

The Montessori Foundation

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Retaining Your Enrollment

The fundamental nature of Montessori schools



Montessori is not a commodity

? Don't sell Montessori / Sell your school



Finding the perfect match

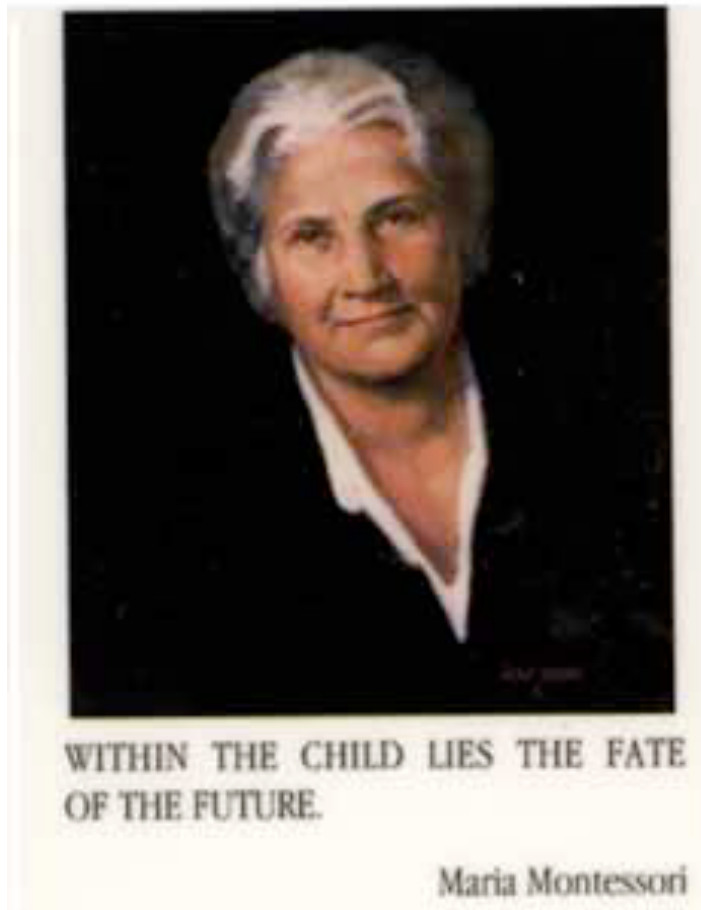
? A school is nothing but people



You can inspire people, but you can't change them!



Clarity is the key to success



Enrollment is the key to your school's future



			Enrollment 1997-1998					
	Age	kids	new	left	we asked	entered	Projected	%
	level	moved up	students	during yr	to leave	in yr	attrition	attrition
Toddlers								
24	2		24				2	8%
2 classes								
	3	3	22				1	4%
Primary								
82	4	14	15				4	14%
3 classes								
	5	13	15				5	18%
Lower elem	6	9	5				2	14%
40								
3 classes	7	10	4				1	7%
	8	9	3				3	25%
Upper elem	9	6	2				1	13%
Grades 4 & 5								
11	10	1	2				1	33%
Middle School	11	7	2				1	11%
6th-8th								
17	12	6	2				1	13%
ed	13	2					1	graduated
	Totals	80	96	0	0	0	23	13%
			enrollment at end of year			176		

Attrition studies

Why parents begin to drift away



**Even satisfied families tend to leave,
and when they do, they may feel
guilty**

**They tend to justify
their decision and
take friends with them**



What is it that parents are buying when they enroll in your school?



26 basic feeling-states that people search for in their lives

Abundance

Balance and Beauty

Clarity Creativity Confidence

Ease Freedom Givingness Growth

harmony Joy Life Love Order

Peace Power Unity Vitality Wholeness Wisdom

Basic principles of the market-place



- ❓ Never bad mouth the competition
- ❓ Be clear about what you're selling
- ❓ Find the customer who wants and needs your product or service
- ❓ Decide whether you want to sell large quantities of inexpensive goods or a few items of real value and quality

Developing a marketing plan for your school:

? What kind of parent is most likely to enroll their child in your school?



What benefits does your school offer?



What does your school stand for? in just two sentences



Why would a family send their child to your school?



 Example: A Montessori child grows up to be.

- extremely well educated
- independent
- responsible
- self-confident
- able to think for him/herself
- compassionate and kind
- enthusiastic

Who wants or needs a school like ours?



- They are old enough to have some sense of wisdom about life and who can think for themselves (you often have to be willing to buck your friends' opinions when you place a child in Montessori)
- They are affluent enough to afford the tuition
- They may have just one child, born late in life.
- They can afford and are motivated to spend \$ to give this one child something special
- They value truly excellent education enough to be willing to invest in it

Who wants or needs a school like ours?



- **They want to have their child become a joyful learner, as opposed to a drudge**
- **They are likely to be very interested in idea of personal growth, spiritual development. They are definitely not afraid of it.**
- **They want their child to grow up free of self-doubt, stress, and senseless competition for peer approval, rather than focused on fear kid won't succeed/get into good college**
- **As adults, they value the idea of having a sense of community with other parents who share similar values**

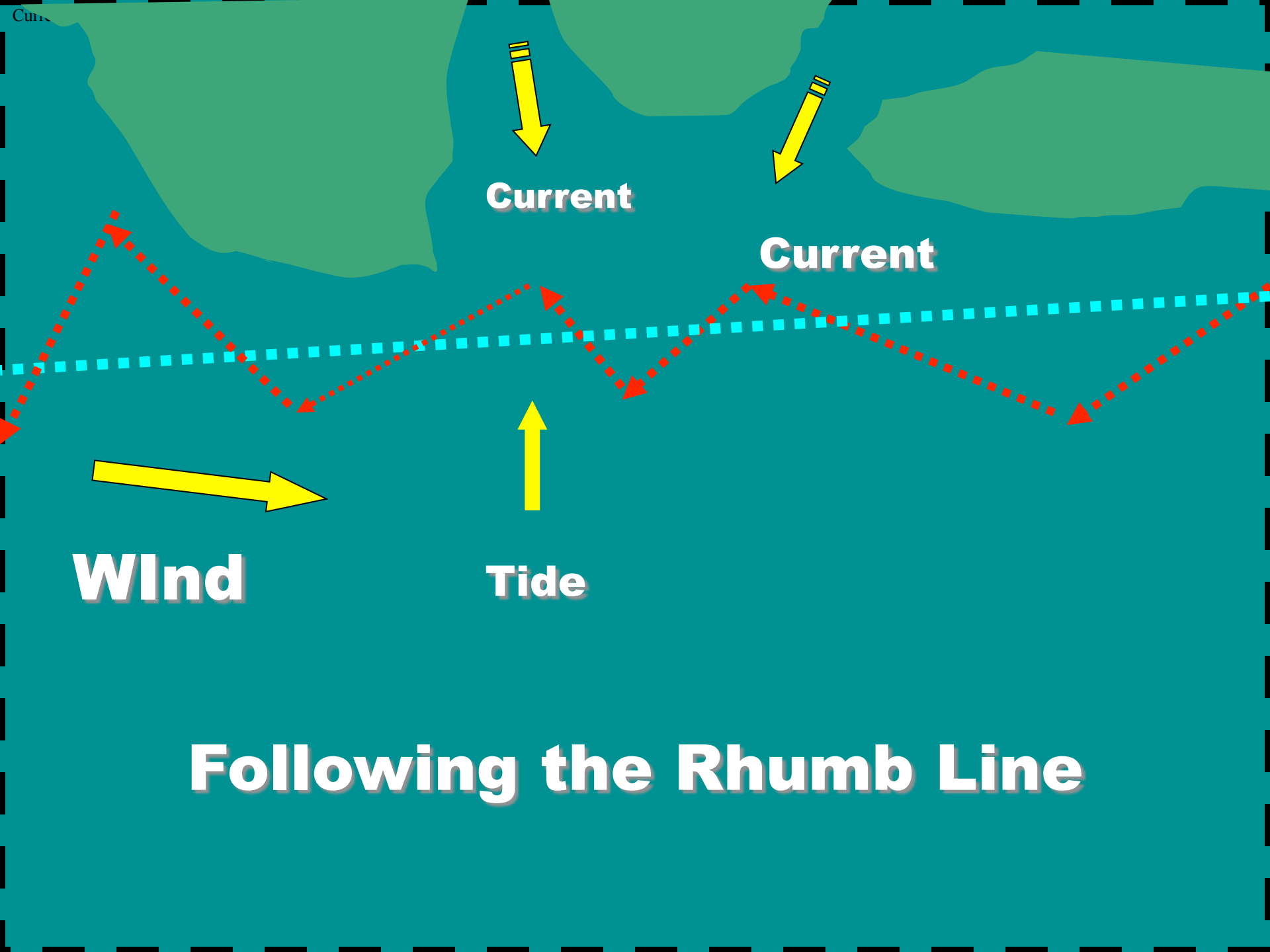
Describe your school's selling points and services



- ❑ We offer the most sophisticated nursery school curriculum in town
- ❑ We have the cleanest classrooms in town
- ❑ Parents have a terrific level of involvement
- ❑ Children learn self mastery, order, independence, and concentration



What are parents seeking as their children get older?



Current

Current

Wind

Tide

Following the Rhumb Line



Living and working with enthusiasm

Helping parents fall in love again and again with your school



- ? The Foundation's philosophy about admissions**
- ? Let the children sell the school**
- ? Let other present parents sell the school**
- ? Send home something tangible often**
- ? Get them into the classrooms**
- ? Make yourself absolutely available to parents**

Our ideal families



- ? Define your ideal student: attitude, behaviors, personality, skills, and learning style**
- ? Define your ideal parents: attitude, values, goals, behavior, and personality**
- ? Determine how to weigh the importance of each**



Keeping parents informed



**What parents want to know and
how they want to hear from
your school**



News from the classroom



News about the big picture



Tell your school's stories:



Proofreading



Class meetings



School-wide meetings



Parent forums



Student demonstration nights



Fireside chats



Parent-teacher conferences



Portfolios



Student self-evaluations



Reporting student progress



Educational plans for individual students



Written narratives



Standardized tests



Homework



Parent Ed



Tomorrow's Child magazine



Annual reports from the school



The needs of today's parents

Reenrollment



- ? Calendar**
- ? Announcing**
- ? Deposits**
- ? Moving up meetings - Let the children help you sell**