

**Strategic Planning Community Input Session Two
July 2, 2019**

RECRUITMENT

Question 1: *The current prospective student pool is primarily generated from parishes, early childhood and summer camps. Which new audiences should we be reaching out, and how do we engage them? (19 dots)*

Audiences	How to engage
Early Childhood Centers - HFCS	Communicate with newsletter events
New to town (medical centers, John Deere, Cottingham, banks)	Welcome packet to Greater Dubuque
Daycare centers around town	Packets inviting to open houses
Homeschooler community	Dual enrollment - sports, music, math, art Sales people
People with children in pre-K who are not regularly contacted	Through school
People in system but leaving at key points (PK-K, 5-6, 8-9)	Explain the sources of finances Value proposition
Catholics who choose public education is higher than Catholics who choose Catholic education	Some entity (school, churches, diocese, Rome) have to reposition Catholicism to address “contemporary” issues.
Chamber of Commerce	
Website - engaging?	
Tuition structure	Huge jump from preschool to elementary-lower elementary and increase Mazzuchelli to align more with Wahlert.
Pull from smaller communities outside Dubuque	
	Communicate and organize our “value” better. Better communicate financial assistance. Reach alumni for endowments.
Parish “church-going” families	One-on-one meetings

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Potential OLG students from entire Dubuque population	Market the program via social sites.
Early childhood	One-on-one and information sessions
Parents with children in pre-K or K-5	More church/school involvement (by having children involved in Mass or activities)
Parents that are having a baby baptized	Have a mentor family or engagement to educate them on Holy Family. Possibly give the baby a bib with Holy Family logo and graduating class.
Parish festivals	Have a table with information
Marshallese families	Face-to-face with those families/community

Question 2: What could the Holy Family community do to support new families and create a sense of belonging? (Imagine if you were new!) (6 dots)

- Open houses for new families at each school.
- Pair new families with veteran family to show them around, answer questions, teach “tricks of the trade,” etc.
- Holy Family-wide events
- Have mentors (for 19-20) call and reach out to each child’s family once a trimester. It would help each family feel like the staff knows their child.
- Give new families spirit wear and bumper stickers.
- Monthly or bi-monthly community events and invite families to attend. Halloween dances, game nights, arts events, etc. Thank the families for attending - make them feel valued.
- Holy Family branded gear.
- Clear value proposition - what are the key difficulties beyond Catholic education and PL? Clarify the unique value proposition.
- Mentoring with current families
- Block parties
- Parish festivals presence
- Recruit a lead person in the neighborhood to go out and visit people.
- Families can “adopt” a new family and be there for questions, concerns, welcoming, etc.

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Question 3: What recruitment and marketing initiatives do we need to start AND what do we need to stop? (8 dots)

START	STOP
Alternative fundraising	Telemarketing
Utilize social media more	General advertisements
Engage families in grades where retention happens	
Promoting Catholic education at church, need support from Bishop and priests	
Spirit wear that families can order online any time of the year or at more open houses and conferences.	
Car stickers	
Google reviews need a presence/boost. When you look up Holy Family online this is very visible. Current families should easily help boost this.	
Market harder at pre-K level	
Thankful of parish	
Collect stories of success related to Catholic education and share them.	
Recognition of the difference with OLG vs. public schools and highlight the benefits.	
“Welcome packet” of value of Holy Family schools. Include who we are, the value, success. Promote to companies (John Deere, Hormel, etc.)	
Communicate and work more with preschool families to show value of continuing on.	
Show the value of HFCS from pre-K all the way through graduation.	

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RETENTION

Question 1: How do we ensure current families continue to feel invested in the system? (16 dots)

- Communication increase
 - Demystify personalized learning
- Feeling listened to, concerns addressed
- Utilize parental talent, leverage it
- Engage younger families
- Seek frequent feedback from families and survey likelihood of registering next year vs. just submitting registration forms.
- Think in terms of customer satisfaction
- Make centralized campus - i.e. football at Wahlert, baseball at high school
- Need to evaluate course selections at high school to compete with public schools.
- Examine your data and communicate to parents, etc.
- Surveys presented to current families during the school year
- Culture of inclusiveness for students and families
- Conscious planning of welcoming initially and ongoing
- Make sure that everybody (not just people of affluence) are included and welcomed.
- To welcome all/any faith-based families
- Transparency in how funding sources are generated
- Explain how parish assessments are calculated and communicate to parishioners and HFCS families.
- Quantify advantages of a graduate from Wahlert
- Communication of personalized learning to parents of younger children

Question 2: What makes you choose Holy Family Catholic Schools? (8 dots)

- OLG Spanish immersion
 - If it wasn't for the spanish immersion program, we may not have chosen Holy Family.
- Spanish immersion
 - We would have sent our kids to HFCS either way, but we were excited about the Spanish immersion opportunity.
- We enjoy and value the investment of families in the community of HFCS - good community feel.
- Catholic schools

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- We had good experiences in our own lives in Catholic schools growing up and wanted that for our children.
- Good experience with pre-K and stayed in the system.
- Resurrection Blue Ribbon school is appealing
- Impressed with the other HFCS parents that I encounter - educated, involved, talented, welcoming, etc.
- Alumni - Catholic education is important to us.
- Faith-based learning
 - Celebrated, showcased, articulated
- Class sizes
- Sense of identification with religion
- School pride
- Smaller class size
- Value Catholic faith
- Kids surrounded by other faith-filled individuals
- Family tradition - would like to know what percent of Holy Family students have parents that are alumni?

Question 3: What can we do to improve customer service within our community? (18 dots)

- Communication on long-term goals on personalized learning need to be clearly defined and cannot be changed year after year.
- Communication about personalized learning cannot be undersold
 - Voices of teachers to demystify PL
 - Voice of parents and students with success
- Clear, deliberate, continuous, intentional communication
- Hand off from one grade to the next for a family and have exchange before year-end to help a family feel connected and ready.
- Parent-involved community improves leverage
- The administration at elementary level
 - This positive admin. Structure encourages parent resources, involvement, financing, volunteering.
 - Which elementary schools do this well/the best? How can the other schools do that better?
- Parents in classroom
- Look for models of successful strategic planning and copy their models
- Dedicated customer service staff for parents with concerns and be available to families
- In-service training on how to welcome new students and families to HFCS
- Improve on-boarding communication and with families
- Expand mentoring beyond just PL

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- Connectivity to parents
- Help create more communication for families regarding transition to personalized learning.
- Keep sending out surveys to current families. Make sure results are shared and acted upon.
- Communicate with parents of younger students what they can expect in middle school and high school.
 - Personalized learning or traditional?
 - Parents deserve to know the truth from the get-go.
- Keeping an open and welcoming environment - encourage families to visit and be a visible presence in the schools.
- Communication!