

ROCK YOUR ENROLLMENT GOALS

Independent school leaders from across US and Canada gathered in small breakout groups to discuss the challenges they face in maintaining and growing enrollment.

Parents stress and anxiety



- The pandemic has created a complex and difficult situation for many parents - it feels like levels of stress and anxiety are at an all-time high.
- It is important that school leaders acknowledge these new challenges and create conditions that are supportive for their entire community. Many schools provide support through community dialogue and involving their staff with mental-health professionals to work together with families as part of support groups.

Financial barriers



- School leaders have heightened awareness of the financial challenges that many parents are facing during the pandemic.
- Families have chosen various options that work for them in relation to safety and wellness during the pandemic. This can cause disparity, including families that did not want to pay the tuition for a fully online learning experience.
- Helping parents become aware of the unique value that independent schools provide through personalized attention, extracurricular programs, and differentiated opportunities support decision-making.

Virtual and On-Site programming



- Adapting effective teaching and learning practice from in-person to online - and supporting parents who now have more insight into and involvement in their child's learning is critical.
- A human-centered approach that avoids "packaged" learning and leverages technology to truly engage and connect with learners' learning helps to solve this.

Recruiting, Retaining, and Training a Quality Staff



- Continuing to recruit high-quality educators while ensuring continued support and development of existing staff members is important to ensure the quality of programming remains regardless of the changing environment.
- Focusing on fostering a culture of collaborative communities for teacher support and development ensures a personalized, connected approach to professional learning that can be both formalized and flexible.

Remote Learning with Younger Learners



- Young learners in remote environments pose unique and evolving challenges for teaching and learning.
- To solve for this, ensuring that technology can meet learners' individual needs as well as work in their home environment is important.

Reaching New Families to Support Enrollment

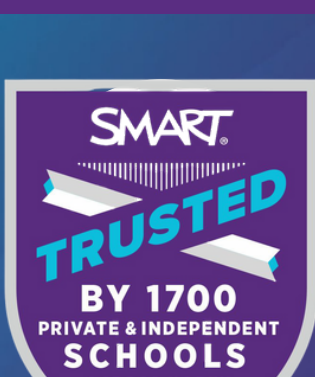


- Telling incredible unique stories about the value of the school's programming through a variety of mediums is important when looking to attract new families as well as retain existing ones. This can include the school website, email campaigns, and social media platforms - but word of mouth seems to work best.
- Learners themselves are fantastic ambassadors for school programming - they are extremely candid about the type of learning they engage best with. The perspective of a child learner will be received better than a lot of what a school could say themselves.

Ongoing transparent communication



- It is important to be transparent with parents when plans don't go as expected and to communicate frequently on plans for improvement.
- Continued communication must be at the forefront of addressing challenges and ensuring strong relationships with a school's entire community.



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