



## RECRUITMENT VIDEO GUIDELINES

Give families a glimpse into school life by creating a marketing video that is no longer than 2-3 minutes. If you have more content to share, consider creating a video series on various topics, features of the school or different grade levels.

Find the person on your staff that is tech-savvy to create a video. Consider asking your marketing or technology committee, or parents that work in the industry. Shoulder tap to ask them for help, telling them why you think they'd be great.

Consider including 15-second parent recorded testimonials in the video.

Use long-term language in the video, implying that a student will be there for many years.

Edit photos before you insert them in a video. Make sure faces are visible and crop out any distracting parts of the background. Keep in mind there are important parts of the background that may help tell your story. For example, a smart board illustrates that the school uses technology.

Create a shot list of what you want your video to look like before you put it together.

### Elements of a recruitment video:

- Message from the principal on camera that includes a welcome, mission/Catholic values, curriculum, about our school community.
- Photos of happy kids learning and interacting with teachers and friends.
- Teachers' voices and faces – that's who the families will interact with most at the school.
- Exterior of school with school signage.
- Photos or videos showing a variety of student areas – K3-K5 classrooms, intermediate grades, science lab, gym, church, cafeteria, common spaces applicable to all parents, computer labs, technology, smart board, i-pads, STEM room.
- Background sound could be a voiceover, a recording of children singing at mass or music that doesn't overpower the visuals.
- Close the video with the principal speaking to the camera – "We look forward to seeing you. We'd love for you to join the family. Give us a call to learn more."
- Closing slide to include school logo as well as a phone number and website.

## VIDEO RECORDING TIPS

You can record video segments on a tablet, smart phone or DSL camera.

Make sure there are no distracting background noises or objects in the frame.

When you record on your phone or device, make sure the videos can be downloaded to an MP4 format.

Make sure the video is easy to share across devices and platforms. Check how the final product can be downloaded and shared.

Beginner and advanced video editing platforms include Zoom, Streamyard, iMovie, Canva, Adobe Spark, WeVideo and Animoto, among other programs.

## PLACES TO SHARE THE VIDEO

- School e-news
- Parish e-news
- Website
- Admissions Page
- Social Media
- YouTube
- Email Campaign



## TESTIMONIAL QUESTIONS FOR VIDEO

### Parent Questions

- Describe why you send your children to XX (school name here) school.
- Describe one positive thing you or your child has experienced during distant learning.
- What's your favorite memory from our school?
- What excites you about the XX (school name here) community and why?
- Do you have anything else you want to share with other parents about our school and why it's a good choice?

### Teacher Questions

- Describe how you connect daily with your students.
- Describe how you involve parents in their child's education.
- Describe how you create a positive classroom environment for all students.
- What positive discoveries have you had in your teaching during distant learning?



## WEBSITE GUIDELINES

Promote enrollment on the homepage of your school and parish websites.

Have a webpage that addresses how you've continued educating the whole child during distant learning. Display this message on your home page or on your admissions page.

Have a school snapshot webpage that shows the milestones of each grade. Show a continuum of all the years the child will be at your school.

Keep your website menu simple, with no more than 7 items in a drop-down menu.

Add high-resolution photos of happy students, teachers engaged with students, Catholic identity, faith formation and extra-curricular activities on various pages of the website.

Update the staff directory and classroom pages for the new school year. Ensure names and contact info is accurate. Include photos and bios of staff.

Remove outdated videos, links and events.

Have social media icons in your website header that link to your school Facebook, Instagram, YouTube, etc.

Review your website on a desktop, tablet and phone to verify photos and pages display properly.

### Elements of an admissions webpage:

- Include a principal welcome and why your school is a choice that families should consider.
- Include any current awards, accreditation or accolades the schools has received.
- Include information on tuition financial assistance, scholarships and tuition tax deductions.
- Have a short general interest Google form that includes: name, best way to contact the parent and a dropdown box of what they are interested in (i.e. early childhood, Catholic values, Choice, transfer student, etc.).
- Include all the steps to enrollment on the page for both Choice and tuition paying families.
- Include contact info for the office admin or Choice administrator to help with paperwork or assistance.
- Directly link the Choice application on the webpage.
- Include 3-4 parent testimonials on the admissions page.
- Include a 2-3 minute video of why your school is a choice that families should consider.



## SUMMER RECRUITMENT GUIDELINES

Once the school website is up-to-date, make sure the parish cross-promotes on the homepage of the parish website: “Our parish school is now enrolling. Click here to learn more.” The “click here” can direct people to your admissions page.

Have signage outside the school and the parish that the school is now enrolling with the phone number. Some parishes may have marquee or electronic billboards that can include enrollment information: “Now Enrolling for School. Call xxxx”

Make sure that your school voicemail recording is up-to-date. Include current office hours and when they can expect their message to be returned. Include information about enrollment on your voicemail. Ask they leave their name and phone number, and state that (a specific name) will be back in touch with you.

Ask parents to leave you positive reviews on Facebook, Google and Yelp. You may want to stagger by grade levels or other ways so they are not all being posted online during the same week. You can use these reviews/testimonials on your website, in brochures, marketing pieces, in parish bulletins, in school newsletters, etc.

Claim your school and parish website on Google My Business. This will help how your school appears on Google searches, as well as allow people to find your physical location when using GPS or searching “schools near me.”

Consider a targeted direct mail campaign to promote enrollment.

Consider a targeted Facebook campaign to promote enrollment.

Consider canvassing targeted neighborhoods with flyers or postcards to promote enrollment.

Share positive school or parish stories with the media.

Have school presence at summer events to promote enrollment as the Safer at Home order allows.

Periodically post on the school social media pages throughout the summer.

Schedule a cadence of meaningful touch points with returning school families throughout the summer.