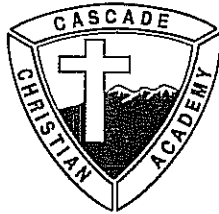


# Marketing Plan for CCA



Marketing a Seventh-day Adventist day school to both Seventh-day Adventists and community is an art that has no set standard in Seventh-day Adventism. Most schools spend their marketing energies in trying to get students from surrounding Seventh-day Adventist churches. Because CCA serves as only one source of Christian Education in the Wenatchee Valley, the Cascade Christian Academy board has chosen to market to students from all walks of life and Christianity as well as to our own constituents.

## Marketing to Seventh-day Adventists

Marketing to Seventh-day Adventists has as much to do with perception as reality. When a Seventh-day Adventist perceives that a school enforces its rules consistently, is faithful to the church's standards and traditions, and educates their children in academics as well as in character development, the battle is mostly won.

- 1) Have a discipline policy that is fair and consistent. Use this policy to remove students that take away from the over-all program and correct students that respond to needed guidance.
- 2) Increase communication with parents by maintaining our website, including links to Edline on the homepage, an updated school calendar and downloadable forms.
- 3) Take our performing groups to local churches and other venues.
- 4) Continue annual student-led evangelistic efforts.
- 5) Put a positive spin on everything we say about the school.
- 6) No longer accept students with major discipline problems.
- 7) Post a list of character goals in each class room, guiding each student to those goals.
- 8) Invite and welcome home-school students to participate at every opportunity.
- 9) Keep an active youth program with Friday night vespers, Saturday night praise concerts and the Tuesday night mission/sports programs.
- 10) Visit the homes of all potential students during the summer.

## Marketing to the Community

Marketing to the community is an important part of school growth that also gives the school an opportunity to acquaint non-Adventists with the Adventist church and what it believes. Marketing to the community is a necessary mission of Cascade Christian Academy.

- 1) Run local radio ads to send the message that we have small class sizes, individual attention, Christian values and a family atmosphere. We run three major campaigns---in the spring, late summer and before the semester break. We run our ads on secular radio targeted toward families with school aged children.
- 2) We provide a strong K-12 program of community service. This service is targeted to the *community* and not necessarily to church members.
- 3) Principal participates in the local Rotary Club. Many of our community service activities are connected with that club.
- 4) Maintain PIP program (required parental involvement.)
- 5) Keep and maintain an appropriate school uniform. The community expects to "see" a difference in our school.
- 6) Operate a successful daycare/pre-K program. This will be our main feeder from our community into our lower grade school. It will also supplement the bottom line of the school.
- 7) Contact the local newspaper anytime we think there is going to be a story worth printing (which is more often than we usually think).
- 8) Bring our performing groups to churches other than Seventh-day Adventist churches.
- 9) When appropriate, send fliers out (like evangelistic fliers) to homes in the area, inviting them to open houses.
- 10) Principal will hold semester parent advisory meetings in his home.
- 11) Have two days per year that our students visit the next grade up and get to know the students and the teacher in the next grade. (8<sup>th</sup> to high school, 5<sup>th</sup> to junior high, kindergarten to 1<sup>st</sup> grade.)

## Retention

Nothing can hit a school in a negative way like a mass exodus of students. Student retention should be our highest priority in marketing. We must never take for granted the families that entrust their children to us on a daily basis.

- 1) Starting in the pre-school, have at least two days per year dedicated to students moving up a classroom to experience a day with next year's teacher. Make the day fun and exciting so they can look forward with anticipation.
- 2) Whether they have committed to come back or not, have next year's teacher send letters to the students in anticipation of them choosing to come to CCA. Include a schedule of fun activities that are going to happen and create a desire for that child and parent to send their child.
- 3) We commit to communicating problems to parents, documenting each conversation with the date and summary of the problem. NEVER LET A CRISIS SITUATION BUILD AND SURPRISE A PARENT WITH SOMETHING THEY SHOULD HAVE BEEN DEALING WITH ALL ALONG.
- 4) The principal will host two parent town meetings per year for K-5, 6-8 and the high school. This will be a time to deliver information and plans, and listen to constructive criticism about how the school can serve families better.
- 5) During the school year, the principal will provide teachers with post cards at our weekly staff meeting. Each teacher will spend the first few minutes of staff meetings writing to parents, telling them the different ways they appreciate their children.
- 6) As soon as any student drops below a "C-" in any subject, the parents of that student are to be notified. THOU SHALT NOT HAVE ANY SURPRISES WHEN REPORT CARDS ARE HANDED OUT!
- 7) Each teacher will pray with each family they meet with during parent/teacher meetings. The prayer will be a prayer of blessing and thanks for the family...No exceptions.
- 8) Each parent teacher conference will give parents a chance to see examples (good and bad) of their children's work, ITBS test results (when available) that compare to what kind of work is being handed in and a record of their children's behavior. Any comment on a report card that could be assumed negative cannot be the first negative comment a parent sees. Anything written on a student's permanent

record must have been communicated to the parent early on. NO SURPRISES!

- 9) Each year will start with a parent orientation program. This program will include a report on the value of Adventist Education, any changes to school rules and regulations, a school calendar and a visit to each child's classroom.
- 10) At semester time, the principal will write each family that has chosen not to send their child back to CCA a letter of invitation to return, even if on a part-time basis.
- 11) Each family will receive a financial incentive when recruiting friends or family to the school. The amount of this incentive shall be decided by finance committee and the school board.