

G&D ASSOCIATES THE MESSAGING GAP

ASSESSING WHY FAMILIES MAY BE LOOKING ELSEWHERE



WHAT MESSAGES ARE YOU SENDING WITHOUT EVEN KNOWING IT?

A more cost-effective and sustainable strategy to address declining enrollment and uncertain funding models is often overlooked, **recruiting and reclaiming students**. Attracting even a small number of students can generate funding, stabilize staffing, and strengthen community confidence — without the financial and reputational costs of deep budget and staffing cuts or tax increases.

G&D Associates offers a suite of services designed to assess your district's current state, empowering leaders to make informed decisions and implement strategies that improve recruitment, retention, and reclamation efforts, enhance community perception, and strengthen student and staff pride.

WHY?

- **Declining enrollment is not a foregone conclusion**
 - How many students within your boundaries choose private, charter, or home school options? These are students you can win back.
- **The new landscape of public education requires districts to focus on community building and transparency by:**
 - Enhancing communication and customer service
 - Targeting outreach to a diverse set of families and taxpayers
 - Reinforcing trust and belonging for students, staff members, families, and the wider community
- **Emergence of School Choice**
 - Private
 - Home school
 - Charter
 - Other districts/schools
- **Recruiting or reclaiming a small number of students can offset budget deficits.**

CALL TODAY TO LEARN MORE!

719-332-5825 or email
scott@gregorydenby.com
www.gregorydenby.com





HOW WE CAN HELP

PROMOTING SCHOOLS 1-DAY WORKSHOP

This hands-on workshop is designed to help your district strengthen its brand, sharpen its messaging, and better connect with your community — all with the goal of attracting and retaining more students.

Participants will explore:

- Subliminal messaging and what you might be saying without even knowing it
- Moving from information sharing to engagement
- The power and pitfalls of their digital presence in district and school promotion
- The parent perspective and phases families go through when choosing a school
- Effective visual and verbal brand development and marketing

The workshop is appropriate for district communications personnel and/or district and school leadership teams, as well as your entire school staff.

CURB TO CLASSROOM®

The look and feel of your schools plays a significant role in enrollment, involvement, and community goodwill — all of which influence public perception and long-term funding. What people see, hear, and feel leaves a lasting impression that spreads through word of mouth and is difficult to change once established.

G&D Associates' Curb to Classroom® Assessment helps school and district leaders view their spaces through the eyes of a prospective family.

Our assessment includes:

- A detailed review of the visual and emotional messages your environment sends
- Practical, low- and no-cost suggestions to create a more welcoming, professional first impression
- Coaching to build your team's capacity to assess and improve spaces
- Guidance for designing effective school tours

Attract new students with a look and feel that strengthens your brand while also boosting pride throughout your school community.

SECRET SHOPPER

Every call, visit, or email your school or district receives can be an opportunity to build trust, attract new students, and promote your culture. If you're unsure how your schools are performing when it comes to customer service, you may be missing valuable enrollment opportunities.

G&D Associates offers a secret shopper experience that:

- Assesses how well your school or district interacts with customers
- Identifies strengths and gaps in how staff members promote your schools
- Provides insight into how a prospective parent feels when considering your school or district
- Identifies missed opportunities that could be affecting student recruitment and retention

Our team conducts anonymous calls and/or visits to assess customer service to deliver actionable feedback and impactful strategies — all to ensure interactions reflect your values.

DIGITAL PRESENCE REVIEW AND ADJUSTMENT GUIDE

Websites and social media are often the first point of contact between the community and the district. It is critical that your digital footprint makes a lasting impression and motivates potential students and parents to visit your buildings. G&D Associates can improve your online presence for more effective marketing through a tailored step-by-step guide. The guide will describe what to keep, what to move, and what to change.

CONTACT US TO FIND OUT MORE:



719-332-5825 or email
scott@gregorydenby.com
www.gregorydenby.com