

MISSION BY DESIGN

HORIZON SUMMIT

OVERVIEW

The Horizon Summit is our flagship, one-day intensive to help schools gain clarity and a competitive edge through effective marketing.

This six-hour meeting will require full participation from key stakeholders and simple pre-meeting work (see below) in order to maximize effectiveness.

Summit Goals

1. Strategic alignment between school leadership, marketing, admissions, and advancement personnel around the challenges and opportunities around marketing
2. A clear understanding for all parties of the ideal target family
3. A comprehensive and actionable playbook to be used by internal and external marketing and admissions teams to grow the school over the next 12 to 16 months (see outline on the following page for specific areas of focus)

Typical Summit Agenda

- Introduction to the landscape and how we arrived at this moment
- Review and openly discuss admissions goals and any standing strategic plans
- Discussion and facilitated workshop activities around:
 - Current audience (using data from surveys)
 - Ideal school family
 - A SWOT analysis around public perception of the school (using survey data)
 - Value drivers and strategic pillars
 - Current marketing efforts (what has worked and what has failed)
 - SWOT analysis of local competition

Work Before the Summit

The following tactics are typically implemented before the on-site:

1. Pre-Intensive alignment kickoff call with planned attendees
2. Confidential survey of administration and leadership team focused on marketing and perception of the school
3. Anonymous survey for current parents focused on identifying key benefits and strengths of the school
4. Gathering and submission of all current marketing and admissions materials to Mission by Design for analysis

Horizon Playbook Areas of Focus

1. Recap of Workshop Activities & Outcomes
2. Recommended Positioning
 - a. Recommendations on overall school positioning in the market, especially around unique value propositions *desired* by the audience
 - b. Specific recommended changes to marketing to reflect an updated positioning (web, social media strategy, print, video, etc.)
 - c. Sample language to use in marketing to drive growth
3. Competitive Analysis
 - a. Third party professional analysis of positioning and marketing efforts (public, social, paid advertising) for up to three competitor schools and specific recommendations on how to succeed against them
4. Recommended Next Steps
 - a. Two independent plans for next steps (12 to 16 months) to accelerate growth for the following implementation groups:
 - i. Internal Marketing/Admissions Team
 - ii. Internal Team & Mission by Design

Summit Investment

Typically between \$8,500 and \$12,000 depending on enrollment and specific challenges of the school. Fee includes all associated travel expenses, technology usage for survey, and all deliverables.

Note: 50% of Summit investment becomes a credit for future projects if the client pursues additional work with Mission by Design.



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About The Facilitator

Meet Dan Rogers, the driving force of Mission by Design. With a decade and a half of experience, Dan has worked in growth strategies, performance marketing, and capital-campaign fundraising, in both consulting and leadership roles within large faith-based nonprofits.

In recent years, Dan has shifted his focus to private independent school marketing and fundraising. He is now leading marketing for admissions at three top-tier Catholic high schools across the country, while also consulting with a half-dozen other clients. Execution for these efforts are supported by a talented and agile team at Mission by Design.

Before focusing on education, Dan had a successful record in the nonprofit sector, designing and implementing marketing strategies that contributed to nearly \$1 billion in fundraising efforts for significant clients like the Archdiocese of Los Angeles, Archdiocese of Detroit, and Diocese of Phoenix.

Dan's professional background is enhanced by more than ten years of experience in video production, photography, and graphic design. This expertise proves invaluable as he effectively guides his firm's clients.

Dan is a graduate of Loyola University Chicago where he studied philosophy and theology. Roots for Dan are in Austin, Texas, where he lives with his wife and their two sons, Charlie and Jack.



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