



**ARCHDIOCESE
of PHILADELPHIA
SCHOOLS**

AMERICA'S FIRST CATHOLIC SCHOOLS

ADMISSIONS WORKSHOP

Nick Regina

March 2017

Topics

Advancement Conference

Parthenon

Customer Relations

Event Interaction

Preliminary Calendar

Online Application Summary

Progress to Date



Advancement Conference

Schedule & Sessions

Directions

Lodging

Sponsors

Monday, June 26th

Track Name	Session No.	Session Title	Start Time	End Time	Room
Registration/Check In			8:00	8:45	
Welcome			9:00	9:10	
Keynote Address		Fr. Dan Joyce	9:15	10:00	
Advancement		Photography 101	10:15	11:15	
Development		Creating a Comprehensive Development Plan	10:15	11:15	
Development		Using Digital Media to Raise Funds	10:15	11:15	
Enrollment		Create an Enrollment/Marketing Plan	10:15	11:15	
Mass			11:30	12:30	
Lunch			12:30	1:15	
Advancement		Managing a One Person Advancement Shop	1:30	2:30	
Enrollment		Running a Great Open House	1:30	2:30	
Enrollment		Engaging Millennials in Enrollment	1:30	2:30	
Development		Annual Fund: Advanced Tactics	1:30	2:30	
Break			2:30	2:45	
Advancement		Best Practices in Database Management	2:45	3:45	
Advancement		How to Enhance Your Website	2:45	3:45	
Enrollment		Leveraging Tuition Assistance	2:45	3:45	
Development		Alumni Engagement/Increasing Participation	2:45	3:45	
Cocktail Reception			4:00	6:00	



<http://www.aopcatholicsschools.org/conference2017/>

Advancement Conference

Tuesday, June 27th

Track Name	Session No.	Session Title	Start Time	End Time	Room
Registration/Check In			8:00	8:45	
Welcome			9:00	9:10	
Keynote Address		Stanley Silverman	9:15	10:00	
Advancement		Prospect Research 102	10:15	11:15	
Advancement		Latino Cultivation	10:15	11:15	
Development		Major Gifts	10:15	11:15	
Enrollment		Engaging the Staff in Enrollment	10:15	11:15	
Mass			11:30	12:30	
Lunch			12:30	1:15	
Advancement		Turning Enrollment Around	1:30	2:30	
Development		Annual Fund 101	1:30	2:30	
Enrollment		Word of Mouth Marketing	1:30	2:30	
Enrollment		Direct Mail Marketing Strategies	1:30	2:30	
Break			2:30	2:45	
Advancement		The Board's Role in Advancement	2:45	3:45	
Development		Women in Philanthropy	2:45	3:45	
Development		Exploring School Funding Sources	2:45	3:45	
Enrollment		Social Media and Digital Marketing	2:45	3:45	





Seth Reynolds, Managing Director

- ▶ *Before Parthenon-EY:* Taught bilingual elementary education in Los Angeles as a TFA corps member; worked at SchoolNet



Phil Vaccaro, Managing Director

- ▶ *Before Parthenon-EY:* Taught high school math in the Bronx as a NYC Teaching Fellow; served as the Executive Director for School Performance at the NYC DOE under Chancellor Klein



Ali Huberlie, Consultant

- ▶ *Before Parthenon-EY:* Co-founded and ran a non-profit organization that started debate teams in 40+ Philadelphia middle and high schools (now part of the Afterschool Activities Partnership)



Nata Kovalova, Associate

- ▶ *Before Parthenon-EY:* Volunteered as a peer and elementary school tutor in math and English for six years

Project Overview

There are three key objectives for this strategic analysis project

Key Objectives

- 1 System-level—enhance the value of the FIF system as a whole
- 2 School-level—enhance the competitiveness of each high school as part of the broader school network
- 3 Segment-level—understand what common strategies can be deployed across schools with similar needs

Customer Relations

Partner School Cultivation

Partner School Visits

Partner School Stewardship



Event Interaction

High School Nights

Universal Visit Day

High School Expo



Preliminary Calendar

March 29, 2017

Visit Day

April-May 2017

**Practice
Tests**

**Spring Open
House**

Tours

June 2017

**Finalize
Enrollment
Calendar**

**Prepare
Admissions
Material**



Preliminary Calendar

July 2017

**Complete
Admissions
Material**

**August 11, 2017
(on or before)**

**Admissions
material in
school**

August 2017

**Begin to
schedule
school visits**

**Deliver
material to
partner
schools**



Preliminary Calendar

September 2017

School Visits

Stress Tours

October 1, 2017

**Neumann
Scholarship
Test**

October 2017

**High School
Nights**

Open House

**Scholarship
Exam**



Preliminary Calendar

**(On or Before)
December 1, 2017**

**Neumann
Scholar
Notification**

**Local
Scholar
Notification**

December 31, 2017

**Financial Aid
Priority
Application
Deadline**

**(On or Before)
January 26, 2018**

**Decision
Letter**

**Financial Aid
Awards**



Online Applications

School	Jan/Feb	March	Total
Archbishop Carroll	10	2	12
Archbishop Ryan	28	7	35
Archbishop Wood	29	11	40
Bishop McDevitt	7	2	9
Bishop Shanahan	0	11	11
Bonner Prendergast	98	41	139
Cardinal O'Hara	18	3	21
Conwell Egan	1	0	1
Father Judge	1	1	2
John Hallahan	12	4	16
Lansdale Catholic	5	1	6
Little Flower	27	9	36
Neumann Goretti	27	12	39
Pope John Paul	1	1	2
Roman Catholic	12	4	16
St. Hubert	5	1	6
West Catholic Prep	87	24	111
Total	368	134	502



	16/17	16/17	17/18	17/18	1-Mar Goal	17-Mar			17-Mar		17-Mar
	Budget	1-Oct	Budget	Stretch		2016	2017	Difference	2016	2017	
Archbishop Carroll	275	220	250	275	120	161	121	(40)	58.5%	48.4%	44.0%
Archbishop Ryan	325	270	250	275	175	215	193	(22)	66.2%	77.2%	70.2%
Archbishop Wood	280	210	220	240	155	143	180	37	51.1%	81.8%	75.0%
Bishop McDevitt	120	111	115	119	80	73	91	18	60.8%	79.1%	76.5%
Bishop Shanahan	275	280	285	290	175	227	193	(34)	82.5%	67.7%	66.6%
Bonner Prendergast	232	200	210	220	85	103	119	16	44.4%	56.7%	54.1%
Cardinal O'Hara	275	224	225	250	170	160	190	30	58.2%	84.4%	76.0%
Conwell Egan	127	123	129	139	122	116	118	2	91.3%	91.5%	84.9%
Father Judge	225	217	210	220	180	201	226	25	89.3%	107.6%	102.7%
John W Hallahan	125	115	120	125	100	91	87	(4)	72.8%	72.5%	69.6%
Lansdale Catholic	175	175	170	175	120	136	114	(22)	77.7%	67.1%	65.1%
Little Flower	144	140	150	155	105	117	100	(17)	81.3%	66.7%	64.5%
Neumann Goretti	125	125	140	145	88	93	96	3	74.4%	68.6%	66.2%
Pope John Paul	225	180	200	215	140	134	174	40	59.6%	87.0%	80.9%
Roman Catholic	250	273	255	275	225	286	244	(42)	114.4%	95.7%	88.7%
St. Hubert	161	139	140	152	100	127	110	(17)	78.9%	78.6%	72.4%
West Catholic Prep	130	126	135	150	80	70	97	27	53.8%	71.9%	64.7%
Total	3,469	3,128	3,204	3,420	2,220	2,453	2,453	0			

