Escaping the

Tyranny of the Urgent!

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Philadelphia, PA
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Our greatest danger in life
Is permitting the urgent things
To crowd out the important.

Charles Hummel
Tyranny of the Urgent
Agenda

1. The Yin and Yang of Education Marketing
2. What Great Marketing Looks Like in Schools
3. Framing the Curriculum for the World Students Will Inherit
4. Outside-In: Discovering Brand, Identity, and Value
5. Communicating Value
6. Finding Full Pay Families and Forecasting Future Enrollment
7. Leading Change

Dorsolateral Prefrontal Cortex Region
you’re never too old…

to try something stupid

1

The Yin and Yang of Education Marketing
The Yin and Yang of Education Marketing

v.

What Great Marketing Looks Like in Schools
Everyone has a role in Marketing, Enrollment, and Retention

Advance the Mission, Together.
Make every cell contain the genetic code.

The Role for the Head of School and Principals/Division Heads:

Model marketing and Lead the brand!
Brand: the 6Ws

Who we are...Who we are not.  
What we stand for... What we won't stand for.  
*Why what we stand for matters.*  
Where we're headed.

6 Key Statements everyone must own.  
3,000 touchpoints per family per year.
Why great teachers make great “marketers”

• If you’re a great teacher, you are continually:
  – **Seeking to improve** the way you teach and grow professionally
  – **Finding ways to communicate** your subject to a student in a way they will find compelling—so they will BUY it!
  – **Determining how** to make the subject relevant to them, depending on how they learn.
  – **Continually communicating** with parents in a way they will find motivating and helpful (so they’ll help you reach your goal of giving their child the best education possible).
3

Framing the Curriculum:
Preparing students for the world they will inherit
The 6Cs

Survey of 1,500 Chief Executive Officers from 60 countries and 33 industries worldwide

“More than rigor, management discipline, integrity or even vision -- successfully navigating an increasing complex world will require creativity.”
Frame your curriculum by the skills students will need to succeed in the world they will inherit.
Canterbury School
Fort Wayne, IN
Curriculum Map poster

3
Discovering Brand, Identity, and Value
Mission vs. Image/Identity

**Mission and core values** is who you think you are and what you think you do.

**Image/Identity** is who they think you are and what they think you do.

...You can’t see the label from inside the bottle!
Who are “they?”

Examples: Constituency Segments

- Pre-Inquirers
- Inquired but did not visit
- Visited but did not apply
- Applied but did not complete
- Accepted but did not enroll
- Current Parents
- Attended but did not reenroll
- Community influencers and referrers: building alliances
- Matriculating schools
- College admission officers
- Source or Feeder Schools
- Alumni—how did our school make a difference?
St. Michael’s (PK-8) graduates, currently in high school, college, or in the early stages of career, describe themselves:

99% satisfied with overall quality of education
97% claim St. Michael’s had high standards and expectations;
96% very high or high satisfaction with student experience
93% Thought that St. Michael’s better prepared them for high school than their peers from other schools
93% agreed that the St. Michael’s promotes ethical responsibility and good moral choices
92% promotes individual responsibility and responsibility for others
92%+ expressed very high or high satisfaction with social studies, critical thinking, language arts, writing, organization skills, personal and character development

NOW you can make the most of THIS!
Communicating Value

“When you pay this much money, you expect something **extraordinary**.”
The Question for Value:

**SO WHAT?**

Why is it important?  
Why should I care?  
Why is it significant?  
Why does it matter?  
What is in it for me? My family? My child?  
*Why should I buy this from you?*

Value Proposition

*When value is not understood, price decides.*  
You demonstrate value when you can prove you are:

1. Demonstrating you make a difference in those whose lives you touch *(ROI).*  
2. Providing unique solutions to an individual’s needs *(Customer intimacy, connection, convenience).*  
3. Stewarding resources and running an efficient organization *(Cost-conscious).*  
4. Pushing the envelope of good educational practice *(Innovative).*
When it comes to delivering a quality education, St. Michael’s gets high marks.

Upon graduation, she’ll be better prepared than her peers.
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How sure are we that your child will love St. Michael’s?

96%

Discover why our children love St. Michael’s Episcopal Day School.

APPLY EARLY
St. Michael’s admits students of any race, color, national and ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the School.

TEACHERS HAVE CARE.
Highly qualified, dedicated teachers provide an environment where each child is taught and supported.

A FOCUS ON THE WHOLE CHILD

St. Michael’s allowed me to feel comfortable being myself. I graduated feeling confident and prepared.

www.connor-associates.com
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PREDICTIVE MODELING
Identifying Mission Appropriate Full Pay Leads and Forecasting Enrollment

Predictive Modeling
(Enrollment Feasibility Study)
Identify and increase mission-appropriate inquiries

- Demographics: how many with kids, how much $, projected growth
- Psycho-demographics: All of the above, including lifestyle, attitudes, interests, opinions, and values

Put science behind your word of mouth marketing.
PSYCHO-DEMOGRAPHIC RESEARCH AND PREDICTIVE MODELING

Identify prospects who share your values, interests, and priorities and are most likely to respond to you.

1. **Market Profile**: Based on current and recent enrollment, Households are placed into one of 71 segments or “personas” that describes similar households, including those who have similar income, level of education, values, attitudes, and buying habits.

2. **Narrow down this group to include only the top segments that represent the most significant proportion of the School’s population.**

3. **Plot the intersection between these qualified prospects, your current families, teachers, board members, and alumni to bring your entire institution to bear on converting these prospects to inquiries and move them to enrollment.**
Leading Change

All of the following five elements are necessary to ensure change. Not mentioned on the chart is the most important element of all, **INSTITUTIONAL WILL**.

Change management research indicates that once you commit to change, you have to be able to consistently stick with it _up to four years_ before others **outside** the organization acknowledge it!

| Vision + Skills + Incentives + Resources + Action Plan = Change |
| Vision + Skills + Incentives + Resources + Action Plan = Confusion |
| Vision + Skills + Incentives + Resources + Action Plan = Anxiety |
| Vision + Skills + Incentives + Resources + Action Plan = Gradual Change |
| Vision + Skills + Incentives + Resources + Action Plan = Frustration |
| Vision + Skills + Incentives + Resources + Action Plan = False Starts |
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But, just in case you want to stay focused on the URGENT, here’s the plan.
Fire, Ready, Aim!

And here’s the probable outcome:
The Yin and Yang of Education Marketing

There is a Time to Listen, and a Time to Lead

Our greatest danger in life
Is permitting the urgent things
To crowd out the important.

Charles Hummel
Tyranny of the Urgent
Building Your Competitive Brand Advantage
with
Andrea Syverson and Mike Connor

April 24-25
San Francisco

Will you escape the
Tyranny of the Urgent?
The *Yin and Yang* of Education Marketing

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