

# ENROLLMENT AND SCHOOL MARKETING

## GOALS

- to increase enrollment in day schools by attracting students who are currently receiving no Jewish education
- to remove financial barriers preventing parents from enrolling children in day schools
- to create a central low cost resource for schools to receive marketing tools and coaching
- to advocate on behalf of day schools toward increased funding from local resources
- to unify communal efforts to enlist more children in day schools

For more information about the Enrollment and Marketing Division please contact Rabbi Hillel Adler at [hadler@cojds.org](mailto:hadler@cojds.org)

Question: Is the day school movement stronger today than it was 20 years ago? 40 Years ago? 60 years ago?

Answer: Yes and no.

Yes. In absolute numbers we can point to a total number of students which is nearing 300,000 in the US alone. New schools open every year and many have difficulty finding enough space for the hundreds of applicants they receive.

No. Many of the schools that were opened 50-70 years ago at the beginning of the day school movement struggle to maintain the critical mass needed to survive. These schools service communities representing hundreds of thousands of Jews in which the day school serves as the primary source of formal Jewish education. These anchor schools look at enrollment numbers as their vital signs of survival. The children are out there. The struggle is against growing assimilation and apathy.

The CoJDS Marketing and Enrollment Division exists for the purpose of supporting enrollment growth in these communities outside the larger Jewish metropolitan centers.

How do we do it? We use a multi-level approach to maximize impact.

**TUITION BRIDGE:** Utilizing a unique targeted system, we provide schools leverage in completing registration for families at risk of withdrawing registration due to concerns about their tuition agreement. Through providing scholarships in these select cases we are also increasing the revenue of the school in what would otherwise be

- 48% Increase in Student Scholarships for Enrollment Initiative
- Social Media and Digital Marketing Workshops and Consultations Provided to Schools for Minimal or No Cost
- Grant Writing Assistance Designed for Recruitment

an empty seat in the class. During the 2017-18 school year, our investment has yielded a return of investment of \$240,000 in tuition revenue. CoJDS follows the progress of each individual student to ensure the requisite care is given to incorporate the beneficiary families within both

... **WHAT'S NEW** ...

the school and broader community. A CoJDS representative negotiates each case with the school in order to maximize buy-in from both the school’s scholarship committee and to increase investment from parents.

**PARENT MARKETERS:** A CoJDS representative meets with parents and school admission directors to formulate a strategic plan of how to best market the school based on the demographics of the area. Parents are trained in word of mouth marketing and successful methods in reaching out to prospective parents based on a peer-to-peer relationship. The parent volunteers significantly increase the reach of the school’s admissions efforts and provide a personal and authentic avenue for parents to learn about what the day school experience has to offer.

**SCHOOL STAFF TRAINING:** CoJDS provides staff training in marketing the school and capitalizing on relationships as a key to improving the recruitment and retention trends of the school. A major aspect of marketing the school is to produce happy parents and children. Professional development workshops for school staff assists in improving the parent-staff relationship and the general school atmosphere.

**MARKETING CONSULTATION:** We provide schools with targeted marketing tools designed for maximum impact with millennial parents. CoJDS takes into account the limited budgets of schools and provides services at little or no cost. Services include custom-made brochures, school website assessment, parent surveys, social media marketing plans, and branding overhauls. Materials are shared from non-competing schools as a national collaborative group effort amongst all day schools. Recognizing the limited resources of most schools, we eliminate the need for each school to create its own brochures and marketing plan from scratch.

**COMMUNITY PARTNERS:** CoJDS is currently the day school organization with the most extensive and diverse reach in regards to strong relationships with community leaders on the ground. We apply the “it takes a village” approach to enroll more children in day schools. As such, we partner with national and local outreach organizations, Chabad shluchim, Jewish camps, outreach community kollelim, youth group organizations, and community rabbis to join forces and create a community-wide system for gathering data and leads on potential future day school parents. We also develop collaboration between rabbis and parent ambassadors for maximum impact. We create an effective system whereby a lead generated by the initial engagement with an outreach organization or rabbi is then given to a parent ambassador of the school who can work with fellow parents on a personal level.

**GRANT CONSULTATION:** CoJDS assists schools in conducting feasibility studies to determine the projected effect of various tuition assistance programs to increase enrollment. The results of these studies are used to develop proposals to local and national foundations and federations interested in promoting Jewish continuity through Jewish education.

#### COMMUNITIES BENEFITING FROM MARKETING WORKSHOPS AND/OR TUITION BRIDGE SCHOLARSHIPS

Las Vegas, NV	Highland Park, NJ	Margate, FL
San Diego, CA	Vancouver, BC	Charlotte, NC
Indianapolis, IN	Portland, OR	Columbus, OH
Phoenix, AZ	Seattle, WA	Morganville, NJ
Tamarac, FL	Atlanta, GA	Rochester, NY
Irvine, CA	New Orleans, LA	Longmeadow, MA
Sharon, MA	Commack, NY	Orlando, FL
Harrisburg, PA	Allentown, PA	Calgary, AB
Huntington Beach, CA	Hamilton, ON	

## YEAR 1: 2016-2017

### 30 students

Scholarships sent \$27,750  
Total Revenue to the Schools \$185,957  
7 Schools

## YEAR 2: 2017-2018

### 35 students

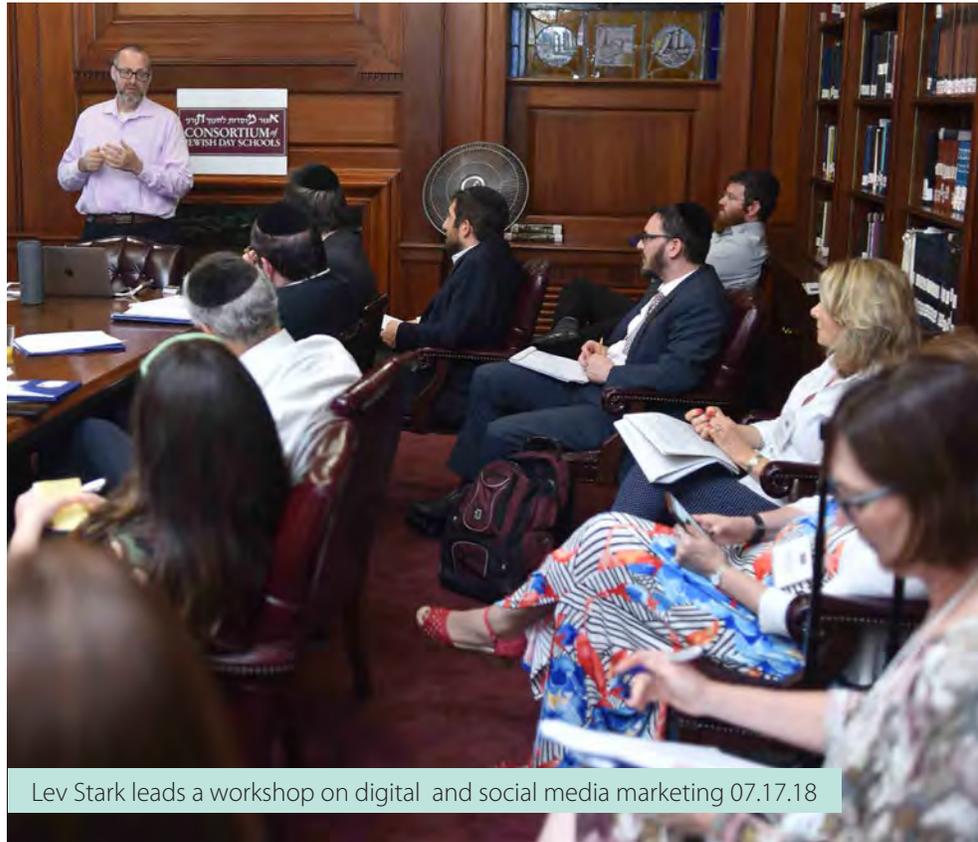
Scholarships sent \$27,179  
Total Revenue to the Schools \$181,104  
10 Schools

## YEAR 3: 2018-2019

### 52 students

Scholarship cost \$42,770  
Total Revenue to the Schools\* \$240,000  
14 Schools

\*projected



Lev Stark leads a workshop on digital and social media marketing 07.17.18

*Yasher Koach on procuring the large donation to send more kids to Jewish day school! What a zechus. It is both these moms' dreams to send their kids to Jewish school and the kids are so looking forward to it.*

*Thank you helping us make it a reality.*

**Aviel Brodtkin, Principal,** Maayan Torah Day School Portland, OR

*Dear Rabbi Adler and CoJDS,*

*With a full heart, I offer thanks for getting the results that I could not do alone. Here is a picture of the family (you helped) on their first day of school.*

*I will gladly share updates about each child growth this year!*

**Rivkie Gottlieb, Lower School Judaic Studies Principal,** Robert M. Beren Hebrew Academy, Houston, TX

*Good Morning, Rabbi,*

*I spoke with the family and they have accepted the tuition agreement with this \$1,000 and what we were able to offer for aid at the school level! I am so appreciative of your help with this as this is a student that will truly thrive in our school and could become a lost number in the public system/large classes.*

*Thank you!*

**Erin Kivel, Director of Community Engagement & Admissions,** Hillel Community Day School, Rochester, NY

*Dear Rabbi Adler,*

*Thank you very much for this very positive update! We are so appreciative for the work that you are doing to help with these scholarships.*

*I love the story you shared!*

**Susan Siegel, Head of School,** Bnai Shalom Day School, Greensboro, NC

Hillel,

Here is the info for the three families that we are currently working with. We are also trying to work with private donors to help us fill the gap. All three have severe financial hardships, and can easily end up in a public school.

Thank you so much for all your help. BH, all three student are in CTA and doing well. Thank you for everything you are doing.

**Rabbi Avrohom Drandoff, Head of School**, Columbus Torah Academy, Columbus, OH

Dear Rabbi Adler,

Shanah Tovah and many thanks for your continued support. Your efforts to help ensure that the gift of Jewish education is accessible to all continues to propel our communities forward. We are very grateful for all that you are doing. We would love to host you and any donors. We have a delicious kosher hot meal plan, so join us for lunch anytime!

Warmly,

**Amy Golding, Head of School**, Jewish Day School of the Lehigh Valley, Allentown, PA

Dearest Rabbi Adler,

I wanted to send you a huge thank you for everything you've done for our school and community in the past few days from the PTO meeting, the regional meeting as well as your meeting with Farash. It sometimes feels like we're alone out here as a small day school but growing closer with the CoJDS helps to feel like we have someone truly fighting for us and understands our unique needs...

Warmly,

**Clair Schroeder, Director of Institutional Advancement**, Hillel Community Day School, Rochester, NY

Rabbi Adler,

Thank you very much for this valuable material.

Your talk to the Parent Ambassador group was great. Thank you so much for staying late for us, it was greatly appreciated.

The CoJDS conference was very impressive, and we all appreciate your mission to assist us and Jewish day schools throughout the country in the most important task of educating our youth.

Thank you,

**Rabbi Yosef Konikov**, Chabad of South Orlando

The session with Lev Stark was both educational and enlightening. I felt that our time with Lev truly helped us learn how to market our school and engage our school's target market of potential families and community supporters.

**Mrs. Eva Weissman, PTO President and Board Treasurer**, Hillel Community Day School, Rochester, NY

Rabbi Hillel Adler presenting to Parent Ambassador group of Desert Torah Academy, Las Vegas, NV 04.30.18

