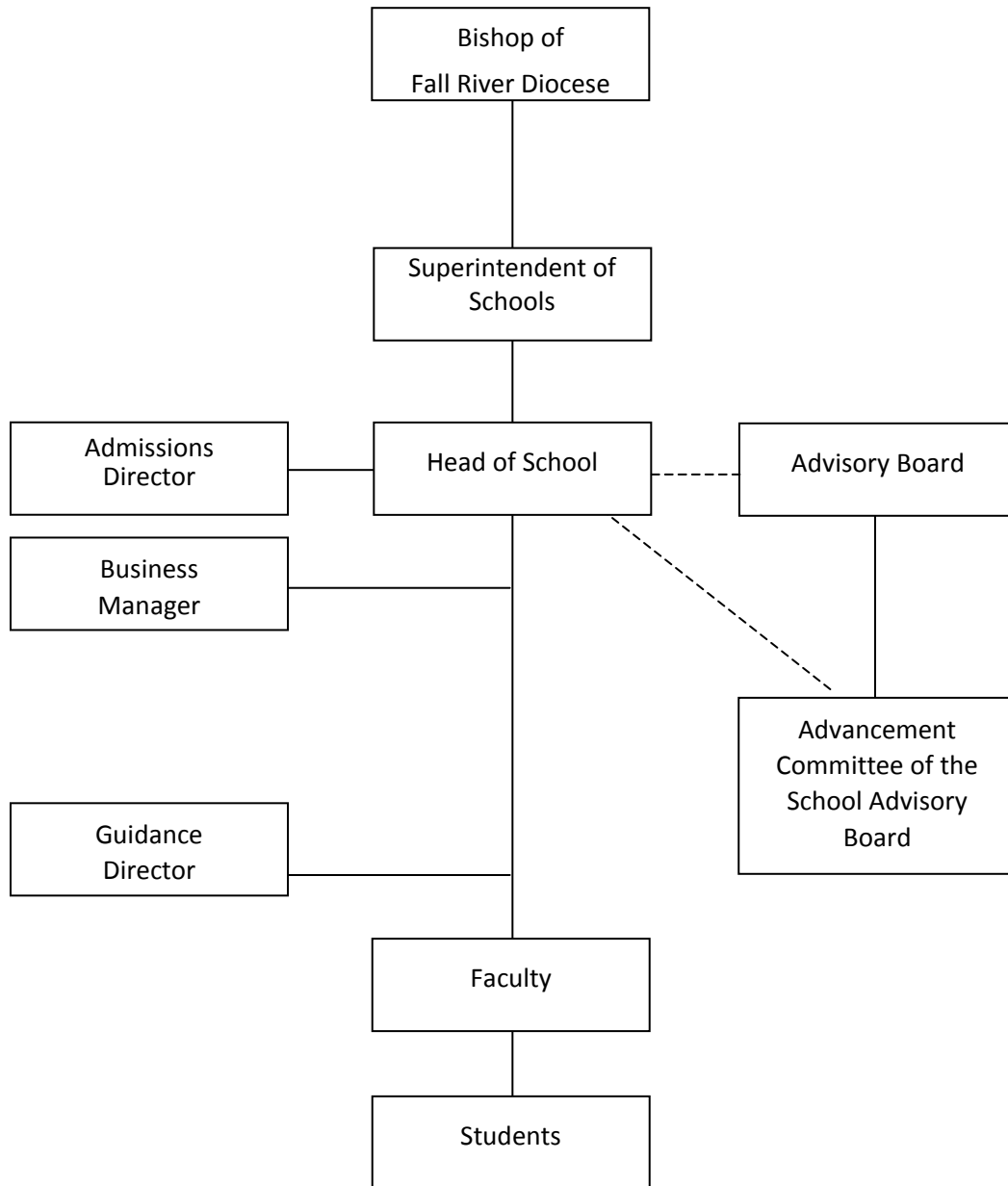
Registration

For the purposes of this plan, registration shall be defined as the point where prospective families make a financial commitment to the school.

Retention

For the purposes of this plan, retention shall be defined as students remaining in the school after matriculation. Matriculation begins immediately upon payment of a registration fee.

ORGANIZATIONAL STRUCTURE



_____ Direct Accountability

----- Advisory

ROLES AND RESPONSIBILITIES

Note: Only those responsibilities that pertain to Admissions affairs are included.

Head of School

The Head of School is hired by and directly accountable to the Superintendent of Schools and the Bishop of the Diocese of Fall River. He serves as the chief administrator of the school and is responsible to the students, parents, and staff of Pope John Paul II High School. He is also responsible, with assistance from his administrative team, for the handling of the day-to-day operations of the school. Other major duties and responsibilities related to enrollment management include oversight of the school's finances, public relations programs, and development efforts.

Major duties and responsibilities include:

- Leads a comprehensive program to market the school for image, enrollment and resources;
- Ensures that policies are promulgated and implemented concerning advancement affairs;
- Serves as chief public relations officer for the school and ensures appropriate communication with various publics including media relations;
- Employs, supervises, evaluates, and retains the Admissions Director;
- Oversees the maintenance of the school building and property;
- Provides effective communication between the school and its various publics;
- Oversees the school's public relations program directed at both internal and external constituents;
- Directs long range planning for the school.

Through the Admissions Director:

- Reviews, revises annually, and approves all enrollment management plans, initiatives and activities;
- Coordinates the implementation of the enrollment management plan including marketing, student recruitment, retention, and admissions strategies;
- Establishes, cultivates and maintains close professional relationships with partner schools Head of School, area Pastors, Directors of Religious Education, and others for the purpose of fostering a positive image of the school;
- Reviews student applications and as a member of the Admissions Committee, makes final decisions on a students' ability to succeed at the school.

Admissions Director

Executive Summary

The Admissions Director is hired by and directly accountable to the Head of School.

The Admissions Director assists the Head of School with those aspects of the Comprehensive Institutional Advancement program that pertain to enrollment management, in order to achieve optimal enrollment and the attainment of the Catholic mission of Pope John Paul II High School.

The Admissions Director is responsible for creating and implementing the Enrollment Management Plan in collaboration with the Head of School and the Advancement Committee of the school Advisory Board.

The Admissions Director implements all aspects of enrollment management, including marketing for enrollment, student recruitment, student registration and admissions, and student retention programs. The plan must involve ongoing efforts to communicate the philosophy, mission, vision, values, goals, and achievements of Pope John Paul II High School internally to the school community and externally to prospective students and parents, and to the general public.

The Admissions Director works closely with the Head of School and the Advancement Committee of the School Advisory Board, to promote the school's image, attract qualified students, and cultivate human and financial resources.

The Admissions Director seeks always to position the Head of School as the chief spokesperson for the school.

Specific Descriptors

Accountability:

- Hired, supervised, evaluated, and retained by the Head of School
- Accountable to the Head of School

Supervises:

- Admissions staff, adult, and student volunteers

Member of:

- Advancement Committee of the School Advisory Board
- Financial Aid Committee
- Other committees as appointed by the Head of School.

Responsibilities:

Faith Community Affairs:

- Upholds and models a moral code which is consistent with the teachings of the Roman Catholic Church and the mission of the school.
- Ensures that all student recruitment, admissions, registration, and retention programs and practices reflect the Catholic mission of the school and the Diocese of Fall River.
- Remains aware of and represents the religious aims and objectives of the school to the wider community.

Advancement Affairs – Enrollment Management:

Planning:

- Establishes specific and measurable enrollment management goals and objectives in an annual Enrollment Management Plan with input from the Head of School and the Advancement Committee of the School Advisory Board.
- Develops an annual recruitment calendar of events that supports the objectives of the Enrollment Management Plan and coordinates this with school's master calendar.
- Evaluates and assesses enrollment management results with the Head of School and Advancement Committee of the School Advisory Board in light of goals and plans, and adjusts plans and programs as appropriate.
- Attends the Advancement Committee of the School Advisory Board meetings.
- Develops and implements a program of student retention with the Advancement Committee of the School Advisory Board, Head of School, guidance staff, and faculty.

Reporting:

- Prepares monthly admissions funnel reports, quarterly retention reports, and the annual enrollment management report.
- Researches and develops enrollment projections.
- Creates and updates annual partner school attractiveness tables.
- Conducts satisfaction surveys with the current school populations and not-attending surveys with families who decide not to enroll.
- Works closely with the Head of School to compile and analyze exit interview results.

Events:

- Coordinates and participates in on-campus meetings, tours, and visits with prospective students and their families.
- Plans, arranges, and conducts off-campus programs for prospective students and their families including visits to elementary schools, visits to partner parish religious education programs, and other off-campus events.
- Coordinates and oversees the entrance examination.
- Schedules, coordinates, and conducts information nights for prospective students and their families.
- Schedules, plans, and conducts the new student registration program.
- Schedules, plans, and conducts seventh and eighth grade visitation days in the fall.
- Invites, coordinates, and oversees the partner school visits for high school events (plays, athletic contests, etc).
- Works closely with the Head of School in planning for the annual student orientation program.

Publications/Communication:

- Works closely with the Head of School and the Advancement Committee of the School Advisory Board on all plans and activities designed to market the school for image and enrollment.
- Designs, implements, and coordinates a comprehensive marketing and communication program to promote the benefits of a Catholic education to prospective students and their families.
- Mails and emails recruitment and admissions materials to families upon request and follows-up on all contacts.
- Maintains regular contact with area partner school Heads of school, teachers, pastors, DREs and Youth Ministers concerning prospective students.
- Ensures that appropriate correspondence is written, produced, and distributed consistent with the Enrollment Management Plan.

- Develops and coordinates with the Head of School all marketing publications for student recruitment for consistency of design and message.
- Handles all admissions inquiries including those received by phone, mail, e-mail, at presentations, and personal visits to the school.
- Seeks always to position the Head of School as the chief spokesperson for the school.

Office:

- Builds and manages an enrollment management database to track prospective students and their families.
- Works closely with the Head of School on pre-registration, scheduling, and course advising for students and parents.
- Collects, files, and manages all application and registration materials.

Volunteers:

- Recruits, trains, and manages Student Ambassadors.
- Coordinates the active participation and involvement of administration, faculty, coaches, parents, students and adult volunteers in recruitment, admissions, registration, and retention activities.

Academic Affairs:

- Works closely with the Head of School concerning placements of applicant students.
- Keeps abreast of current developments in Catholic education.

Student Affairs:

- Attends school events and remains aware of school accomplishments and challenges.

Business Affairs:

- Serves on the Financial Aid Committee.
- Works with the Head of School and the Business Manager on budget/expenditures for the Admissions Office.
- Submits new student income reports to the Student Accounts Manager.

Board Relations:

- Works with the Advancement Committee of the School Advisory Board on enrollment management issues.
- Provides regular reports on recruitment, admissions, registration, and retention activities to through the Head of School to the School Advisory Board.

Liaisons:

- Serves as a primary representative of the high school to promote a positive image to partner schools and parishes and the community-at-large.
- Represents the school as necessary at appropriate meetings and functions, both on-campus and off-campus.

Other:

- Submits to an annual performance evaluation by the Head of School.
- Performs other duties as assigned by the Head of School.

Guidance Director

The Guidance Director works closely with the Admissions Director to review selected admissions folders and to ensure that all registered students are scheduled for classes.

- Reviews selected admissions folders, especially as they pertain to Individual Education Plans (IEP), 504 Plans, or similar and delivers findings to the Admissions Director.
- Schedules all registered students for classes.

Business Manager

The Business Manager works closely with the Head of School and the Finance Committee of the School Advisory Board to ensure the implementation of sound business practices that demonstrate good stewardship to all constituents.

- Works closely with the Head of School and the Admissions Director to monitor the annual operating budget for the Admissions Office.

Students Accounts Manager

The Students Accounts Manager is responsible for all student registration, tuition collection, and financial aid reimbursements.

- Informs students and their families of financial aid awards in conjunction with the Head of School and the Financial Aid Committee.
- In conjunction with the Admissions Director, registers new students.
- Submits a new student income report to the Diocese of Fall River.

Faculty and Staff

The active involvement of the faculty and staff in the enrollment management process (recruitment, admission, and retention of students and their families) is paramount to attracting and keeping students at Pope John Paul II High School. Specific duties and responsibilities include:

- To assist with on-campus recruitment, admissions, and retention activities;
- To be actively involved in marketing the school for image and enrollment;
- To provide input to the Head of School and admissions director especially concerning retention issues.

Student Ambassadors

Student ambassadors consist of students recruited annually by the admissions director. Selection is based on personal reputation, academic good standing, character, citizenship, and school spirit. Specific duties and responsibilities include:

- To assist admissions director with the implementation of the enrollment management plan;
- To assist with the planning and organizing of recruitment activities;
- To provide input regarding the public image of the school;
- To participate in elementary student visit days;
- To participate in elementary school visits both off-campus and on-campus;
- To lead school tours;
- To assist new students in adapting to life at Pope John Paul II High School;
- To help recruit future student ambassadors;
- To enhance school spirit by implementing and encouraging communication among the student body

Parents

Parents are an important and integral component of marketing Pope John Paul II High School for image, enrollment, and resources. Their involvement is critical to the success of admissions efforts.

- Through the Parents Association, works with the Admissions Director/Admissions Staff to provide input on the public image of the school, relevant admissions issues, volunteer at admissions events, and assist with marketing PJPII HS.

Advancement Committee of the Advisory Board

Specific duties of the committee include:

- To assist in designing, implementing, monitoring, and evaluating the annual Enrollment Management Plan;
- To provide input regarding the public image of the school;
- To provide insight and expertise to the Head of School and admissions director in developing recruitment materials;
- To work with and offer recommendations to the Head of School and Admissions Director in forming strategies to address retention at Pope John Paul II High School.

CURRENT SITUATION

Image:

- New school (opened in fall 2007)
- Earned 10-year accreditation in December 2010
- Rapidly growing enrollment and interest
- Faith based education that includes structure and discipline
- Expectations of and research by families are higher than during original years
- Quality and rigorous academic program for college preparedness
- Growing co-curricular (sports and non-sports) programs

Recruitment:

- Limited number of Catholic partner schools (total 8th grade enrollment approx. 65 students)
- Aging demographics on Cape Cod
- Limited but growing statistics/benchmarks/results to back up claims
- Building/grounds not complete

Retention:

- Growing co-curricular (sports and non-sports) programs
- Small enrollment that limits the realization of some programs
(academic and non-academic)

MISSION STATEMENT

Pope John Paul II High School is a Roman Catholic,
co-educational, college preparatory school
serving students and families of all faiths
from Cape Cod, the Islands, and surrounding towns.

We are one community
committed to academic excellence
and spiritual growth.

Inspired by the life and example of Pope John Paul II,
the integrated academic, spiritual, and co-curricular programs
challenge young men and women
to be intellectually accomplished, skilled leaders
who develop personal relationships with God.

Pope John Paul II High School students
respond generously to the needs of others
and possess a strong desire
to “communicate Christ”
in all that they say and do.

MESSAGE

Academic:

- Rigorous academic setting designed to prepare each student for college and beyond
- Supportive administrators, faculty, and staff committed to the success of each student in their care
- Integration of technology into the curriculum to prepare each student for the demands of future employment
- Communication and team-building skills are the hallmark of a PJP2HS experience

Faith Formation:

- A faith-filled environment
- Growing young men and women of character, compassion, and conscience
- Trustworthiness and integrity
- Respect for the building, each other, and themselves
- Young adults capable of making moral and value-based decisions

Safety, Structure and Discipline:

- Organizational skills
- High expectations in and out of the classroom
- Accountability
- Appearance that is conducive for learning

Other:

- Offering Mandarin Chinese
- Wireless campus with “bring your own device” laptop requirement
- Eighteen varsity sport teams
- Robust performing and visual arts departments

MARKETS

Internal Markets:

- Faculty & Staff
- Current Parents
- Students
- Advisory Board members
- Superintendent of Schools and Diocesan Schools Office personnel

External Markets:

- Prospective students & their families
- Catholic partner school Heads of School, faculty, and staff
- Diocesan secondary schools
- Parish pastors, priests, and staff
- Religious education program DREs
- Diocesan Ministry Offices
- Donor and friends database
- Community & civic organizations
- Local and state politicians

RECRUITMENT

The purpose of the recruitment process is to provide an organized, systematic, measurable, and effective framework for identifying potential candidates, promoting the benefits of Catholic to them, and ultimately enrolling these young men and women as members of the Pope John Paul II High School student body. All parties involved in the well being of Pope John Paul II High School – administration, faculty and staff, students, Advisory Board members, and parents – must be made aware that the recruitment process is not solely the responsibility of the Admissions Director. Each of the above parties, in some capacity, shares this function.

Recruitment Goals:

- Make contact with 250 prospective students & their families
- Enhance the image of Pope John Paul II High School to constituencies on Cape Cod and surrounding communities using WE PLANT GAIN marketing tools acronym

Recruitment Key Personnel:

- Admissions Director
- Head of School
- Guidance Director
- Faculty
- Students
- Parents
- Advisory Board and Advancement Committee of the School Advisory Board

Key Recruitment Activities:

School Presentations/Religious Education Presentations/In-Home Presentations

School visits are intended to promote the academic, religious, and co-curricular benefits of a Pope John Paul II High School educational experience. They should also promote the personal, caring, and individual attention each student will experience as a member of the Pope John Paul II High School family.

- Bring student ambassadors
- Handouts, i.e. Booklets, brochures, etc.
- Show video/PowerPoint
- Leave Open House & Entrance exam posters
- Complete information form
- Have students mingle with prospective students prior to leaving
- If possible, have both 7th and 8th grade classes in attendance
- Within one week of the visit a thank you note (or notes) should be mailed to the school's Head of School and appropriate teachers thanking them for providing the opportunity to address their class (or classes).

Open House

Open House is intended to showcase the students, administration, faculty & staff, and facilities to prospective students and their families. It is imperative that relationships are built and/or enhanced during this event. In addition to academic excellence, religious values, and safety, structure & discipline, parents want to know that their child(ren) will be taken care of, make friends, and mature in a positive, healthy, and conducive atmosphere. Each component of the Open House must promote these essentials.

ADMISSIONS & REGISTRATION

It is imperative that students and families make their transition into the Pope John Paul II High School community as smoothly as possible. Information to families and procedures for admissions need to be disseminated in a timely fashion. They must be attractive, professional, and informative. Admissions materials must be “user-friendly” to all parties involved.

Admissions & Registration Goals:

- Admit 160 quality eighth-grade students who will benefit from and be a benefit to PJP2HS
- Register 100 students for the Class of 2018

Admissions and Registration Key Personnel:

- Admissions Director
- Head of School
- Guidance Director
- Business Manager
- Student Accounts Manager

Key Admissions and Registration Activities:

Application for Admission

All students applying for admissions to Pope John Paul II High School must complete an application for admissions, request a transcript of grades from their current school be mailed to PJP2HS, and submit a teacher recommendation. The application is now also available online. Applicants for the freshman class must also take an entrance exam.

Entrance Exam

The entrance exam is administered to prospective students for next year’s freshman class on the first Saturday in December at each of the Catholic secondary schools in the Diocese. In December, Pope John Paul II High School is informed of test results for the first exam. Late applicants for the freshman class must schedule an amenable date to take the exam. The Admissions Director organizes the test results for use in the Admissions process.

Admissions Decisions

The Head of School along with the Admissions Director determines which candidates are accepted, accepted/watch, accepted/probation, wait-listed, or denied admissions. The Admissions Director mails decision letters to students and families beginning the third week of January or as dictated by the Diocese.

Registration

Registration is held early March. Families commit by paying a \$500 non-refundable registration fee (\$175 registration/\$325 applied to tuition upon matriculation). The Admissions Director carries out registration processing and tuition billing with the Student Accounts Manager. Information collected or disseminated during registration includes course selection, tuition billing preference, uniform information, media release form, and verification of essential information (email addresses, etc.).

RETENTION

The retention of students who enroll at Pope John Paul II High School is of prime importance to the overall success of the Enrollment Management Plan. Retention efforts must be made by all of the parties involved: administration, admissions director, guidance counselors, campus ministry director, faculty, staff, and students. Efforts must be maintained for all four years but particular emphasis must be directed to the period of time from registration through the beginning of sophomore year and to transfer students.

Retention Goals:

Retention Key Personnel:

- Admissions Director
- Head of School
- Guidance Counselor
- Faculty

Key Retention Activities:

Class Retreats

Class Retreats are a “community builder” and are held annually. Each retreat is based on a theme. All students must attend their class retreat. The purpose of the retreat is to allow students to get to know each other, accept each other, and build community.

Head of School’s Breakfast (proposed)

At the conclusion of each of the first three marking periods students who make the Highest Honors List (90 or better in all subjects) are given a breakfast at the school. Parents are invited to attend. A guest speaker addresses the gathering.

Dances

Dances are held periodically during the school year.

Spirit Week

Spirit Week is held in the fall. Each day is themed and classes compete for prizes.

ENROLLMENT MANAGEMENT CALENDAR

For the purposes of this plan, columns refer to:

Item	Who	Week ✓
August		
Continue mailing “Not Attending” survey to families who have decided not to attend; Compile and analyze results of all surveys returned, Create and deliver report to Head of School	Admissions	All
Maintain recruitment database	Admissions	All
Update partner school and parish databases	Admissions	All
Create and mail JOPD letter #6 (HR teacher & Orientation)	Admissions	1
Produce July admissions funnel report	Admissions	1
Conduct new student/family social	Admissions	1
Produce July current student re-enrollment report	Admissions	1
Begin preparation of year-end enrollment management report	Admissions	2
Create and mail letter of introduction to Catholic partner school Heads of School, DREs, and area pastors	Admissions	2
Create and distribute press release to media outlets	Development	2
Conduct new student/family orientation	Admissions	3
Schedule fall presentation visits to Catholic partner schools	Admissions	3
Create new year recruitment database	Admissions	3

August (continued)

Distribute eNewsletter to all entries in recruitment and all entries in partner school and parish databases	Development	4
Create and distribute press release to media outlets	Development	4

September

Maintain recruitment database	Admissions	All
Complete and deliver year-end enrollment management report to Head of School & Advisory Board Members	Admissions	2
Create and distribute press release to media outlets	Development	2
Recruit and train student ambassadors	Admissions	2
Conduct personal visits with Catholic partner school Heads of School	Admissions	2
Produce July/August admissions funnel report	Admissions	2
Schedule fall presentation visits with religious education programs	Admissions	3
Distribute open house flyers/posters to Catholic partner schools and area parishes	Admissions	3
Create and distribute press release to media outlets	Development	4
Distribute eNewsletter to all in recruitment and all entries in partner school and parish databases	Development	4

October

Maintain recruitment database	Admissions	All
Conduct student ambassador presentation visits to Catholic partner schools	Admissions	All
Send Open House bulletin insert to pastors	Admissions	1
Begin student shadow visit program	Admissions	1
Produce September admissions funnel report	Admissions	1
Mail open house invitation/reminders to entire recruitment database	Admissions	2
Mail presentation visit thank you notes to Catholic partner school Heads of school and teachers	Admissions	2
Create and distribute open house press release to media outlets	Development	2
Conduct student satisfaction survey, compile and analyze the results, Create and deliver report to Head of School	Admissions	3
Create and distribute open house ads to media outlets	Admissions	3
Conduct parent satisfaction survey, compile and analyze the results, Create and deliver report to Head of School	Admissions	3
Create and distribute press release to media outlets	Development	4
Create and deliver recruitment activities and results report to faculty	Admissions	4
Distribute eNewsletter to all entries in recruitment and all entries in partner school and parish databases	Development	4

November

Maintain recruitment database	Admissions	All
Continue student shadow visit program	Admissions	All
Continue student ambassador visits to Catholic partner schools	Admissions	All
Begin accepting freshmen admission materials	Admissions	All
Create and deliver first enrollment management report to Advisory Board	Admissions	1
Produce October admissions funnel report	Admissions	1
Conduct Open House	Admissions	2
Create and distribute press release to media outlets	Development	2
Produce quarter #1 retention report	Admissions	2
Mail open house thank you letters to attendees	Admissions	3
Produce Open House report and deliver to Head of School	Admissions	3
Create and distribute press release to media outlets	Development	4
Create and distribute first quarter honor roll reports to Catholic partner school Heads of school and area pastors	Admissions	4
Distribute eNewsletter to all entries in recruitment and all entries in partner school and parish databases	Development	4

December

Maintain recruitment database	Admissions	All
Continue student shadow visit program	Admissions	All
Continue accepting freshmen admission materials	Admissions	All
Continue student ambassador visits to Catholic partner schools	Admissions	All
Produce November admissions funnel report	Admissions	1
Create and distribute press release to media outlets	Development	1
Produce November admissions funnel report	Admissions	1
Conduct entrance exam #1 (12/8)	Admissions	2
Mail "Congratulations/First Step" letter to entrance exam participants	Admissions	2
Create and distribute press release to media outlets	Development	3
Create and deliver recruitment activities and results report to faculty	Admissions	3
Distribute eNewsletter to selected entries in recruitment and all entries in partner school and parish databases	Development	4

January

Maintain recruitment database	Admissions	All
Continue student shadow visit program	Admissions	All
Begin evaluating student application materials for decision	Admissions	All
Conduct student ambassador visits to Catholic CCD programs	Admissions	All
Evaluate student admissions materials for decision	Admissions	All
Continue student ambassador visits to Catholic partner schools	Admissions	All
Produce December admissions funnel report	Admissions	1
Create and distribute Catholic Schools Week bulletin announcements to parishes	Admissions	1
Produce December admissions funnel report	Admissions	1
Mail admission status cards/letters to recruitment database	Admissions	1
Conduct Entrance exam #2	Admissions	2
Deliver Catholic Schools Week ad and press release to media outlets	Development	2
Create and distribute press release to media outlets	Development	4
Create and distribute applicant decision status reports to Catholic partner school Heads of school and area pastors	Admissions	4
Distribute eNewsletter to selected entries in recruitment and all entries in partner school and parish databases	Development	4
Mail freshman class decision letters to applicant and applicant family	Admissions	4

February

Maintain recruitment database	Admissions	All
Create and mail JOPD letter #1 (Faculty welcome/1 st Step)	Admissions	All
Continue student shadow visit program	Admissions	All
Continue evaluating student application materials for decision, mail decision letters to applicant and applicant family, and register new students	Admissions	All
Continue student ambassador visits to Catholic partner schools	Admissions	All
Create and deliver admissions activities and results report to faculty	Admissions	1
Create and distribute second quarter honor roll reports to Catholic partner school Heads of school and area pastors	Admissions	1
Produce January admissions funnel report	Admissions	1
Produce January admissions funnel report	Admissions	1
Conduct Entrance exam #3	Admissions	1
Create and distribute press release to media outlets	Admissions	2
Create and deliver second quarter enrollment management report to Advisory Board	Admissions	2
Create and distribute press release to media outlets	Admissions	4
Create and distribute freshman registration status reports to Catholic partner school Heads of school and area pastors	Admissions	4
Distribute eNewsletter to selected entries in recruitment and all entries in partner school and parish databases	Development	4

March

Maintain recruitment database	Admissions	All
Continue student shadow visit program	Admissions	All
Continue evaluating student application materials for decision, mail decision letters to applicant and applicant family, and register new students	Admissions	All
Begin mailing "Not Attending" survey to families who have decided not to attend	Admissions	All
Continue student ambassador visits to Catholic partner schools	Admissions	All
Begin current student re-enrollment program	Admissions	1
Begin accepting transfer student admissions materials	Admissions	1
Produce February admissions funnel report	Admissions	1
Conduct Entrance exam #4	Admissions	1
Create and distribute applicant decision status reports to Catholic partner school Heads of school and area pastors	Admissions	2
Create and distribute press release to media outlets	Admissions	2
Create and mail JOPD #2 (Athletic and Co-curricular activities)	Admissions	2
Create and distribute press release to media outlets	Admissions	4
Distribute eNewsletter to selected entries in recruitment and all entries in partner school and parish databases	Development	4

April

Maintain recruitment database	Admissions	All
Continue student shadow visit program	Admissions	All
Continue evaluating student application materials for decision, mail decision letters to applicant and applicant family, and register new students	Admissions	All
Continue mailing “Not Attending” survey to families who have decided not to attend	Admissions	All
Continue student ambassador visits to Catholic partner schools	Admissions	All
Create and mail JOPD letter #3 (Religion and Easter)	Admissions	1
Schedule spring presentation visits to Catholic partner schools	Admissions	1
Produce March admissions funnel report	Admissions	1
Produce March current student re-enrollment report	Admissions	1
Conduct Entrance exam #5	Admissions	1
Produce March admissions funnel report	Admissions	1
Create and distribute press release to media outlets	Admissions	2
Create and deliver registration activities and results report to faculty	Admissions	2
Create and distribute press release to media outlets	Admissions	4

April (continued)

Create and distribute third quarter honor roll reports to Catholic partner school Heads of school and area pastors	Admissions	4
Create and distribute applicant decision status reports to Catholic partner school Heads of school and area pastors	Admissions	4
Produce quarter #3 retention report	Admissions	4
Distribute eNewsletter to selected entries in recruitment and all entries in partner school and parish databases	Development	4

May

Maintain recruitment database	Admissions	All
Continue student shadow visit program	Admissions	All
Continue evaluating student application materials for decision, mail decision letters to applicant and applicant family, and register new students	Admissions	All
Continue mailing “Not Attending” survey to families who have decided not to attend	Admissions	All
Continue student ambassador visits to Catholic partner schools	Admissions	All
Produce April admissions funnel report	Admissions	1
Create and deliver third quarter enrollment management report to Advisory Board	Admissions	1
Conduct Entrance exam #6	Admissions	1
Produce April admissions funnel report	Admissions	1
Produce April current student re-enrollment report	Admissions	1
Create and distribute press release to media outlets	Admissions	2
Create and mail JOPD letter #4 (Reassurance)	Admissions	2
Create and distribute press release to media outlets	Admissions	4
Distribute eNewsletter to selected entries in recruitment and all entries in partner school and parish databases	Development	4
Create and distribute applicant decision status reports to Catholic partner school Heads of school and area pastors	Admissions	4

June

Maintain recruitment database	Admissions	All
Continue evaluating student application materials for decision, mail decision letters to applicant and applicant family, and register new students	Admissions	All
Continue mailing “Not Attending” survey to families who have decided not to attend	Admissions	All
Produce May admissions funnel report	Admissions	1
Create and distribute press release to media outlets	Admissions	1
Produce May current student re-enrollment report	Admissions	1
Produce May admissions funnel report	Admissions	1
Create and deliver enrollment management activities and results report to faculty	Admissions	2
Conduct Entrance exam #7	Admissions	2
Create and distribute press release to media outlets	Admissions	3
Create and mail JOPD letter #5 (Academic and Reading)	Admissions	3
Create and distribute applicant decision status reports to Catholic partner school Heads of school and area pastors	Admissions	3
Produce quarter #4 retention report	Admissions	4
Distribute eNewsletter to selected entries in recruitment and all entries in partner school and parish databases	Development	4

July

Maintain recruitment database	Admissions	All
Continue evaluating student application materials for decision, mail decision letters to applicant and applicant family, and register new students	Admissions	All
Continue mailing "Not Attending" survey to families who have decided not to attend	Admissions	All
Prepare recruitment materials for new academic year	Admissions	All
Conduct Entrance exam(s) on as needed basis	Admissions	All
Create and distribute fourth quarter honor roll reports to Catholic partner school Heads of school and area pastors	Development	1
Produce June student re-enrollment report	Admissions	1
Produce June admissions funnel report	Admissions	1
Revise the enrollment management plan for the upcoming year	Admissions	4
Distribute eNewsletter to all entries in recruitment and all entries in partner school and parish databases	Development	4