



Keep, Connect, and Recruit Students During Crisis

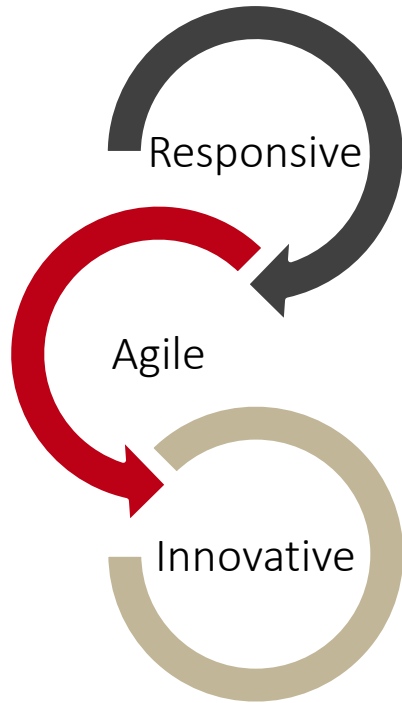
Presented by:

Theresa A. Shubeck, Executive Vice President

Melpomeni N. Murdakes, CPC, Vice President

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Ruotolo Associates Inc.



- Over 40-year partnership with RA and the De La Salle Christian Brothers.
- First school client was a Lasallian HS...and have worked with 15 Lasallian institutions since then.
- Since 1979, privileged to work with Catholic educational institutions, dioceses, parishes, and religious orders located throughout the United States.
- Presently providing campaign counsel to La Salle Academy (Providence, RI), La Salle Institute (Troy, NY), and strategic planning for St. Patrick High School (Chicago, IL). We recently completed work with Christian Brothers Academy (Lincroft, NJ).

Keep • Connect • Recruit



Reinforce

Solidifying their Choice
Strengthen the WHY



Engage

Building Community
New Class Camaraderie



Invite

Outreach Opportunities
Widen the Welcome

In this moment . . .



Crisis Mode vs. Crisis Mindset



Stress & Creativity

Best Practices



School Tours

Highlight Features



Open House

Showcase Programming



Shadow Days

Introduce Community



Information Events

Answer Questions



Gatherings & Activities

Build Community

Re-envisioning Best Practices



Targets

What do we want to accomplish?



Tools

How can we make it happen?



Team

Who can we invite to participate?

Alternate Venues



DISTANCE
LEARNING



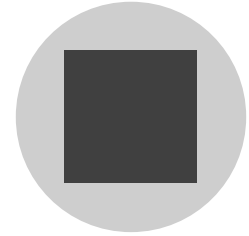
ZOOM
MEETINGS



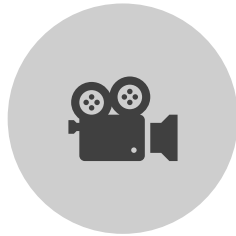
EBLASTS



SOCIAL MEDIA



WEBSITE



VIDEO



PHONE CALLS



SNAIL MAIL



HAND-WRITTEN
NOTES

Keep



Reassure their WHY

Know their Hook
Showcase Response Features



Value Proposition

Lean into Mission
Enhance Differentiation



Storytelling

Ongoing Promotion
Top 3 Success Stories

Cyber Shadow Days



Connecting to the Student Experience

Faculty & Coach Involvement
History & the New Now



Making the Right Match

Opportunities to Lead
Group Dynamic



Leveraging Tools

Zoom ~ virtual classroom
Social Media ~ class page

Information Events

Timely Topics

- Financial Aid Scholarship – *changes in need*
- Placement & Readiness – *resources available*

Webinars

- Build Community – *opportunities to dialogue*
- Information Push – *need to know*

Zoom

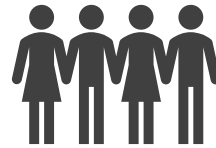
- Interactive Response
- Individual Options

Connect



Current Community

Leverage Existing Modes
Engage Advocates



Building Class Spirit

Create their Brand
Unprecedented Entry



A Family Affair

Parent Association
Student Government

Gatherings & Activities



Coaches

Strengthen Current Athletes
Challenge Future Athletes



Captains

Opportunity to Lead
Modeling Values



Advisors

Innovative Challenges
Mentor Moments

Messaging Essentials



Institutional Impact and Response



Calendar and Activity Updates



Stories of “Stepping Up”



Tangible Takeaways – *recruitment numbers, donor support, student highlights*



How to stay connected

Invite



Constituent Ambassadors

3 Keys to Your Story
Expand Your Reach



Success Stories

Mission Minded
Crisis Response



Virtual Classroom

Feeder School Support
Future Focused

Tours & Open House



Virtual Tours

Video Walk-Through
B Role Integration



Distance Learning Open House

Leverage Readiness
Offer Mini-Courses

Three Crisis Keys



Share Your Story

Top 3 Highlights
Root in Values & Mission
Showcase Adaptability



Empower Your Advocates

Students & Families
Faculty & Staff
Leadership & Alumni



Utilize the Right Tools

Video & Zoom
Social Media
Call & Write

Celebrate



Today's Successes



Tomorrow's Opportunities

Q & A

Thank You!

RUOTOLO ASSOCIATES INC.

Corporate Headquarters:

580 Sylvan Avenue, Suite M-B
Englewood Cliffs, NJ 07632

Tel: 201-568-3898 **Fax:** 201-568-8783

Theresa A. Shubeck, Executive Vice President – tshubeck@ruotoloassoc.com – 201-665-4572 (cell)

Melpomeni N. Murdakes, Vice President – mmurdakes@ruotoloassoc.com – 612-940-5591 (cell)

www.ruotoloassociates.com



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