



REGISTRARS/MARKETING

REGISTRARS THE BASICS

- The first point of contact
- Welcoming and introducing new families to the school
- Collecting registration materials and ensuring payments have been made
- Maintaining confidential physical and electronic records
- Monitoring wait list as needed
- Scheduling open houses and tours
- Creating a marketing plan alongside board

Tips for a Smooth Registration

Communicate with potential families quickly and clearly

Ensure application materials are up to date and a registration process is in place

Clearly state parent responsibilities and get parents to sign up for their assignments right away

Set deadlines

Offer online registration that is mobile friendly

Streamline - Keep it simple!

Offer multiple payment options

INCLUSION IN ADMISSIONS

- Clearly state eligibility criteria, such as ages served and ability to participate in group care. *The American with Disabilities Act (ADA) guarantees that children with a disability cannot be excluded simply because of a disability.*
- Describe program's philosophy, values, beliefs, and practices
- Include description of program activities, medication administration, and emergency management
- State parent involvement requirements
- Share plan and procedures to provide care for diverse learners
- Include a nondiscrimination and confidentiality statement
- Create an enrollment committee to handle enrollment challenges



MARKETING THE BASICS

Marketing is the strategic plan to publicize your school

Should be multidimensional, intentional, based on data

Lots of Free Options (Social Media, SEO, reviews)

Leverage Your Own Community/Resources

- Registrar, President, Web/Digital Expert
- Get Organized! Create a budget and marketing calendar
- Secure Social Accounts
- Network within PCPO to determine a strategy

Form a Marketing Committee

→ Poll your parents! How did they hear about your school?

- ◆ Word of mouth
- ◆ Web Search
- ◆ Visible at an event
- ◆ Walked by (live in neighborhood)
- ◆ Listed in magazine or other advertisement
- ◆ Readers Choice Award
- ◆ Newspaper or media

→ Track social media data

→ Follow up with families who did not register

→ Capture current/alumni reviews & videos as part of your annual meeting!

Find Your Audience - The Power of Data

Identify what makes you unique

High Quality Website

Build a Referral Program & Collect Testimonials

Keep Your Door Open

Offer flexible & comprehensive options

Digital advertising

WAYS TO INCREASE ENROLLMENT

What are our digital channels?

- Website
- Email
- Social Media
- Web search

Website

Website Essentials

Having a preschool website with current updates and contact information for existing and interested families is non-negotiable

- HOME PAGE**
Capture attention! The home page must have clear logos, tell the story of your preschool and how to get in touch. Include links to social media, parent resources and important forms.
- BUSINESS INFORMATION**
Address, phone number, email address, hours of operation, and who works for you. "About Us" is a top visited page on all websites.
- BRAND CONSISTENCY**
Have the same fonts, colors, styles and layouts on every page of your website to ensure consistency.
- CLASSES / REGISTRATION PAGE**
Put forward the classes, teachers, tuition costs, and registration information that parents must know to make enrollment decisions.
- MOBILE FRIENDLY**
A mobile-optimized website adapts to create a positive user experience, by resizing pages and elements. An important factor for search engine optimization, too.
- LINKS**
Click every link to ensure it goes to the right destination. Don't assume that it works because your website builder says it does. Test on desktop and mobile to be sure.
- IMAGE SELECTION**
Using stock photos rarely engage your audience and tamper your authenticity. Don't use copyrighted images, ever. Compress images on TinyPNG.com to help them load faster.
- CALLS TO ACTION**
Make sure your website includes a call to action for different audiences -- contact, enrollment, donate, visit social media pages.

Email

- Use an email template to create and recycle important messages to parents
- Email alumni & community partners about fundraising & big updates
- Tools: Jovial, Mailchimp, MailerLite

Social Media

- Instagram: Behind the scenes at preschool
- Facebook: Public page for community, private page for families and friends at preschool
- Pinterest: Search engine hub

Define Your Social Media Plan

Social Channel Game Plan

CHANNEL:

PURPOSE:

GOAL AND METRICS:

AUDIENCES REACHED

NUMBER OF POSTS PER WEEK

TIME FOR ENGAGEMENT DAILY

BEST CONTENT TYPES:

HASHTAGS

Boosted Posts

Take your existing page posts and amplify them to your existing page audience and some who aren't followers

Paid Ads

These ads are different from your page posts. They are placed in the newsfeed, instant articles, right column, in video pre-roll.

Facebook Boosted Posts vs Paid Ads

- ★ Google Workspace for Nonprofits is free!
- ★ Google Grants can award up to \$10K in ads
- ★ TechSoup gives tech solutions for nonprofits
- ★ Canva for Nonprofits (free!)
- ★ Mailchimp- free up to 2k email subscribers
- ★ Mailer Lite- free up to 1k subscribers

HACKS: What You Wish You Knew (And now do!)

What's Working at Your School?



Scan local Facebook groups for questions or recommendations about preschools. If someone says something nice, DM them and ask to leave as a Review on your Page



We created an annual marketing calendar. It holds our entire digital plan for the year. There are lots of templates online!



We advertise in PDX Parent because it allows us to keep a digital ad up throughout the year



We use Canva for Nonprofits. We have logins for all our teachers, secretary and fundraising committee to do any design throughout the year, including social media graphics & newsletter



We encourage our community and our alumni to share and promote our school on their own social media. We amp this up around registration season.

PCPO Resources for Registrars/Marketing

New Officers, General Meetings

Google Groups

PCPO Staff/Board

Digital Advertising Packages