

STRENGTH THROUGH AUTHENTICITY

BECCY JOHNSON, DIRECTOR OF ADMISSIONS AND MARKETING

NOTRE
DAME
SCHOOL

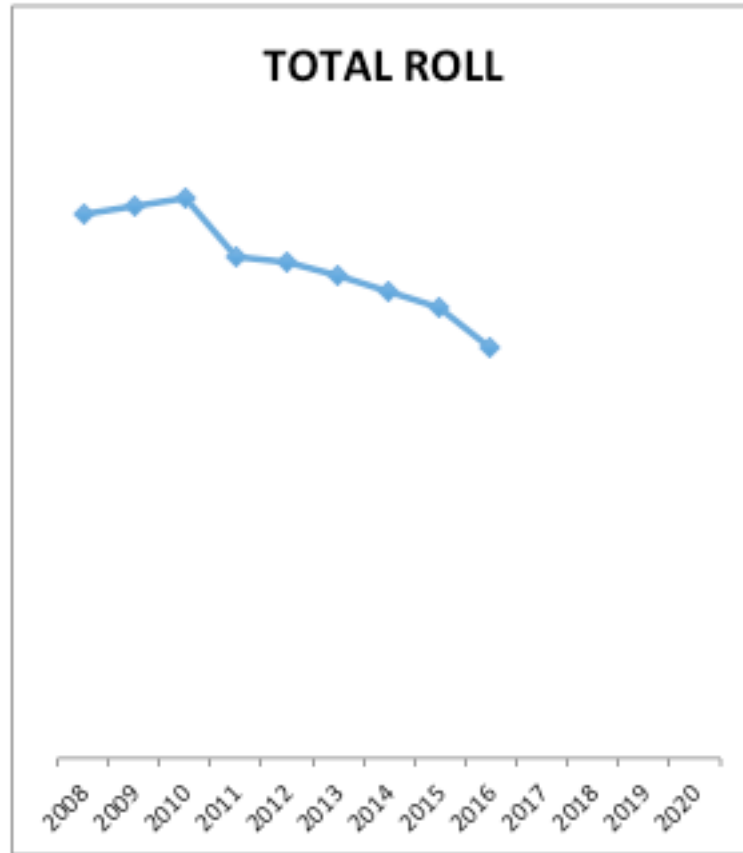


WHY AUTHENTICITY MATTERS

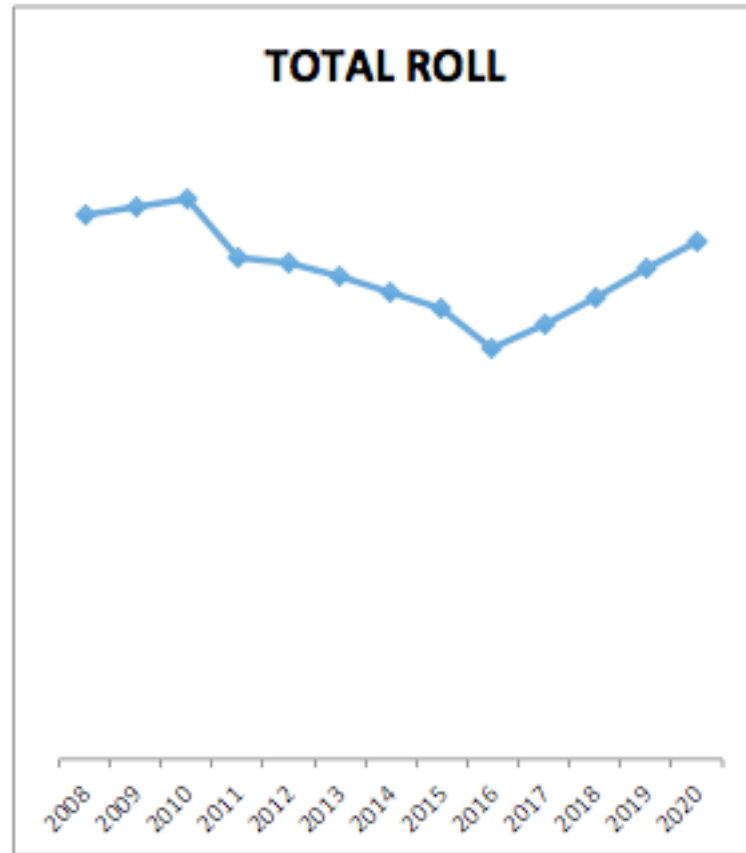


AUTHENTICITY
IS EVERYTHING!

THE CALL TO ACTION



THE CALL TO ACTION



26% GROWTH
SINCE SEPTEMBER
2016

33% GROWTH IN
THE SENIOR
SCHOOL SINCE
SEPTEMBER 2017

WHAT ARE WE HERE FOR?

GROW

AND

SUSTAIN

PUPIL ROLL

THE MATHS

Joiners – Leavers < 0 = SHRINKING ROLL

More Joiners
AND
Fewer Leavers

THE CHALLENGE

- ✓ Quality
- ✓ Evidence
- ? Perception
- ? Experience

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- } ADMISSIONS
MARKETING

THE CHALLENGE

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- ✓ Evidence
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- ? Experience

ADMIS
MARKET

Outward
Face of The
School

The
Messengers

AUTHENTICITY

GROW AND SUSTAIN PUPIL ROLL

Using Clear Strategies

With the school's **ethos** embedded
at the heart of all we do

- ✓ Authenticity – **know who we are!**
- ✓ Unwavering belief in the school
- ✓ Hard graft

AUTHENTICITY AT NOTRE DAME

Transparency

Accessibility

Honesty

Compassion

Integrity

PERCEPTION AND EXPERIENCE

FROM

marketing-led focus + transactional/
administrative processes

TO

word-of-mouth focus +
customer-service-led processes

PERCEPTION AND EXPERIENCE

- ✓ From print advertising to customer-facing activities
= cost savings
 - ✓ Prioritise relationships and communication
 - ✓ Advocates for families not gate-keepers
- ✓ Key messages repeated – WE KNOW WHO WE ARE
 - ✓ AUTHENTICITY - **Every touch point, every day**



Data Data Data...

THEN THERE WAS COVID...

More RESPONSIVE

More FLEXIBLE

More TRANSPARENT

More PROACTIVE

More TIME CONSUMING!

VIRTUAL BUT PERSONAL?

VIRTUAL AND PERSONAL

THE NEW NORMAL

Welcomes/Inductions

Virtual Open Events

Literature/Website

Remote Assessments

Zoom Meet The Head Events

Year 7 virtual programme



NOTRE DAME SCHOOL



WELCOME



We are Year 7 2020



Notre Dame Senior School
in your life and

INVESTING IN TIME NOT PRINT

From Office-Add-On
to One-Person-Job to....

- Team of 4
- Admin Support
- Social Media Whizz
- Design/Print Team

Over 90 person-hours per week term time
25 hours per week holidays
And still not enough time!

SURVIVING AND THRIVING

COVID made us stronger
... and better at what we do!

- ✓ Perception and Experience aligned
 - = we know who we are
 - = perception of prospective families matches
 - = experience delivers on promises
 - = happy parents
 - = growing reputation
- ✓ Re-invent and evolve offering/perception/reputation
 - = sustained growth

STILL LOADS MORE TO DO!