



ENROLLMENT EXCELLENCE FOR ALL

CLCS Worksheet | March 2, 2022

Get Organized

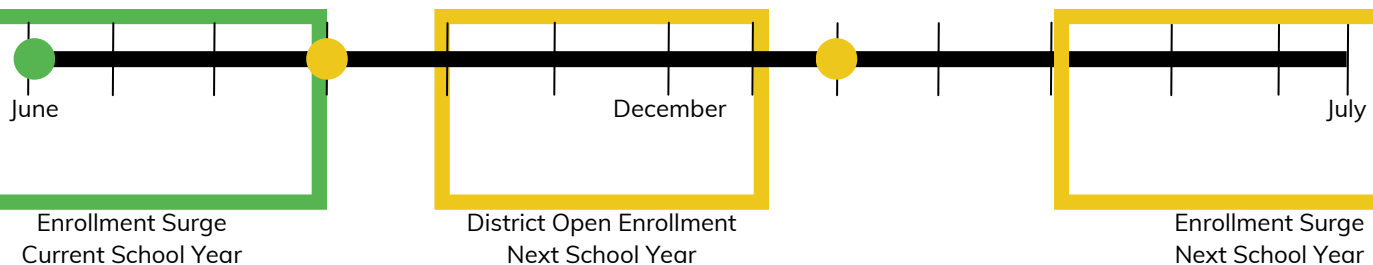
- Who oversees the marketing program? _____

- How many hours per week will the program require? _____
- Will the person above have enough time to prioritize the program? If not, who else should be assigned? Who should take ownership? _____

- What is your marketing budget? _____
- What are some potential barriers you may face? _____

- What is your enrollment goal? _____

Enrollment Timeline



Build Your Target Market

- Who is your ideal “customer”?
- Who are your current customers?
- Does it vary from your ideal customer?
- How old are they?
- Where do they live?
- How do they communicate?
- Where do they shop?
- How do they move (bus, car, train, bike)?
- How do they spend their summer?
- Where do they work?

