**[School Name] Catholic School**

**Enrollment Management and Marketing Planning**

*Market Research Worksheet*

**Internal Market Data:** Enter your enrollment data history by grade level below (data can be obtained through the Archdiocesan Director of Pastoral Planning.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Grade (K-8th)** | **2008-09** | **2009-10** | **2010-11** | **2011-12** | **2012-13** | **2013-14** |
| 8 |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 1 |  |  |  |  |  |  |
| K |  |  |  |  |  |  |
| Total |  |  |  |  |  |  |
|  |  |  |  | | |  |
| **Race and Ethnic Origin** | **2008-09** | **2009-10** | **2010-11** | **2011-12** | **2012-13** | **2013-14** |
| White |  |  |  |  |  |  |
| Black |  |  |  |  |  |  |
| Hispanic |  |  |  |  |  |  |
| Asian |  |  |  |  |  |  |
| Other/Multi-Racial |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Catholic |  |  |  |  |  |  |
| Non-Catholic |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| **Preschool** | **2008-09** | **2009-10** | **2010-11** | **2011-12** | **2012-13** | **2013-14** |
| Total |  |  |  |  |  |  |
| Catholic |  |  |  |  |  |  |
| Non‐Catholic |  |  |  |  |  |  |
| Parish |  |  |  |  |  |  |
| Non‐Parish |  |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Parish** | **2008-09** | **2009-10** | **2010-11** | **2011-12** | **2012-13** | **2013-14** |
| Baptisms |  |  |  |  |  |  |
| PSR |  |  |  |  |  |  |

**Community Demographics:** (external market research) See pp. 16-17 of the Enrollment Management and Marketing Workbook for a list of market research questions. What are the characteristics and demographics of residents in your community (including families your school already serves as well as prospective families)? What is significant about the community your school serves? What will you need to keep in mind as you move forward with your Enrollment Management planning?

**Market Research Summary:**

*After gathering and reviewing the internal and external market research data, summarize your findings in a few brief paragraphs. The EMCT should use this market research data, along with the completed SWOT analysis, to prioritize the specific target markets and audiences that they will focus attention on to move through the enrollment management "funnel" or process from inquiry, application, admissions, enrollment and retention. Transfer this summary to your final Enrollment Management Plan.*