

# North American Jewish Day Schools

Recruitment and Retention  
in a Competitive Environment

[ January 2012 ]

ian symmonds & associates





## [ Intro ]

It is a highly competitive environment for private schools today.

This session will be part theory, part best practices, and feature a highly interactive case study.



# [ About ISA ]

ISA is an innovative research and strategy firm for independent schools, colleges, universities, and non-profits.

Since our inception in 2003, we have served over 155 clients, representing 45 states, two countries, and several territories



CAPABILITIES

- Research
- Strategy
- Advance
- Create
- Inspire

OUR TEAM

- Ian Symmonds
- Tracy Bennett
- Jack Symmonds
- Kelly Laboe
- Robert Rytter

SEARCH SITE



## Position Announcement



Ian Symmonds & Associates (ISA) seeks an experienced and highly skilled senior practitioner in the independent and/or higher education sectors to grow with our research and strategy consulting firm.

ISA is an innovative research and strategy firm for independent schools, colleges, universities, and non-profits. Led by the innovative thinking of founder Ian Symmonds, ISA sets the consulting standard for the next generation of educational strategists. Since our inception in 2003, we have served over 155 clients, representing 45 states, two countries, and several territories.

CONNECT

- Twitter
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TWITTER FEED

Participants from LA, Little Rock, Houston, Wichita, and Baton Rouge made for a national conversation about Ten Trends today in ISA Virtual.

Just had our first ISA Virtual session on Ten Trends. Absolutely incredible.

We're 45 minutes away from session one of ISA Virtual - Ten Trends! Very exciting!

Follow @symmonds



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## Speaking Engagements

Ian speaks regularly at regional and national conferences on the topics of strategy, planning, and marketing. He is in high demand as a speaker at such venues, known for his thoughtful style, clarity of presentation, and unique ability to engage his audience. As an active writer and blogger, Ian has published in numerous professional journals, such as the Journal of College Admission (NACAC) and On Target (College Board), offering the rare national view of educational and non-profit trends.

Our main office handles his speaking engagements. Inquiries can be made to Jack or Kelly at 888.334.6078. He is currently speaking often on the Ten Trends series, the content of which is available by speaking engagement only.

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# [ Agenda ]

Some Axioms

Best Practices

Decision Set

External Trends

Interactive Case Study



# [ Some Axioms ]

Tuition-Driven vs Resource Driven  
Demand Generation is King  
The Traditional Funnel is Old School  
The Four P's  
Key Messages  
Positioning



# [ Best Practices ]

Information Management  
Audience Knowledge & Identification  
Positioning  
Key Messages  
Promotional Act is Solid  
Diverse Demand Generation Activity



# [ Decision Set ]

Safety

Small Classes

Narrow Outcomes

Access to Faculty & Staff

Moral Compass and Religious Training



# [ External Trends ]

Downward Spiral in All Many Faith-Based Schools  
Considerable Overlap with Independent Schools  
Old School Admission Tactics are not Working  
Recalibrated Economic Reality  
Information and Knowledge is Ubiquitous



# [ Interactive Case Study ]

## The Case