



ISPD (Institute of Parish and School Development) BALTIMORE WORKSHOP FOR CATHOLIC SCHOOLS/PARISHES



(coordinated by the AOB Division of Catholic Schools Marketing and Advancement Office)

October 25 Morning

9:00 - 9:45 AM - Hospitality (breakfast refreshments)

9:45 - 9:55 AM - Prayer, Welcome, Introductions

10:00 - 11:00 AM

1. Enrollment Management I

- This course will highlight the following:
 - How to Position it as Your School's #1 Priority
 - How to understand that enrollment management can guide your school to be the best it can be.
 - Collecting Prospect Data – Using Technology to Build Relationships
 - Internet Strategies – 24/7 Marketing for Your School
 - This component of the presentation will look at Catholic school web sites (elementary and high schools) that have implemented best practices for marketing and recruitment.

11:00 - 11:15 AM - Break

11:15 AM - 12:15 PM

2. “Customer Service” in Your Catholic School

- This course will define and explain the meaning of “customer service” and what we in Catholic schools are doing (and not doing) to serve the “customer.” We will take a look at all of the customer bases, and highlight both internal and external customers. Other major components will include:
 - The meaning of “quality” in your Catholic school
 - Why Catholic schools – traditionally – have not been set up to serve the “customer”.
 - Ways to shift the paradigm to a more customer oriented culture
 - A self-help test to determine if your Catholic school is serving the “customer.”
 - 20 practical strategies to implement in customer service for your Catholic school

12:15 - 1:00 PM - Lunch (provided)

October 25 Afternoon

1:00 - 2:00 PM

3. Enrollment Management II

- This course will highlight the following:
 - Financing Tuition – What Every Good Enrollment Doctor Should Know -- this presentation will walk you through the steps you need to take leveraging your tuition assistance.
 - Understanding and Addressing Your School's Net Promoter Score – Taking A Time Out in the Middle of the Game rather than being a Monday Morning Quarterback. (It not just how many students you retain that matters. It's what those students/families are saying while they are part of your school family.
 - Retention – Every Student Matters

ISPD Baltimore Workshops (Oct. 25 cont'd)

2:00 -2:15 PM - Break

2:15 - 3:15 PM

4. Creating the Written Marketing Plan

- This course will walk you through – step by step – how to create the written Marketing Plan for your Catholic school. It will cover the following:
 - Putting together the Marketing Core Team
 - Putting together the BIG MAC: the Marketing Advisory Committee
 - Deciding on the planning areas you need to address
 - Creating the agendas for all MAC meetings
 - Prioritizing the outcomes
 - Implementing the Marketing Plan
 - Refreshing the Marketing Plan each year

3:15 - 4:45 PM - Presenters Available for discussion

SECOND DAY **October 26 Morning**

9:00 - 9:45 AM - Hospitality (breakfast refreshments)

9:45 - 9:55 AM - Prayer, Welcome, Introductions

10:00 - 11:00 AM

1. The Capital Campaign: Are You Ready

- This course will examine the steps a Catholic school needs to go through in order to get ready for a capital campaign. Because most capital campaigns need to generate major dollars, this presentation will walk through ISPD's "Traffic Light Process" that shows you step by step what to do. The following components will be explained:
 - Determining the readiness level
 - Assembling the Steering Committee
 - Deciding on the "major threads"
 - Seeking input and building support
 - Writing the draft Case Statement
 - Conducting the Feasibility Study
 - Getting ready to launch

11:00 - 11:15 AM - Break

ISPD Baltimore Workshops (Oct. 25cont'd)

11:15 AM - 12:15 PM

2. The “World Class” Annual Fund

- This course will walk you through the key steps of organizing and launching a comprehensive Annual Fund. Many of the topics covered will be:
 - Deciding upon the case for the Annual Fund
 - Putting the right leaders into place
 - Making sure the Annual Fund has the proper divisions
 - Creating to-do lists for each division of the Annual Fund
 - Creating the Annual Fund materials
 - Kicking off the Annual Fund
 - Inviting the gifts person to person and in small group settings
 - Measuring progress of the Annual Fund

12:15 - 1:00 PM - Lunch (provided)

October 26 Afternoon

1:00 - 2:00 PM

3. The One Person Development Office

- This course will discuss the ways to set up s a one person Catholic school development office. Realizing that many development offices are one person “shops” the presentation will go into ways of saving time as well as utilizing volunteers through a Core Team. Other topics covered will be:
 - Setting up the office
 - Establishing the database
 - Getting to know the base of people
 - Inviting, involving and engaging more people into the life of that Catholic school
 - Deciding on what is most important
 - Setting achievable goals
 - Working from a written plan
 - Evaluating success and needed improvement

2:00 - 2:15 PM - Break

2:15 - 3:15 PM

4. Inviting the Gifts

- This course will discuss the many types of gifts that we can invite into our Catholic school. Because true Catholic Development is not just about money, the presentation will delve into ways where people can feel comfortable sharing their many gifts of prayer, involvement and financial participation.
- The course will also look at ways to invite financial participation, both in terms of one on one visits and through receptions. We will look at specific language to use and not use, and above all, position the invitation so people will feel comfortable and not pressured.
- Time permitting, the course will also invite some role playing to invite gifts to a capital campaign and to an annual fund.

3:15 - 3:45 PM - Presenters available for discussion



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WORKSHOP FOR
CATHOLIC SCHOOLS/PARISHES**

(coordinated by the AOB Division of Catholic Schools Marketing and Advancement Office)

Registration Form

Please return by fax (410-539-2652) or mail to:

Kathy Whitelock

Catholic Schools Marketing & Advancement

320 Cathedral Street

Baltimore, MD 21201

Name _____

Parish or School _____

Address _____

Phone: _____ **Email** _____

Registration is for one full day (\$50) or two full days (\$100):

Thursday, October 25, Marketing: YES _____ NO _____ **Cost: \$50**

Friday, October 26, Development: YES _____ NO _____ **Cost: \$50**

**Please send and make check payable to:
Archdiocese of Baltimore Office Catholic Schools Marketing
320 Cathedral Street
Baltimore, MD 21201
Attn: Kathy Whitelock**

Directions:

Loyola Graduate Center Timonium Campus.

2034 Greenspring Drive

Timonium, MD 21093

410-617-1500 or 1903

- **Interstate 95 to I-695 towards Towson**
- **I-695 to I-83 North (Harrisburg Expressway).**
- **Exit 16A, Timonium Road East.**
- **Greenspring Drive is the first right turn after leaving I-83.**
- **The Graduate Center parking lot is the second right turn.**

There is only one entrance - our registration tables will be inside the entrance.

Note: These are two packed days. We will begin on time.