



The Right Catholic School for You
A Faith-Based Education that Lasts a Lifetime

MARKETING & COMMUNICATIONS RECOMMENDATIONS

Open Enrollment

- Schools with open enrollment should actively market via website and Social Media
- Engage current parents to share messaging via Social Media
- Website admissions portal is up-to-date and able to receive parent inquiries
- Create a promotional asset that can be deployed via website, Social Media, and through constituents

School Video

- Upload a school promo video to YouTube and post the link to school website and social media accounts
- Video can include short video clips and/or static images
- Video can be created using an iPhone/iPad or computer
- Include promo data points that tell a story of faith, academics, and school community
- Consider adding a voice recorded narrative to tell the story

Applicants for Admission

- Review all applicants for admission and take next steps
- Communicate with prospective families that are in the enrollment management pipeline
- Offer admission to those students who successfully complete the admissions process
- Offer a virtual tour and/or assistance for pending prospective families

TADS Financial Aid - Get to Know New Applicants

- Review new families who received and DID NOT receive a tuition assistance award
- For new candidates that are identified-extend an invitation for a meeting by phone, Go To Meeting, or other electronic setting
- Extend financial aid to those students with demonstrated financial need who did and did not receive an ADW award
- Parent inquiry form should be available on website
 - Consider embedding the TADS inquiry module to website



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Ways to Stay Connected with Families

- Invite families to participate in a virtual spirit week and share photos on social media
- Get students involved in daily announcements/prayer - consider live streaming at same time every day
- Host virtual school events, i.e. invite all families to tune in to Mass at same time
- Encourage families to participate in the #ADWUniformChallenge
- Encourage families to share daily student distance learning activities to be shared on school social media accounts
- Encourage families to use #ADWFamily in their personal social media posts
- Use #ADWFamily in social media posts for online visibility at www.adwcatholicsschools.org
- Share distance learning best practices with families
- Share news and updates with families in a timely manner
- Share new prayers and/or ways to celebrate Mass and the Sacraments at home
- Create list of family resources and share on website

Need assistance?

Contact Us:

- Strategy discussion about your school - Wendi Williams at 301-706-6939
- TADS admissions or tuition assistance data reports - Sean Brown at browns@adw.org
- Spanish translations and social media messaging - Miryan Cabrera at cabreram@adw.org
- School promo video assistance, social media messaging and creative assets - Anna Quattrone at quattronea@adw.org