



MISSION
BY DESIGN

The Catalyst Enrollment Roadmap™

Solution Overview



Let's Make a Plan to Grow

Your school has a strong mission and a team that cares deeply about the families you serve. But something is off. Inquiries are flat or declining, open house attendance is lower than it should be, and the families who would be the best fit for your school are choosing competitors they found online first.

You have likely tried a few things: updated the website, boosted a few social media posts, and maybe even hired someone part-time to handle marketing. But without a clear strategy grounded in real data and your specific market, those efforts won't move the needle.



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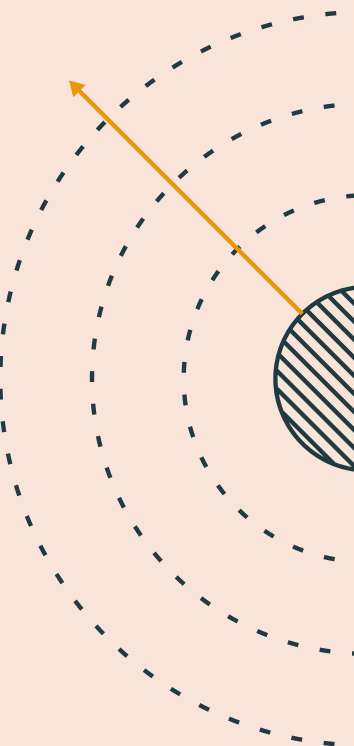
The enrollment marketing experts at Mission by Design will conduct a thorough audit of your current admissions and marketing efforts, spend a full day on your campus working directly with your leadership team, and deliver a comprehensive growth roadmap you can act on immediately.

This is not a generic report full of best practices. It is a strategic playbook built around your enrollment goals, your market position, your budget, and your team's capacity. We do the diagnostic work, facilitate the hard conversations, and hand you a plan with clear priorities and realistic timelines.

1 Alignment & Goal Setting

2 In-Person Workshop

3 Roadmap Creation



Pre-Work (Weeks 1-2)

Planning Call

One 60-minute call with your leadership team to set goals, clarify expectations, and ensure our on-site day is focused and productive. We use this opportunity to understand your high-level enrollment history, your competitive landscape, and the specific challenges that brought you to us.

Data Collection and Review

Before we arrive on campus, we will collect and review your admissions data (inquiries, applications, enrollments, attrition), your existing marketing materials (website, print, digital ads, email campaigns, social media), and any strategic planning documents relevant to enrollment and advancement. This allows us to walk in with informed questions rather than starting from scratch.

The On-Site Workshop (1 Day)

This is a full working day, typically 10 hours on your campus. Our senior team facilitates every session, and this is not a presentation! It is a structured, decision-forcing engagement designed to produce real clarity by the end of the day.

Campus Tour and Admissions Walkthrough

We experience your school the way a visiting family does. First impressions, signage, front office interactions, and the physical environment all matter, and we evaluate them honestly.

Competitive Positioning Workshop

We work with your team to sharpen your school's positioning in the local market. This includes identifying your true differentiators (not just the ones on your website), mapping the competitive landscape, and aligning your team around a clear value proposition.

Brand Story Development

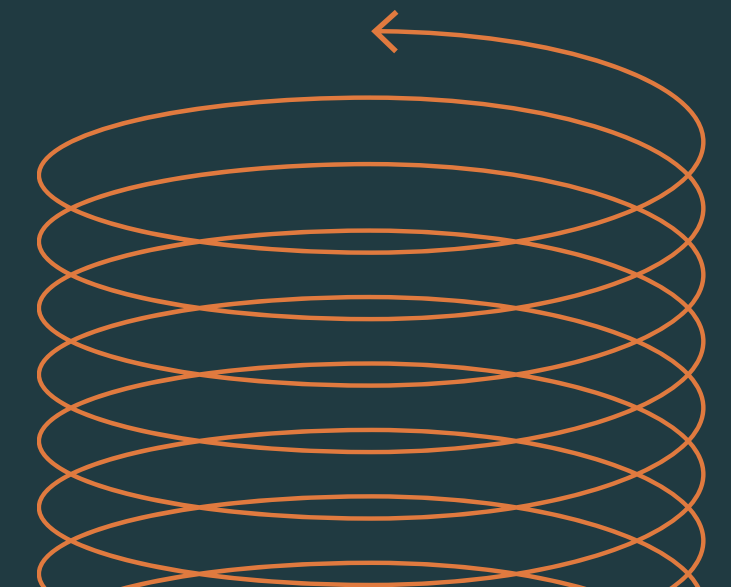
Using our proprietary framework called The Big Flip™, we build a draft brand story that translates your mission into language that resonates with the families you are trying to reach. This is not about dumbing down your school; it is about making what is already excellent, accessible and compelling to parents who are comparing you to five other options.

SWOT Analysis and Enrollment Goal Alignment

A structured assessment of your strengths, weaknesses, opportunities, and threats, tied directly to enrollment targets. We pressure-test your goals against the reality of your market, your budget, and your team.

Marketing and Admissions Materials Review

We evaluate every touchpoint a prospective family encounters: your website, brochures, email sequences, social media presence, event materials, and admissions communications. We identify what is working, what is not, and what is missing entirely.



Roadmap Delivery (Weeks 3-4)

Comprehensive Growth Roadmap

A detailed, prioritized strategic plan built around marketing for your enrollment goals, market position, and budget. This is the document your leadership team and board can use to make decisions and allocate resources with confidence.

Draft Brand Story

A ready-to-implement brand narrative for use across your website, admissions materials, digital advertising, and internal communications.

Execution Options

Multiple paths forward based on your budget and team capacity, including a detailed proposal from Mission by Design for ongoing support if appropriate.

90-Day Tactical Roadmap

Specific, prioritized actions your team can begin executing immediately, with clear ownership and timelines.

Follow Up Call

A 60-minute call with your intensive attendees to walk through the completed roadmap, answer questions, and ensure your team is ready to move.

12-Month Strategic Plan

A high-level growth plan that maps out seasonal enrollment marketing activities, campaign timing, and milestone targets for the full year ahead.

What Happens After the Roadmap?

The roadmap is built based on your internal team's dynamics, goals, and budget. You paid for the plan; you are free to execute it internally or partner with Mission by Design (or another consultant) to do so.

Who From My Team Should Attend?

Ideally, the President, Head of School, and/or CEO. Director of Admissions. Senior leaders responsible for vision, marketing, and enrollment. We recommend no more than seven participants to keep conversations focused and productive.

Who is Leading This Process?

Dan Rogers, Anne Marie Keane, and Jonathan Weiss. You get our full senior team for the entire engagement, from the first planning call through the final roadmap delivery.

