

Enrollment Checklist for Catholic Schools and Diocese

Catholic schools and dioceses often experience a surge in activity during enrollment season. By proactively putting strategies in place well ahead of time, you can ensure a smooth process that welcomes new families and fosters long-term engagement.

We've compiled the strategies below to help schools optimize the enrollment process.

✓ **Provide online access to enrollment contracts:** Sign, seal, and deliver all online. Send out contracts and collect signatures quickly and securely. Families benefit from being able to submit materials online without the worry of lost or misplaced paperwork. This also helps promote environmental stewardship by reducing paper use.

✓ **Offer online and mobile payments:** Offering modern, online payment options allows families to make on-time tuition payments, as well as pay for meal plans, athletic costs, and scholarship programs.

✓ **Employ multi-channel communication with families:** From social media to email campaigns, foster meaningful communication with families at every stage of the process. Foster a sense of community by sharing news, events, and spiritual reflections through multiple channels.

✓ **Automated workflows help easily enroll students:** Keep families engaged throughout the enrollment process and track engagement effortlessly. Ensure workflows align with diocesan policies and regulations to help grow communication and consistency with your school's mission.

“ Everything communicates. It just works together. Whether the topic is billing, projections, budgeting, or communicating with families, the information is all there and it's seamless.

Carrie Nelle

Student Information Coordinator, St. Raphael's Catholic School



Extra Credit Enrollment Tips

Proactive Communication is Key: Go beyond traditional parent engagement times. Consider hosting an on-campus summer event to showcase facilities and attract prospective families. Offer opportunities for a virtual open house, for families who can't do in-person events.

Personalized Communication: Every interaction with families makes a big difference in how they feel a part of a community. Use the power of personalized communication to ensure you're building connections. Sending a personalized note, email, or following up with a phone call to families to answer any questions they might have about the school are keys to building bridges with families.

Celebrate Student Achievements: Keep in mind, that highlighting student success all year helps showcase your school to new families and boosts your retention efforts. Be sure to let your community and families know about school award ceremonies, academic achievements, athletic wins, and student-led presentations. Share them with your local newspaper and make sure to highlight them online on your website too.

By following this checklist, Catholic schools, and dioceses can ensure a smooth, efficient, and secure enrollment process that aligns with their values and mission.



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