



# SchoolMint Connect

**Analyzing Recruitment Trends**

***March, 2023***



# Welcome!



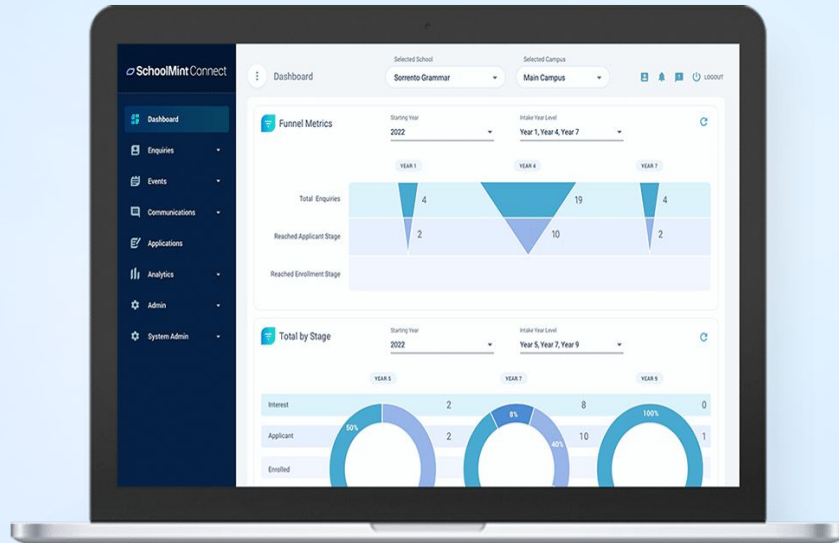
**Mariana Caballero**  
*VP, Customer Enablement*



**Charli DeWhitt**  
*Enrollment Consultant*



# Logistics



- Slides, recording, and related resources will be shared in the follow up email tomorrow
- Live Q&A at the end
  - Ask general questions throughout by clicking **Q&A**
  - Send site specific questions to [support@schoolmint.com](mailto:support@schoolmint.com)



# Our Agenda



# Agenda

## **Getting Connect Ready for 2023-2024 Recruitment**

- Setting up email cadences
- Reviewing event templates

## **What Worked Last Year & What To Do Now?**

- Analyze your data
- Set your goals for 2023-2024



# Getting Ready for 2023-2024



**Poll: Do you  
follow-up  
personally with  
every lead?**



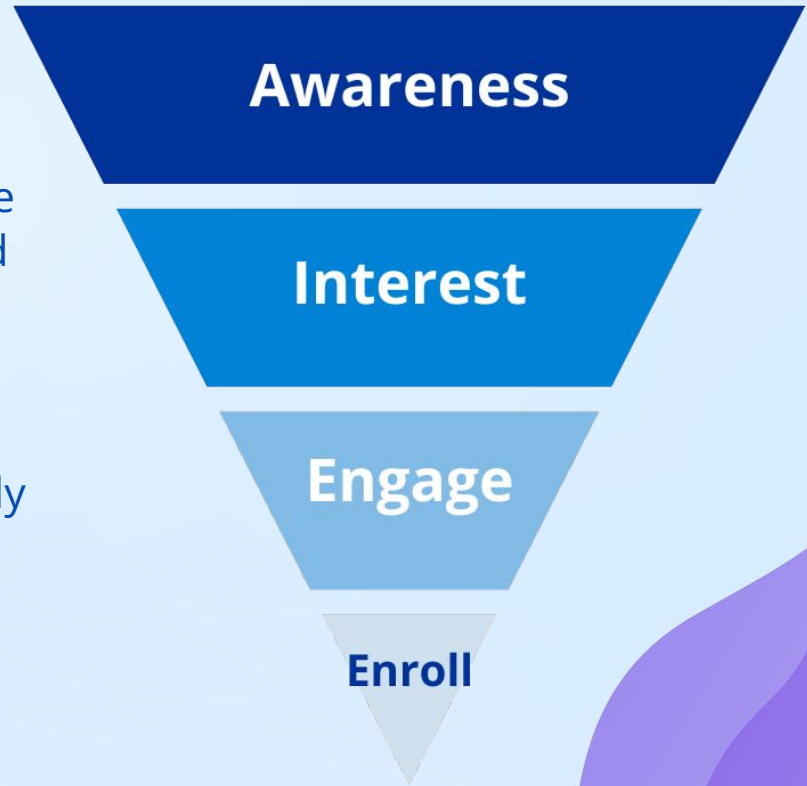
# Why Automatic Email Templates?

## Lead Nurturing

- Intentional communication to move families from interested to enrolled

## Set it & Forget it

- These can be done ONCE and then you never have to wonder if a family has heard from you!

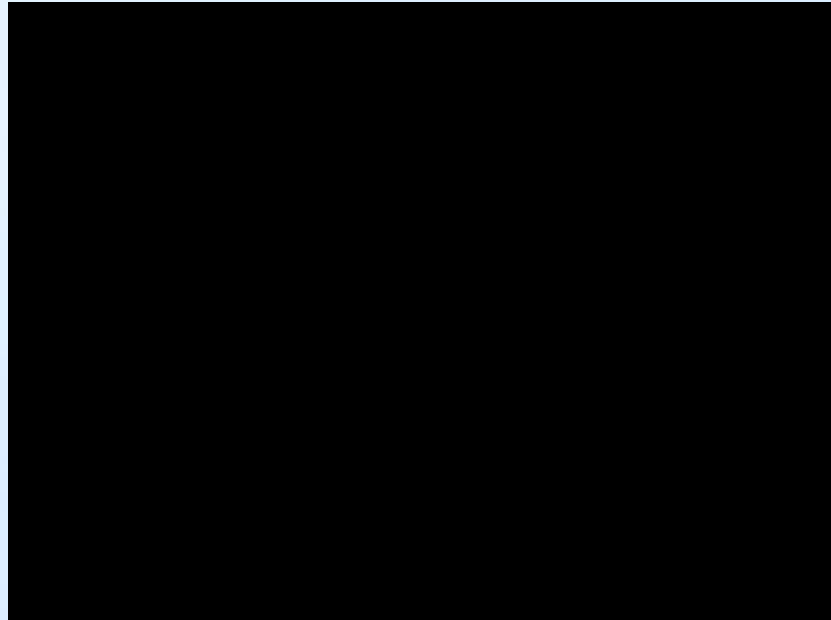




# Let's Talk Automatic Emails!

## Admin>Emails

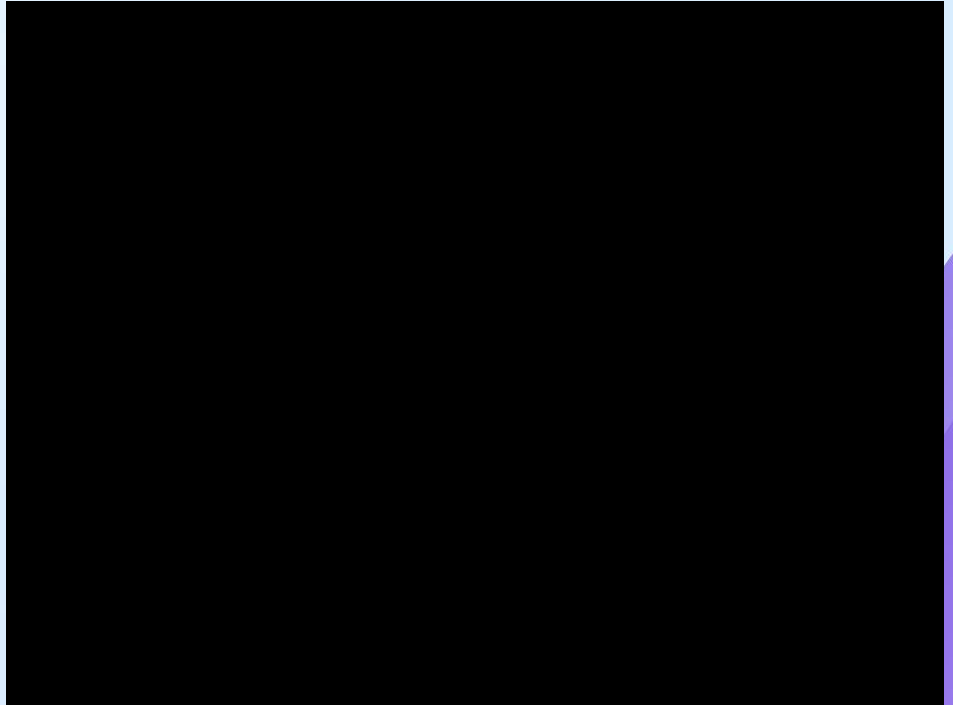
- Event Registration Form Email
- Personal Tour Email
- Information Request Email
- General Inquiry Emails



# Let's Talk Automatic Emails!

## Click "+Add New"

- You can do this to every form
- Schedule it days out from submission
  - Include information on your school, how to apply, next steps, etc.



**Poll: Have you  
configured your  
automatic  
emails?**



# So, How Many Do I Need?

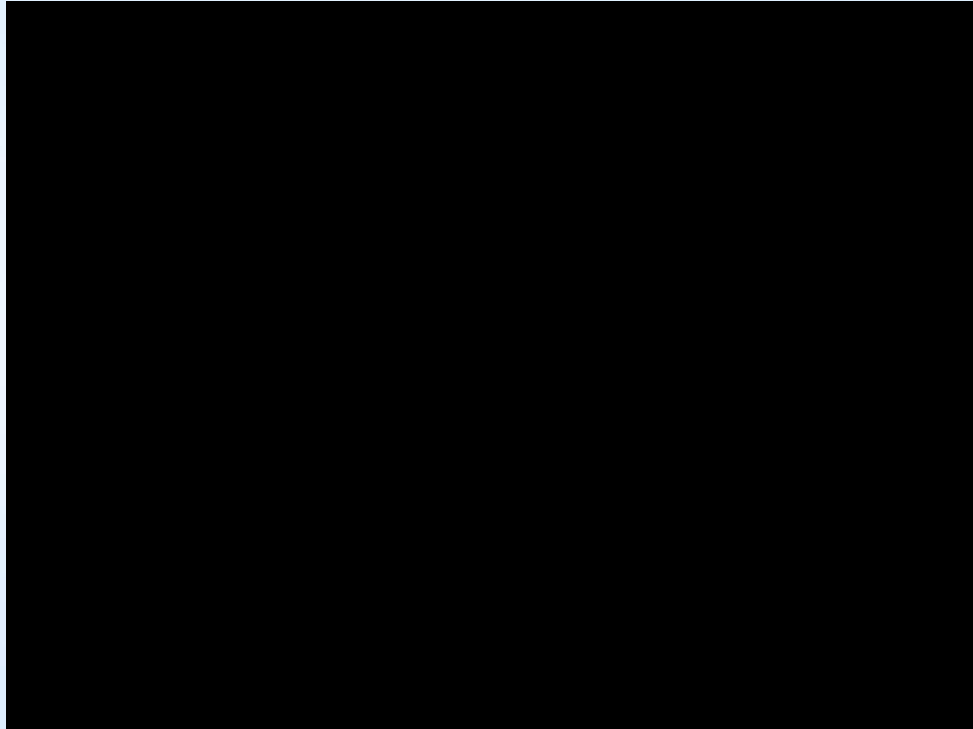
## Our recommendations:

- **3+ Email Follow Ups After a Tour**
  - Encourage to enroll
  - Want to learn more?
  - Follow us on social media
- **2+ Email Follow Ups After an Inquiry**
  - Take a tour
  - Want to learn more?

<input type="checkbox"/>	We hope you join us at <SCHOOL NAME>!	5 day(s) after the Event
<input type="checkbox"/>	Want to learn more about < SCHOOL NAME >?	10 day(s) after the Event
<input type="checkbox"/>	Can We Be #Friends?	20 day(s) after the Event

<input type="checkbox"/>	Ready to learn more about < SCHOOL NAME >?	On submission
<input type="checkbox"/>	Take a Tour of Minty Charter!	3 day(s) after submission
<input type="checkbox"/>	Want to Learn More About < SCHOOL NAME >?	5 day(s) after submission

# The Recap



# ...but what do I say?

## Lead Nurturing Campaigns in Connect

### Event Registration Emails

#### Registration Email

**Sub: Thank you for registering for <EVENT NAME>**

Dear < CONTACT FIRST NAME > ,

Great news! You've registered for our < EVENT NAME > on < EVENT DATE > .

We'll see you at < EVENT START TIME > on < EVENT DATE > at < EVENT LOCATION > .

If you have any questions or concerns ahead of time, please feel free to contact me directly!



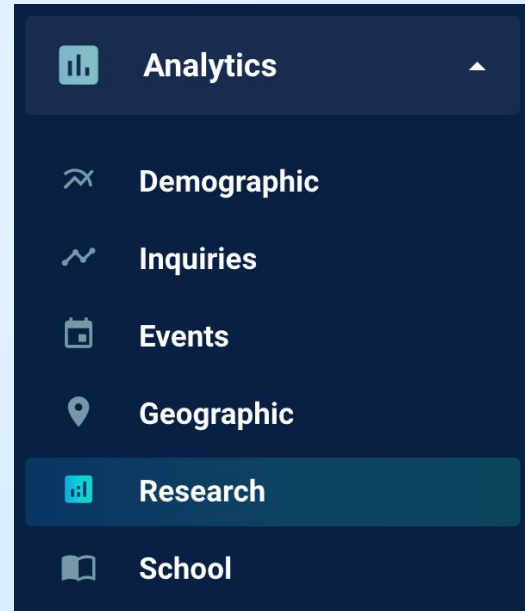
# What Worked Last Year & What To Do Now?



# What Worked Well This Year?

## Analytics>Research

- Where families heard of you
- Where they clicked the form
- Did we serve our community well?





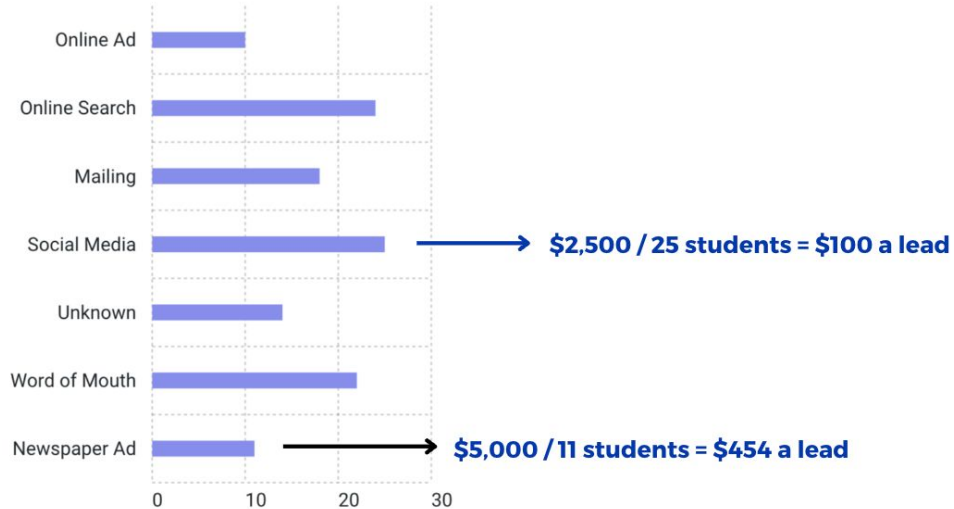
**Poll: What is your  
most successful  
marketing  
avenue?**



# Examine Your Marketing ROI



How did you hear about us



# Examine How Families Engage



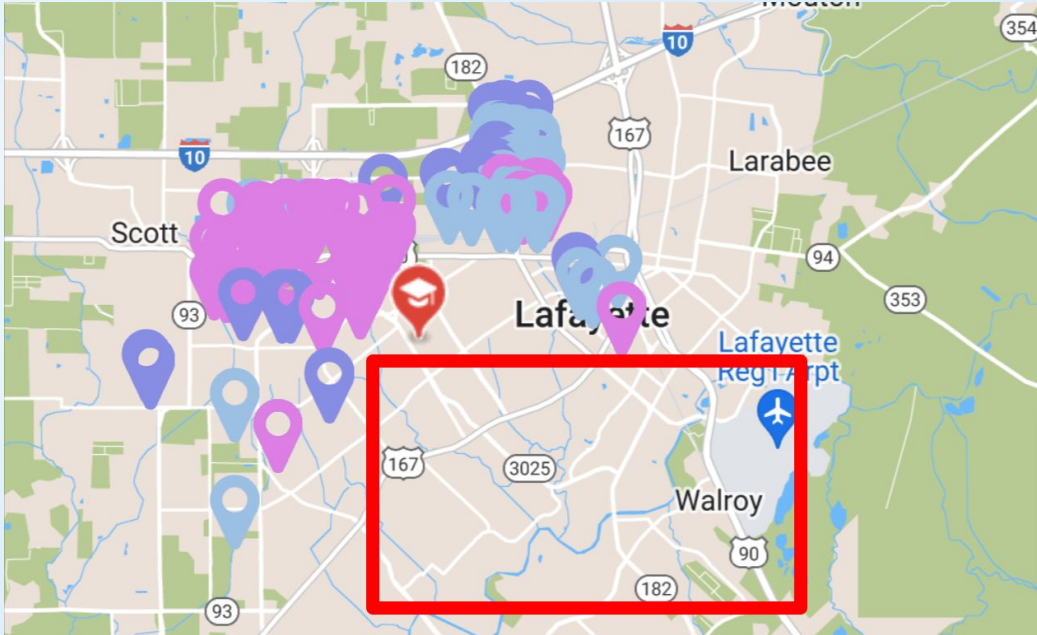
## Lead Source: How did families interact with you?

- **Set priorities for strategy**
  - Revamp your Info Packet
  - Ensure your inquiry workflow is strong

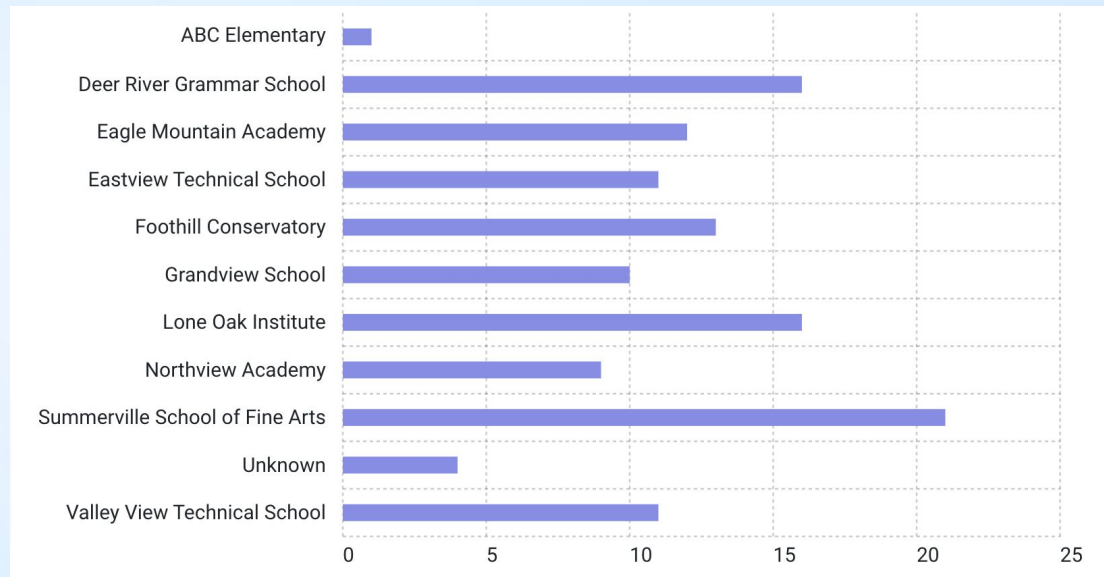
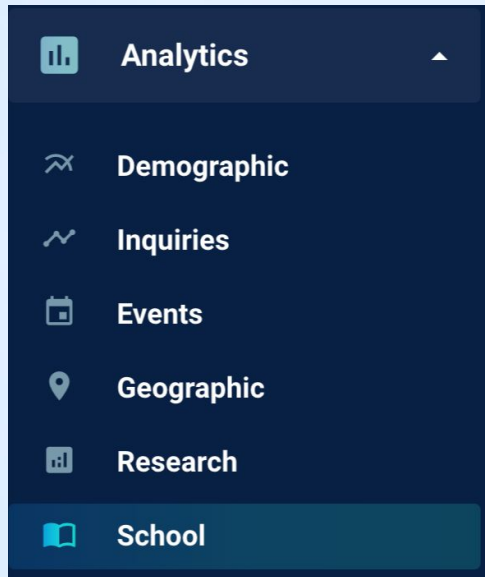


# Evaluate Your Community Engagement

- Analytics
- Demographic
- Inquiries
- Events
- Geographic**
- Research
- School



# Identify Feeder Schools



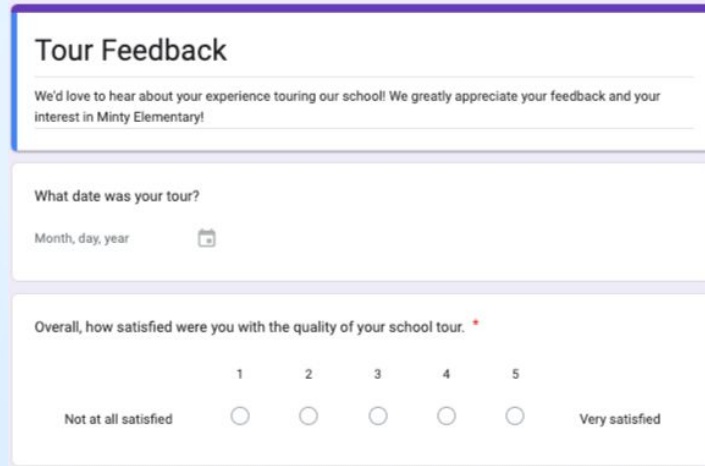
# Were Events Successful?

## Conversion Rate

- # of tours given / number of those students who enrolled

## Survey Data

- Include a quick Google Form survey in your post-tour email




The image shows a screenshot of a Google Form titled "Tour Feedback". The form has a purple header bar. Below the title, there is a short introductory message: "We'd love to hear about your experience touring our school! We greatly appreciate your feedback and your interest in Minty Elementary!". The first question is "What date was your tour?", with a text input field labeled "Month, day, year" and a calendar icon. The second question is "Overall, how satisfied were you with the quality of your school tour. \*", followed by a 5-point Likert scale. The scale is represented by five radio buttons labeled 1, 2, 3, 4, and 5. Below the scale, the text "Not at all satisfied" is aligned with the first radio button, and "Very satisfied" is aligned with the fifth radio button.

**Tour Feedback**

We'd love to hear about your experience touring our school! We greatly appreciate your feedback and your interest in Minty Elementary!

What date was your tour?

Month, day, year 

Overall, how satisfied were you with the quality of your school tour. \*

1 2 3 4 5

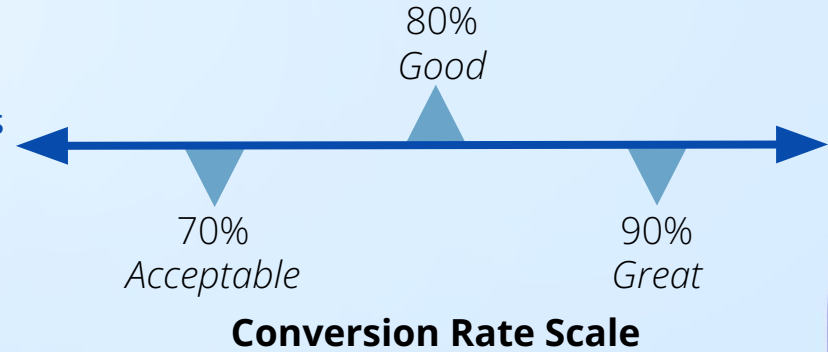
Not at all satisfied      Very satisfied



# What is a Good Conversion Rate?

## Good Conversion Rate

- Depends on grade level, competition, environment
- An acceptable conversion rate is 70%, good is 80%, great is 90%.
  - **What if it is less?**
  - **What if it is too high?**



## Diagnosing a Poor Conversion Rate

- Secret Shopper
- Survey Data



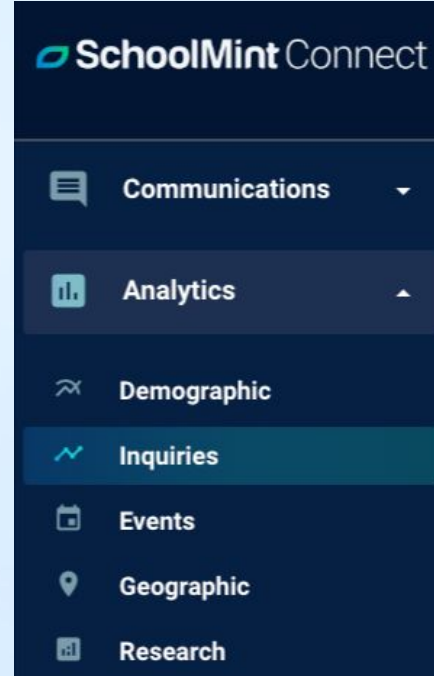
# Examining Trends

## Helps Plan

- Past behavior predicts future behavior

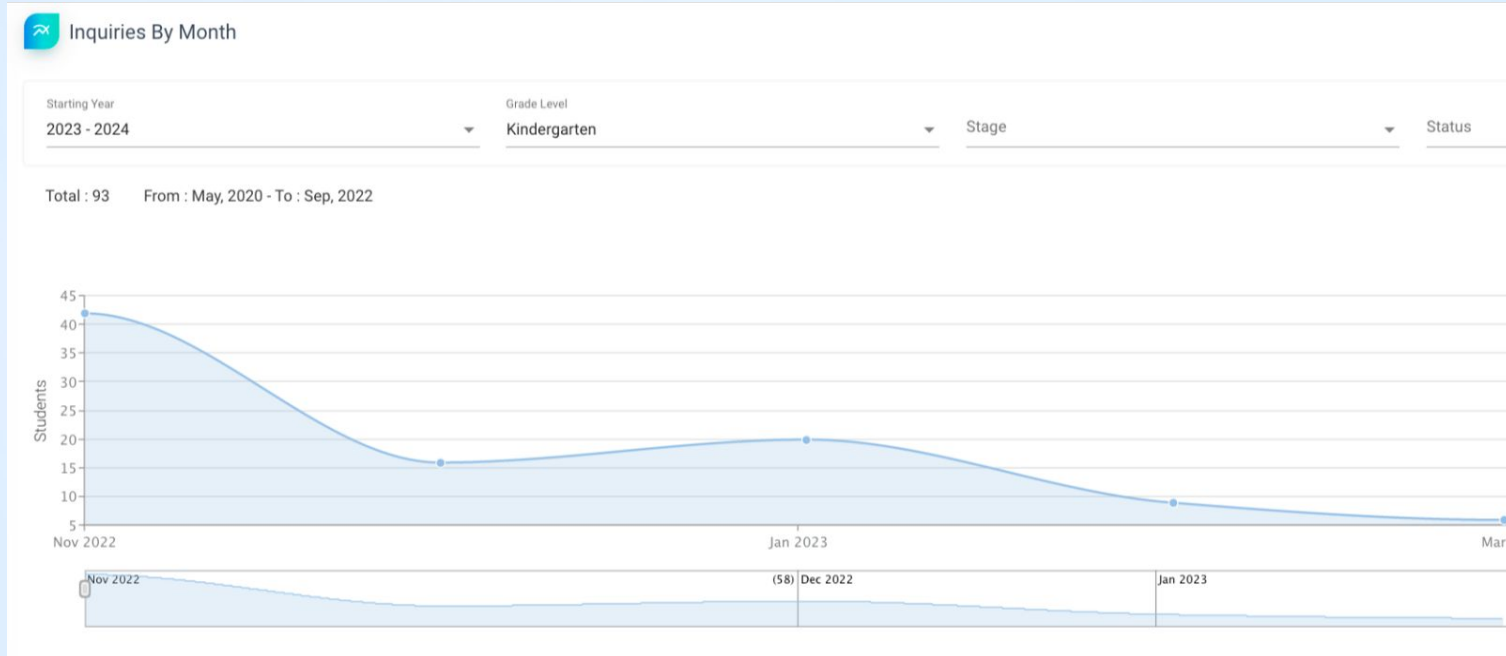
## Helps Set Good Goals

- Allows you to set micro goals in support of macro goals

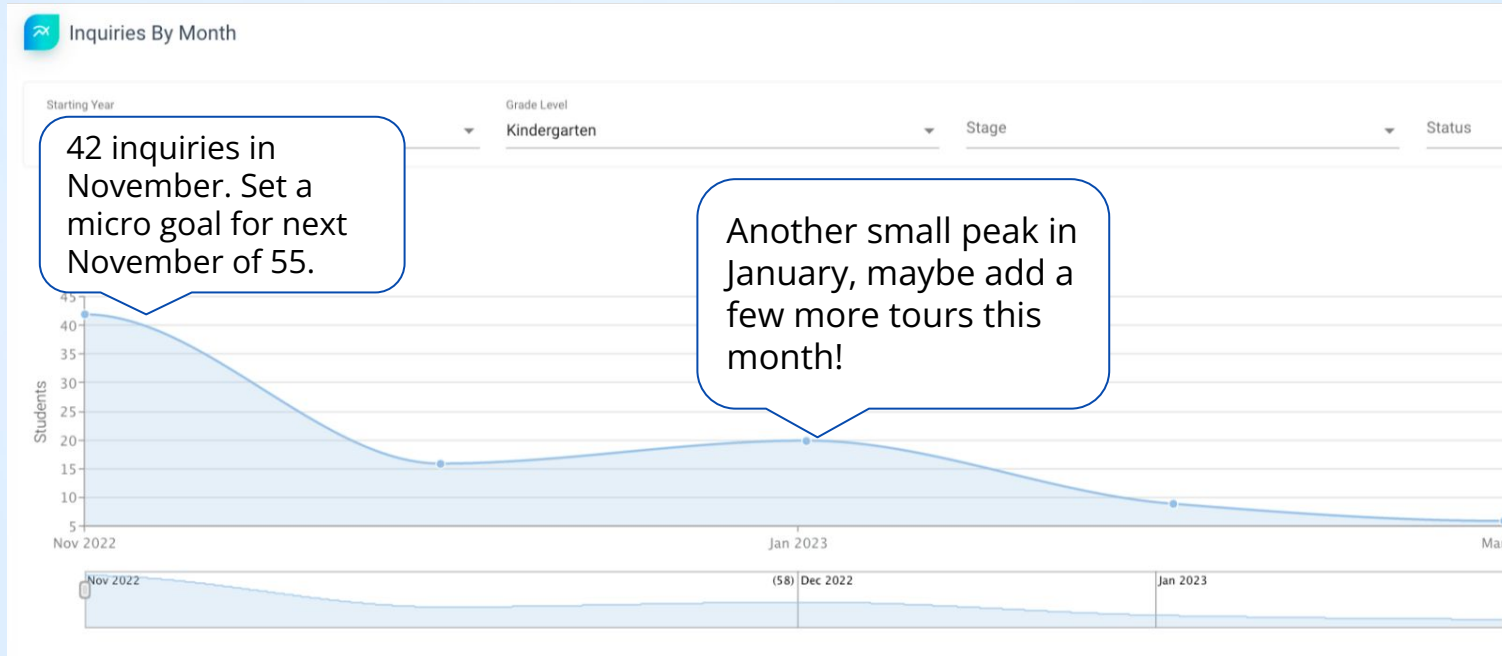




# Examining Trends



# Examining Trends



# Your Connect Plan for 2023/24

## Emails

Create lead nurturing campaigns & follow-up emails for...

- Tours
- Inquiries
- Infobooks

## Marketing ROI

**Determine your most impactful marketing campaigns**

- Reallocate budget based on ROI

## Lead Source

**Ensure any content or material for your top lead sources are given priority.**

- Update your infobook
- Ensure forms are working properly on your site

## Feeder Schools

**Use feeder school data to create your feeder strategy for the upcoming year**

- Strengthen existing relationships
- Develop new relationship building strategies

## Community Engagement

**Use geographic data to intentionally engage your community**

- Attend events in areas without high engagement
- Ensure you're serving your mission with geographic data

## & SET GOALS



**You've got Q's?  
We've got A's!**



# Appendix

## *Sample Email Templates*



# Event Email Templates

## Registration Email

**Sub: Thank you for registering for <EVENT NAME>**

Dear < CONTACT FIRST NAME > ,

Great news! You've registered for our < EVENT NAME > on < EVENT DATE > .

We'll see you at < EVENT START TIME > on < EVENT DATE > at < EVENT LOCATION > .

If you have any questions or concerns ahead of time, please feel free to contact me directly!

We cannot wait to meet you,

< EMAIL SIGNATURE >



# Event Email (Immediate)

## Registration Email

**Sub: Thank you for registering for <EVENT NAME>**

Dear < CONTACT FIRST NAME > ,

Great news! You've registered for our < EVENT NAME > on < EVENT DATE > .

We'll see you at < EVENT START TIME > on < EVENT DATE > at < EVENT LOCATION > .

If you have any questions or concerns ahead of time, please feel free to contact me directly!

We cannot wait to meet you,

< EMAIL SIGNATURE >



# Event Email (1 Day Prior)

## Registration Email

### A Friendly Reminder re <EVENT NAME> (1 day prior)

Change Subject: We're Excited to See You Tomorrow for our < EVENT NAME >

Dear < CONTACT FIRST NAME > ,

We are excited to welcome you to < SCHOOL NAME > for a < EVENT NAME > tomorrow! If you can no longer attend, please let us know and we can reschedule your visit at your convenience.

During the < EVENT NAME > we will take some time to chat about our school model, take a walking tour of the building, and, of course, have plenty of time to answer any and all of your questions. We're so excited to share what makes < SCHOOL NAME > a great place to grow and learn!

### The details of your tour are listed below!

Date: < EVENT DATE >

Time: < EVENT START TIME >

Location: < SCHOOL NAME > at < EVENT LOCATION >

We'll see you soon!

< EMAIL SIGNATURE >





# Event Email (1 Day After Checked-in)

**Subject: Thanks for Visiting < SCHOOL NAME >**

**Dear < CONTACT FIRST NAME > ,**

**Thank you for visiting < SCHOOL NAME >. We hope you had a great time getting to see the school and learning more about our unique program!**

**Ready to enroll? We've got you covered!**

**To apply for a seat at < SCHOOL NAME > you'll need to complete the following steps.**

**Enrollment STEPS**

**Thank you!**

**< EMAIL SIGNATURE >**



# Event Email (NOT Checked-in)

Subject: We Missed You at <Event Name>

Dear < CONTACT FIRST NAME > ,

We're sorry we missed you at the < EVENT NAME > yesterday! We know that things come up and life gets hectic, so we're here to help!

Please let us know when you'd like to stop by < SCHOOL NAME > and we'll get you rescheduled for another tour soon!

We can't wait to meet you and your student,

< EMAIL SIGNATURE >



# Event Email (5 Days After)

Dear < CONTACT FIRST NAME > ,

We know that choosing a school for your student is a BIG decision for your family! That's why we want you to have the best information possible before making your choice for the upcoming school year!

At < SCHOOL NAME > , we know that every student is unique. This means you likely have some questions about how our school can fit your student's individual needs - that's where we come in!

If you'd like to learn more about our model, have questions about enrollment, or would like to talk to a current parent to learn a little more about the < SCHOOL NAME > experience, we've got you covered!

Let us know what you need to feel confident in choosing < SCHOOL NAME > for your family, and we'll be happy to help you!

Thanks,

< EMAIL SIGNATURE >



# Event Email (10 Days After)

Subject: Want to learn more about < SCHOOL NAME >?

Dear < CONTACT FIRST NAME > ,

We are doing some really amazing things at < SCHOOL NAME > and we can't wait for your student to be a part of it! To see what's happening behind the scenes and keep up with everything new at < SCHOOL NAME >, **make sure to follow us on social media / subscribe to our newsletter!**

**Ready to enroll?**

**Next Step**

Thanks,

< EMAIL SIGNATURE >

***Notes: The red items will need to be customized by each school.***



# Infobook Request (Immediate)

Dear < CONTACT FIRST NAME > ,

Thank you for requesting the < SCHOOL NAME > Info Book. We are so excited to hear that you are interested in our school!

The information you requested is here! We're excited to share what makes < SCHOOL NAME > the best place to learn!

Ready to visit?

We cannot wait to meet you! Our event schedule is located online at LINK. If you can't find a time that meets your needs, please feel free to reach out directly and we can assist you!

Ready to apply?

That's great news! The enrollment process is below, but if you have any questions please feel free to reach out and we'll be happy to help in any way we can!

## **ENROLLMENT STEPS**

Thank you!

< EMAIL SIGNATURE >

***Notes: The red items will need to be customized by each school.***



# Infobook Request (5 Days Later)

Dear < CONTACT FIRST NAME > ,

We know that choosing a school for your student is an important decision, and we are so excited you are considering <SCHOOL NAME>! We're here to answer any questions that may come up and give you all of the information you need to make a great choice for your student.

## **What you should know:**

At < SCHOOL NAME > your student isn't just a number. We pride ourselves on a strong school community, where every student is celebrated, supported, and empowered to achieve their goals.

## ***NOTES ABOUT MODEL IF DESIRED***

If you have questions about the school we're here to help! We'd love to schedule a phone call with a current < SCHOOL NAME > parent or a school representative to make sure you have all the information you need to be confident in your decision to choose our school for your family!

Thank you!

< EMAIL SIGNATURE >

***Notes: The red items will need to be customized by each school.***



**Thank You!**

