



## Colorado Association of Private Schools

### Effective Enrollment and Marketing Strategies

One-Day Workshop

February 3, 2022 | 9:00 a.m. – 3:30 p.m.

#### **Overview**

In this one-day training, Andy Lynch, President and CEO of [North Star Marketing](#), will guide us through a three-part collaborative conversation around foundational concepts that impact the effectiveness of our enrollment and marketing strategies. To get the most out of this development opportunity, we encourage you to include Marketing, Admissions, and your Head of School. Regardless of the size of your team, the concepts we'll unpack will be relevant and actionable.

#### **Part 1: Roles & Responsibilities, Rhythms & Reporting**

Late in his career, the renowned management consultant Peter Drucker was asked, "What is the most important question in business?" After a pause, he responded with three words: "Who does what?" This question has tremendous implications for those of us focused on attracting and retaining right-fit families. We'll start the day by looking at essential contributions from Marketing, Admissions, and Heads of School. Then we'll step through key rhythms for planning and executing promotional strategies, followed by an overview of the metrics that matter.

#### **Part 2: Readiness to Sell**

You put a lot of time and money into attracting families to your school. In the second session, we'll focus on making sure your Marketing Platform is ready to give prospects a strong return on their interest. Andy will guide us through an assessment of our Marketing Platforms, the foundational components your school uses to tell its story: branding, messaging, multimedia, website, print collateral, social media, and marketing technology. You'll leave with clarity around your strengths, gaps, and opportunities for investment in your marketing foundation.

#### **Part 3: The Family Journey**

In sessions one and two, we'll look at what our schools need from our teams and Marketing Platforms. In session three, we'll take a deep dive into the Family Journey, the path prospects follow when exploring school options. The Family Journey has five stages: Awareness, Consideration, Decision, Evaluation, and Advocacy. In this collaborative exercise, we'll explore the Problem of Perspective, the value of Age-and-Stage™ segmentation, the Five Value Drivers of Family Choice, and opportunities for dialing in your marketing to align with a prospective family's reality.

#### **Wrap-up: Priorities Over Projects**

The aim of our time together is not to add more to your To-Do List. Rather, we want to emerge with clarity around key priorities that can move the needle on strategic objectives. We'll close our day by identifying and sharing key opportunities for strategic focus.

## About Andy Lynch



Andy is the President & CEO of [North Star Marketing](#), an enrollment marketing firm based in Greensboro, North Carolina. Andy started North Star in 2000 and took on the firm's first independent school client in 2001. Today, the firm has 24 full-time team members and serves education clients across the country, including independent schools, charter schools, colleges, and universities.

North Star Marketing has four areas of focus: marketing campaigns, website development, messaging, and branding. Andy has led numerous strategic initiatives for schools, including:

- Renaming
- Rebranding
- Message Workshops
- Seasonal Message Map Workshops
- Communications plans
- Educational model naming and development
- Lead-generation campaign creation (e.g., ReSearch, Back to School, Switch, etc.)
- Age-and-Stage™ recruitment strategies
- Website builds

Andy is currently developing "[The Way We Do It](#)" framework, a model that guides schools in defining their Positioning Strategy. This approach will help schools name, define, and articulate their unique methodology for developing successful graduates.

Andy is a regular speaker for national and state associations. He studied public relations, journalism, and English, and he started North Star Marketing shortly after graduating. He was an organizer for the [world's largest pillow fight](#), a record that stood for about a week. Andy is an avid soccer fan (and sometimes player) and supports Liverpool Football Club (YNWA!). He and his wife, Sheryl, live in Mebane, NC, have three (remarkable) children, and attend Church of the Vine.