



**CAPTIVATE**

**MEDIA + CONSULTING**





**JAKE STURGIS, APR**  
Founder and CEO  
@\_jakesturgis

**JENNA MEAD**  
Director of Partnerships  
@jennarosemead





## ABOUT CAPTIVATE MEDIA

We partner with purpose-driven organizations by crafting stories that ignite community change.



# TODAY'S AGENDA:

1. Heart or Mind?
2. The Six Rs
3. Enrollment Video Case Studies





**Grow and retain your student  
enrollment, by capturing the hearts  
and minds of your community.**

[www.CaptivateMedia.us/NSPRA](http://www.CaptivateMedia.us/NSPRA)





# The 6 Rs

1. Start with research
2. Focus on relationships
3. Serve as an expert resource
4. Retain current families
5. Recruit new families
6. Be sure to reassess



# START WITH RESEARCH

- Where are your families going?
- What grades are most affected?
- Why did they leave ... and why did they stay?
- Are Ks redshirting ... and if so, will they return as Ks or 1s?
- Know your competition



# START WITH RESEARCH

## NATIONAL DATA:

- Public K-12 Schools
- Arizona: Down 5%
- North Carolina: Down 4%
- Massachusetts: Down 4%
- New York City: Down 3.2%
- Wisconsin: Down 3%
- Missouri: Down 3%
- Montana: Down 2%

**INDEPENDENT SCHOOLS: UP 36%**

Source: [www.nytimes.com](http://www.nytimes.com)







**What's your biggest enrollment  
challenge right now?**



# FOCUS ON RELATIONSHIPS

- Parents want to know you care
- Parents want a good experience for their child
- Uncertainty breeds anxiety
- It's hard to trust an institution - show your humanity and ability to connect
- Staff need to know you are there for them as well - they are key ambassadors
- Parents are more likely to trust you if they have a relationship with you





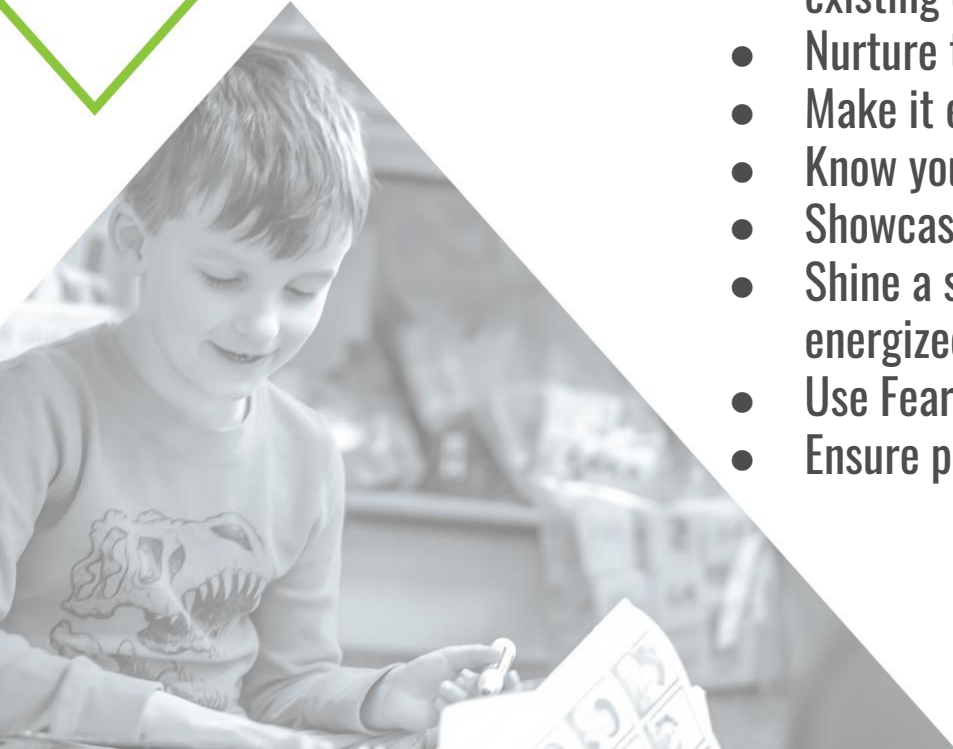
# SERVE AS AN **EXPERT RESOURCE**

- Be the education expert
- Offer educational support, tips on how to navigate these crazy times, how to be ready for K, MS, HS
- Lead the way on equity



# RETAIN AND RECRUIT

- Costs more to get a new customer than to keep an existing one
- Nurture the families that stayed
- Make it easy to enroll and learn more
- Know your brand
- Showcase what you have that others don't
- Shine a spotlight on active and engaged students; energized and creative teachers
- Use Fear Of Missing Out to your advantage
- Ensure positive customer service at all touchpoints



# BE SURE TO REASSESS

- What's working?
- What isn't?
- Make course corrections and incorporate changes into future plans





**What role has video played in your  
enrollment efforts?**

**What has been most effective?**





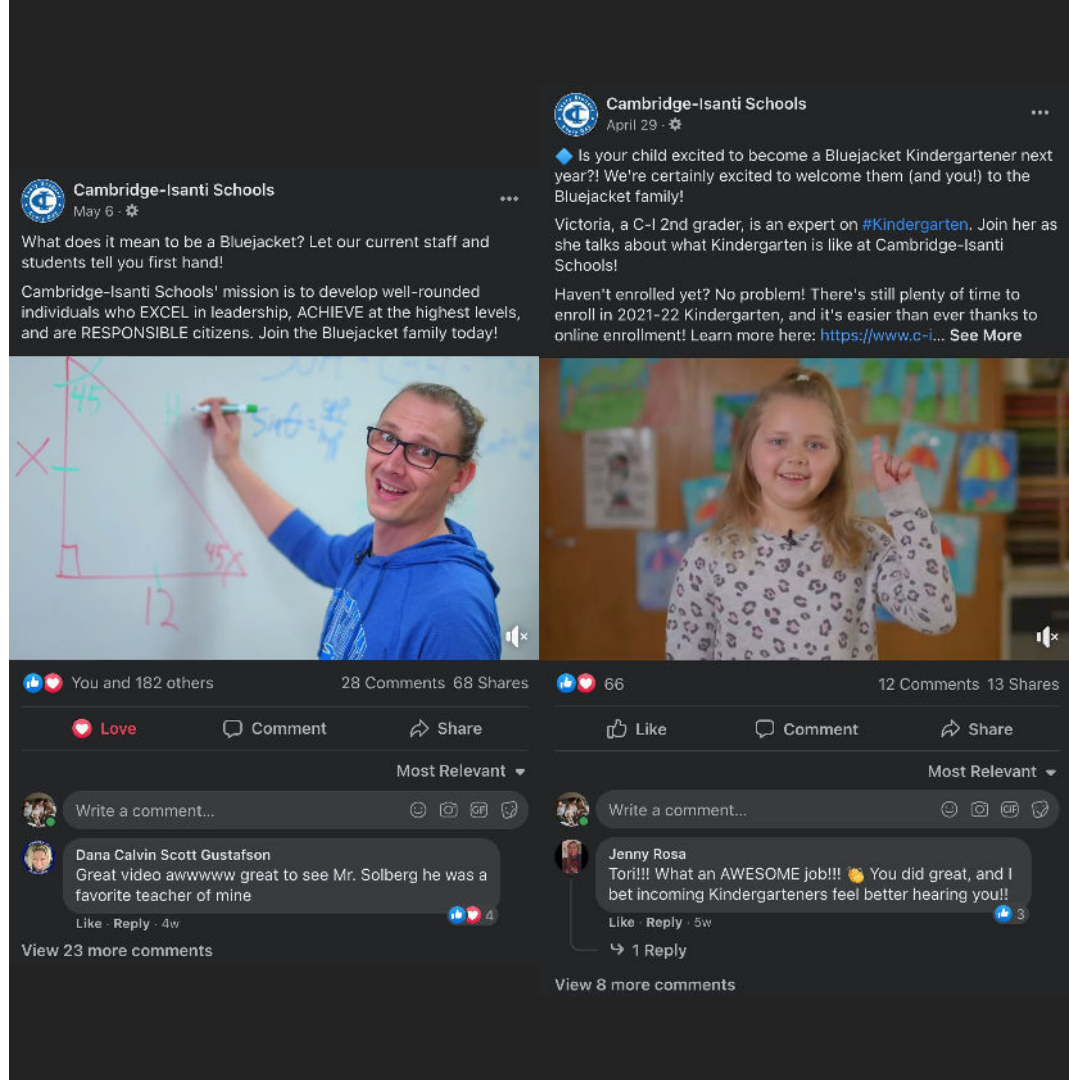
# Enrollment Video Case Studies



# FOCUS ON PEOPLE

## FEATURED PROJECT: Cambridge-Isanti Schools

- Series of 3 enrollment videos with different target audiences
- Fast-paced with scripted messaging

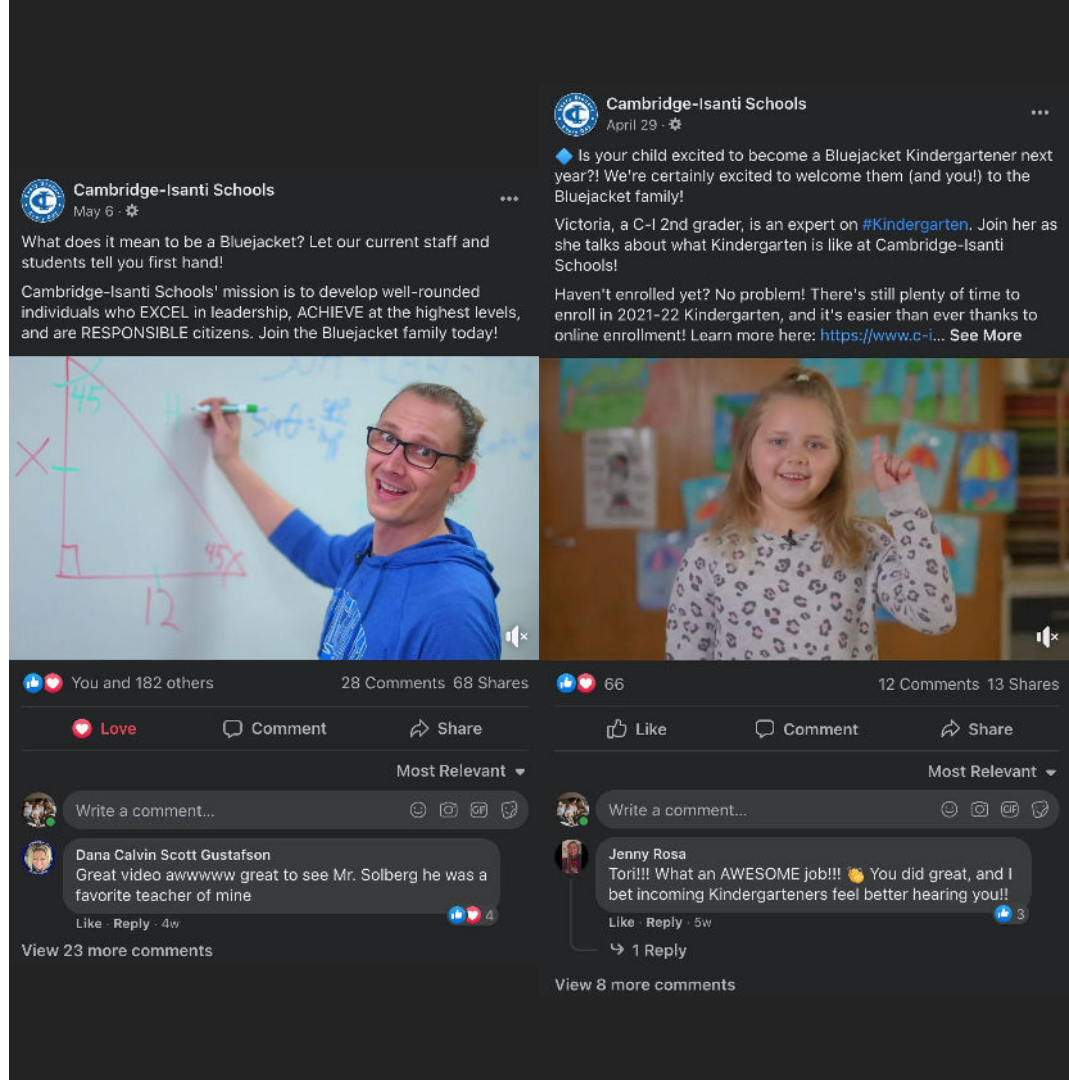




# FOCUS ON PEOPLE

## FEATURED PROJECT: Cambridge-Isanti Schools

- Series of 3 enrollment videos with different target audiences
- Fast-paced with scripted messaging





# UPGRADED & RENOVATED SPACES



THANKS TO YOUR SUPPORT  
WE UPGRADED & MODERNIZED  
ALL OF OUR SCHOOLS



WE LOVE OUR  
BEAUTIFULLY  
ECLECTIC  
COMMUNITY.



# SHOW OFF YOUR SPACES

FEATURED PROJECT:  
Brooklyn Center Community Schools

- Tour video
- Focuses on new spaces
- Showcases their unique brand



SHINE YOUR  
UNIQUE LIGHT







# UPGRADED & RENOVATED SPACES



THANKS TO YOUR SUPPORT  
WE UPGRADED & MODERNIZED  
ALL OF OUR SCHOOLS



WE LOVE OUR  
BEAUTIFULLY  
ECLECTIC  
COMMUNITY.



## SHOW OFF YOUR SPACES

FEATURED PROJECT:  
Brooklyn Center Community Schools

- Tour video
- Focuses on new spaces
- Showcases their unique brand



# KEEP IT SHORT & SWEET

FEATURED PROJECT:  
ISD 197

- Middle school focused
- On-screen graphics





# KEEP IT SHORT & SWEET

FEATURED PROJECT:  
ISD 197

- Middle school focused
- On-screen graphics



# LET YOUR PROGRAMS SHINE

FEATURED PROJECT:  
Big Lake Area Schools

- E-12 STEM Focus
- Video series (Elem, MS, HS, Overview)
- Show vs. Tell









# LET YOUR PROGRAMS SHINE

FEATURED PROJECT:  
Big Lake Area Schools

- E-12 STEM Focus
- Video series (Elem, MS, HS, Overview)
- Show vs. Tell

# ENGAGE YOUR LIMITED ENGLISH SPEAKING FAMILIES

FEATURED PROJECT:  
South St. Paul Public Schools

- Welcome video
- Communicating with Spanish speaking students & families





*Welcome to South St. Paul  
Public Schools!*



# ENGAGE YOUR LIMITED ENGLISH SPEAKING FAMILIES

FEATURED PROJECT:  
South St. Paul Public Schools

- Welcome video
- Communicating with Spanish speaking students & families







# BE BOLD

FEATURED PROJECT:  
Forest Lake Area Schools

- Unifying communities
- Scripted with student voice
- Overview and theater ad









# BE BOLD

FEATURED PROJECT:  
Forest Lake Area Schools

- Unifying communities
- Scripted with student voice
- Overview and theater ad



# OPTIMIZE FOR SOCIAL MEDIA

FEATURED PROJECT:  
Robbinsdale Area Schools

- Interview-based video
- Elementary school focused
- Square orientation with text





*in getting our kids prepared for the  
future.*



# OPTIMIZE FOR SOCIAL MEDIA

FEATURED PROJECT:  
Robbinsdale Area Schools

- Interview-based video
- Elementary school focused
- Square orientation with text



# REPURPOSING CONTENT

- Leverage video content in multiple different ways
- How many ways can you slice a video story?
  - Social content
  - Print article
  - Infographic
  - Still image
  - Podcast



# RECAP

- The Six Rs
- 
- 





# The 6 Rs

1. Start with research
2. Focus on relationships
3. Serve as an expert resource
4. Retain current families
5. Recruit new families
6. Be sure to reassess

A grayscale photograph of three students in a chemistry laboratory. In the foreground, a student is seen in profile, looking towards the right. In the background, another student wearing safety goggles is looking down at a piece of equipment. To the right, a third student, also wearing safety goggles, is focused on a task. A large green triangular graphic is overlaid on the right side of the image. The text "It's not about the video. It's about what the video *does*." is centered over the image in a white, bold, sans-serif font.

**It's not about the video.  
It's about what the video *does*.**



# Get the slides and tip sheet.

[www.captivatemedi.us/NSPRA](http://www.captivatemedi.us/NSPRA)





[www.CaptivateMedia.us/NSPRA](http://www.CaptivateMedia.us/NSPRA)

