

National Coalition of Girls' Schools 2017

Surveys, Dashboards, Information Overload:



Now what?

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Are you being strategic?

Burke's
EDUCATE, ENCOURAGE & EMPOWER GIRLS

Burke's

KATHERINE DELMAR BURKE SCHOOL



EDUCATE, ENCOURAGE & EMPOWER GIRLS

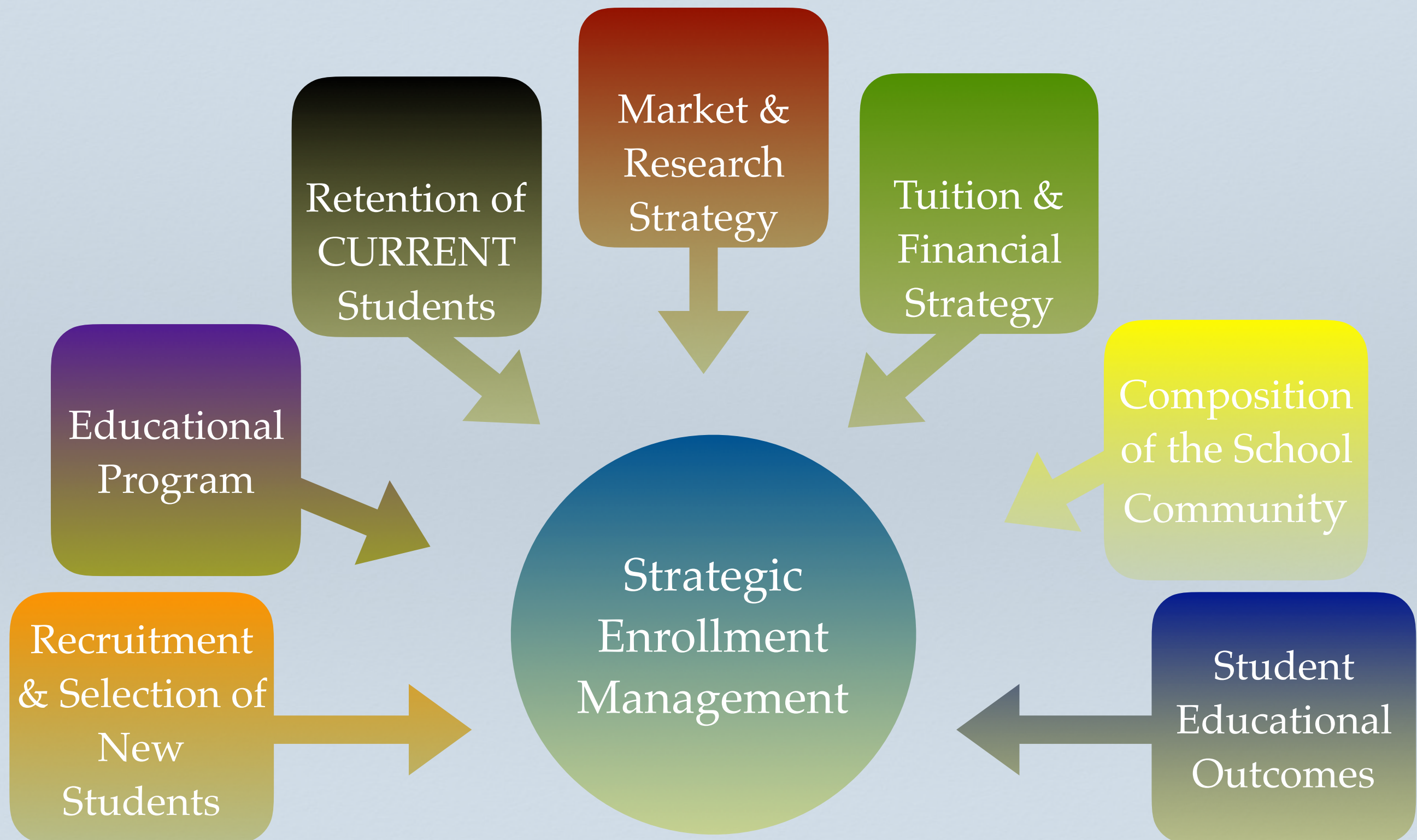


Role of Admission Directors

Educational administrators who work with prospective students, as well as other school administrators, regarding all matters of recruitment and admissions.

*Adapted from the Enrollment Management Association -

What Every Head Needs to Know About Enrollment Management



action strategy structure
organization plan opportunities mission
assessment measurement strengths dream
model goals data stakeholders alignment vision
articulate success

Let's tease some of this apart.



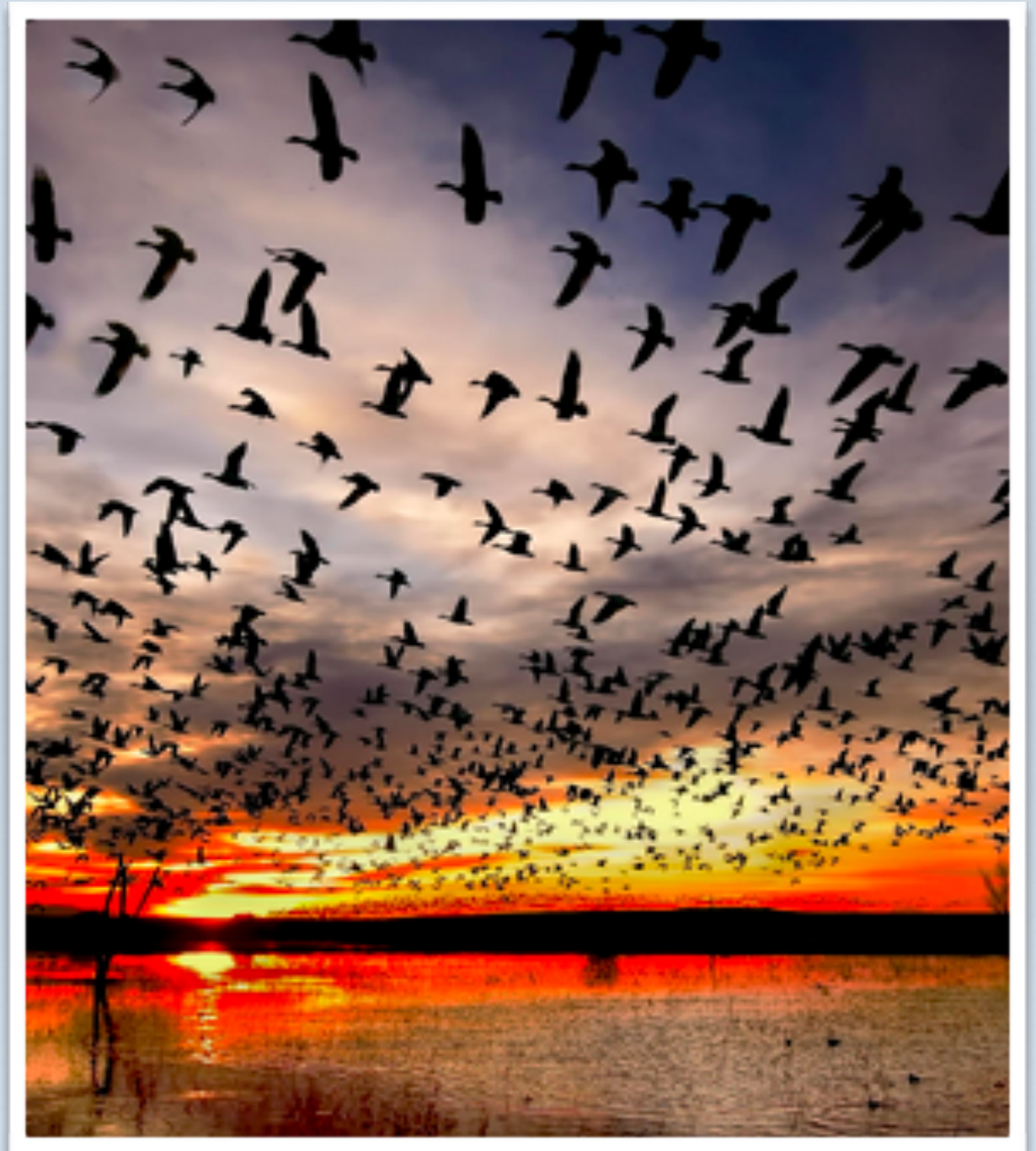
Market Segmentation

“The process of splitting a market into smaller groups with similar product needs or identifiable characteristics, for the purpose of selecting appropriate target markets.”

- Geoff Fripp

Axioms

- Birds of a feather flock together
- Inside out terminology
- Best predictor of future behavior...



Best Practices

- Absence of bias
- Specific questions and desired outcomes
- Variety of data points
- Synthesized reporting

Demographics and Psychographics

Demographics

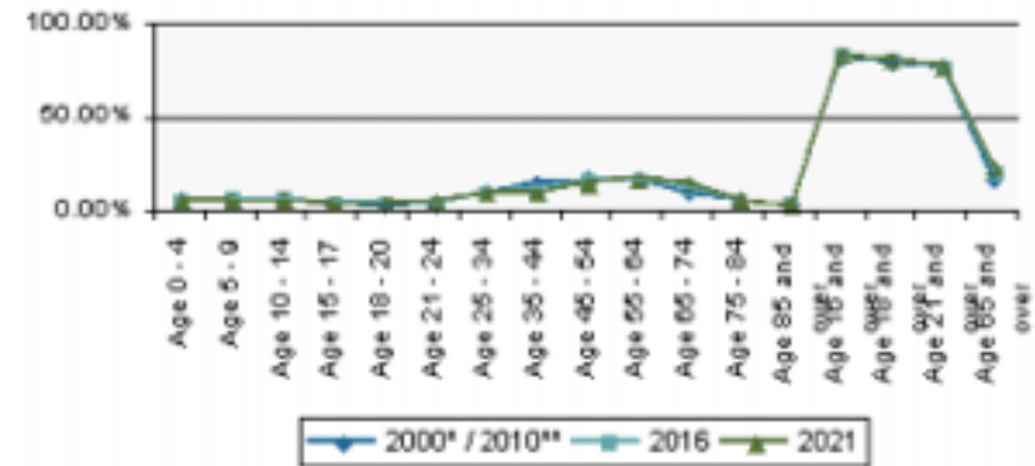
- Statistical data regarding population and particular groups within it

Psychographics

- Study of personality, values, opinions, attitudes, interests, and lifestyles

Demographics of Area

Description	Marin County, CA (06041)					
	2000* / 2010**		2016		2021	
	Census	%	Estimate	%	Projection	%
Pop-Facts: Demographic Trend						
Population by Age**	252,409		263,628		274,672	



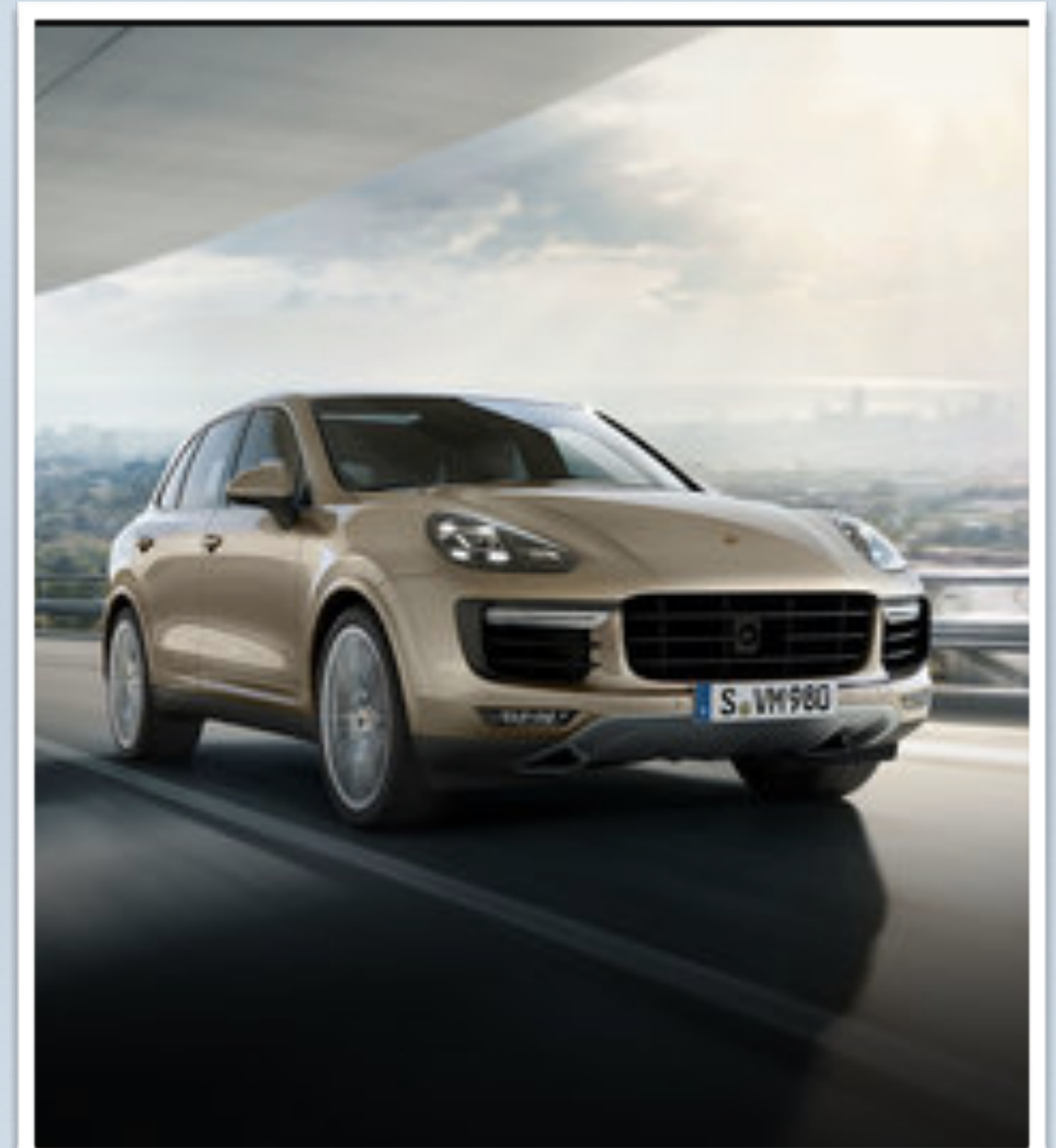
Age 0 - 4	13,932	5.52%	12,834	4.87%	13,110	4.77%
Age 5 - 9	15,481	6.13%	14,781	5.61%	13,407	4.88%
Age 10 - 14	14,241	5.64%	16,236	6.16%	15,504	5.64%
Age 15 - 17	8,560	3.39%	9,382	3.56%	10,690	3.89%
Age 18 - 20	6,154	2.44%	8,487	3.22%	9,946	3.62%
Age 21 - 24	8,392	3.32%	10,207	3.87%	12,923	4.70%
Age 25 - 34	24,836	9.84%	23,085	8.76%	24,672	8.98%
Age 35 - 44	36,478	14.45%	31,561	11.97%	26,929	9.80%
Age 45 - 54	42,055	16.66%	41,365	15.69%	38,850	14.14%
Age 55 - 64	40,088	15.88%	42,547	16.14%	46,451	16.91%
Age 65 - 74	23,211	9.20%	31,774	12.05%	38,884	14.16%
Age 75 - 84	12,425	4.92%	13,791	5.23%	15,026	5.47%
Age 85 and over	6,556	2.60%	7,578	2.87%	8,280	3.01%
Age 16 and over	205,904	81.58%	216,702	82.20%	229,147	83.43%
Age 18 and over	200,195	79.31%	210,395	79.81%	221,961	80.81%
Age 21 and over	194,041	76.88%	201,908	76.59%	212,015	77.19%

Segment Name	Count	%Comp	Index	Inquiries	Applicants	Acc/Enrolled	Acc/Declined	Accepted	Percent applied/accepted	Yield	Enrolled in 16-17
01 Upper Crust	20,257	18.73%	1,780	6	3	0	0	0	0%	0%	2
02 Networked Neighbors	4,061	3.76%	375	18	12	1	1	2	17%	50%	1
03 Movers & Shakers	13,487	12.47%	875	10	3	1	0	1	33%	100%	2
04 Young Digerati	0	0.00%	0								
05 Country Squires	1,814	1.68%	72								
06 Winner's Circle	5,194	4.80%	347	7	4	1	0	1	25%	100%	3
07 Money & Brains	0	0.00%	0								
08 Gray Power	13,890	12.84%	1,101	2	1	0	0	0	0%	0%	
09 Big Fish, Small Pond	1,799	1.66%	102								
10 Executive Suites	537	0.50%	38								1
11 Fast-Track Families	1,014	0.94%	50								
12 Cruisin' to Retirement	5,733	5.30%	219	1	1	0	0	0	0%	0%	
13 Upward Bound	3,502	3.24%	304					0			1
14 Kids & Cul-de-Sacs	371	0.34%	25					0			1
15 New Homesteaders	63	0.06%	6								
16 Beltway Boomers	218	0.20%	18								
17 Urban Elders	0	0.00%	0								
18 Mayberry-ville	4,286	3.96%	240								
19 American Dreams	0	0.00%	0								
20 Empty Nests	2,904	2.69%	169								
21 The Cosmopolitans	0	0.00%	0								
22 Middleburg Managers	7,395	6.84%	279	4	2	0	0	0	0%	0%	1
23 Township Travelers	0	0.00%	0								
24 Pickup Patriarchs	0	0.00%	0								
25 Up-and-Comers	2,344	2.17%	145								
26 Home Sweet Home	4	0.00%	0								
27 Big Sky Families	11	0.01%	0								
28 Country Casuals	12	0.01%	1								
29 White Picket Fences	76	0.07%	5								
30 Pools & Patios	0	0.00%	0								

Sample Psychographics with School Admission's Funnel

#2 Networked Neighbors

These tend to be married couples who have six-figure incomes, are homeowners and are heavy technology users. This is the world of exclusive club memberships and expensive cars. Networked Neighbors holds 3.76% of the population in the area, which is the 8th most popular in the Country. It is also worth paying attention to this group as they have the lowest yield of the entire studied population.



#6 Winners' Circle



These are generally younger, wealthy parents. They are highly educated and live in expensive homes, often in newer subdivisions. They represent 4.80% of the area population. Interest from this segment has waned but there are three students from the segment enrolled at the school.

Segment	Nickname	School Count	%	Area	%
01	Upper Crust	9	3.6	11756	3.79
02	Blue Blood Estates	12	4.8	5517	1.78
03	Movers & Shakers	33	13.1	18600	5.99
04	Young Digerati	3	1.2	9383	3.02
05	Country Squires	3	1.2	970	0.31
06	Winners Circle	45	17.9	8935	2.88
07	Money & Brains	6	2.4	15453	4.98
08	Executive Suites	21	8.4	10688	3.44
9	Big Fish, Small Pond	0	0	1052	0.34
10	Second City Elite	0	0	6118	1.97
11	God's Country	0	0	1050	0.34
12	Brite Lites, Lil City	15	6	15488	4.99
13	Upward Bound	30	12	8646	2.79
14	New Empty Nests	3	1.2	8715	2.81
15	Pools & Patios	0	0	12797	4.12
16	Bohemian Mix	0	0	5698	1.84
17	Beltway Boomers	0	0	6561	2.11
18	Kids & Cul-de-Sacs	23	9.2	9366	3.02
19	Home Sweet Home	12	4.8	21522	6.94
20	Fast-Track Families	3	1.2	47	0.02

Psychographics: Population of School
Compared to Population of Area

Implications of some of this work

- Front-facing customer service practices
- Program redesign - end user experience
- Strategic plan initiatives



Start
small.

What can you glean
from your newly admitted
families?

They are eager!

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