

2020 Advancement Office Ideas & Incentives to increase enrollment:

- Bernies has high tuition amongst our competitors (Kara has a chart she made for John Mullen/Enrollment subcommittee on advisory board months ago). Will the Finance committee continually look at other schools in our competitive area and discuss how we can work not to price out our families. If more families pay on time because of TADS and we are not spending so much time chasing down tuition like the last several years could we consider creative ways to lower tuition, especially for larger families
- Offer a welcome grant as incentive to students from non-Catholic Schools (criteria could be the same as Transfer grant program with the Foundation, but we make our own criteria such as grades 1-7 and must be eligible for financial aid per the FACTS income levels. We can still have them apply throughout FACTS to confirm even if they receive no other aid. Recommended incentive of minimum \$500 for 1 year
- Referral incentive - if a school family refers a student and they enroll and stay for a minimum predetermined time (e.g January of the new school year) offer the referring family a certain amount off their tuition for each family enrolled (e.g. \$250)
- Bring back pay in full 1 payment and pay in 2 installment discounts. Other elementary schools offer this and so few families do it that it would not be a tremendous loss, but gives us money up front and makes participants feel they are being rewarded
- Consider offering a 12 month payment option so larger families can have a lower monthly tuition rate especially since we are highest in the area and TADS is automatically deducted so they will be paying regularly and on time vs past culture
- If you choose to allow reliable families with an established payment history to pay at tax time there is a way to set that up in the system so they will only receive their bill for the full amount during the month that is set up in TADS

Automatic Re-enrollment

- The plan for the upcoming school year with TADS enrollment is to have families automatically enrolled for the following school year in December unless they “opt out”:
Items to be resolved:
 - Families will need early communication well before the December opt out date explaining the process and the fee structure
 - Suggestion and recommendation from the Archdiocese has been for schools to move to automatic re-enrollment so we will have numbers for the following school year and can set classroom limits and allow new students to enroll starting in early January before open house and can offer them earlier registration dates and discounts
 - Families will be given a set amount of time to opt out for enrolling the following school year (e.g. 2 weeks in early to mid-December before Christmas break) where they do not plan to enroll at St. Bernadette the following school year they must complete and sign a form that they are not coming back and return it to the school office. All other families will be considered enrolled and will automatically

be charged a registration fee. Many schools are spreading the fee over 2 or 3 months so families are not burdened all at once by a large fee automatically billed along with monthly tuition (e.g. a \$150 family registration fee could be charged \$50 for 3 months in a row).

- Tuition for the following year must be set before December and the automatic re-enrollment
- How much will the registration fee be next year? The early registration discount would only apply to new families since re-enrollment will be automatic. What are the fees? Is there still going to be a multi child discount that families expect? When will this be communicated to families (mentioned at back to school night, outlined on website, letter from the business office discussing fee structures, etc)
- How much will the lunch and technology fees be? When will they be charged? Group family discount for these fees? and any other fees

Outstanding Tuition Collection Process Needs to be Documented/ Roles Defined

- Who is responsible for following up with outstanding tuition from last year as financials are sensitive and privacy concerns which is why financial aid goes through a third party. Other school families and staff should not be aware of individuals' financial issues. If the finance committee or someone other than the business manager is going to be handling sensitive information like this the Archdiocese recommends an NDA is signed. Will Bob be handling this or is Janet Spillane being hired again and does she want to do this again?
- If families don't set up tuition billing agreements what happens? What is the next "deadline" since it was June 1st and many are still not complete? If they don't set up by xx date then what? Do we put them back on HOLD in the system so the class counts allow more registrants and if the class fills up they lose their seat and registration fee? They would need to contact us once they are ready to set up the billing agreement so we could take them off HOLD. This needs to be documented and communicated to families before something like that can be instituted since it was not part of the enrollment language in TADS when it went live in January - who is enforcing a new procedure like this? We are getting close to having these families 3 months delinquent on tuition and could be behind when school starts. The communication about tuition billing went out well after the normal May 1st new tuition billing cycle timeframe this year so someone should send out this policy asap once it is determined.
- If families are not set up and paid to date from last year or this year in TADS by August are they not invited back? Who is enforcing this?