

# Flourishing Students, Beautiful Work



Edvance Annual Gathering 2023



## PURPLE SCHEDULE



### Amplify the Message: Getting Your Enrollment Strategies to Work Better Together

Thursday, October 26, 2023 - 8:45 am – 12:00 pm

Presented by: Jim McKenzie

**Audience:** Principals, Vice-Principals, Office Administrators, Financial Administrators, Communications and Admissions Staff

While educators are attending Peer Support Network (PSN) sessions and breakouts at the Edvance Annual Gathering, school leaders and office staff are invited to join Jim McKenzie for a special half-day workshop about enrollment strategies for Christian schools. Jim is an experienced school leader and engaging speaker who has extensively tested, developed, and teaches best practices for Christian school marketing and enrollment.

In this two-part workshop, we will explore the various enrollment strategies including messaging, campus visits, word-of-mouth, digital marketing, and tuition assistance – and learn how to effectively combine them to amplify their impact and grow your school.

#### Learning Goals:

- I can articulate our school's key messages to prospective families.
- I can identify specific ways in which to communicate these key ideas in-person and through digital media.
- I can implement an unfunded approach to tuition assistance that will increase enrollment and net revenue.

**About Jim McKenzie:**

Jim McKenzie has worked in K-12 education for 25+ years, including more than 20 years in leadership at a Christian school. During his tenure, he tripled enrollment, increased revenue ten-fold, and helped his school earn a net promoter score higher than many well-known brands. Jim is the author of "One Generation to the Next: A Guide to Forming Your Faith and Finding Your Way".

He holds an M.Ed from the University of Florida and provides consulting services to Christian schools and ministries. He and his wife, Hannah, have five children and live in Gainesville, Florida. When he is not writing, speaking, or attending school events, Jim enjoys playing pickleball with his friends. Learn more at [jcmckenzie.com](http://jcmckenzie.com).

