

Outreach of Lutheran Schools in Associations

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Discussion

- ◆ Enrollment declining: How to increase enrollment
 - Use outreach, fill seats with unchurched
 - Communication is important
 - Marketing Schools (Bob Rogalski) District office has his notebook and it's rotating around
- ◆ What role does preschool play in feeding elementary schools?
 - Referral programs: new family 50% discount and referring family 50% discount (oldest child for one year) Holy Cross
- ◆ Tuition
 - Full tuition and "grant in aid/scholarship"
 - Go to a third party – outside source
 - Tithe and don't pay school tuition
- ◆ How do we outreach and deal with finances?
 - Schools need to be into technology to keep up with public schools.
- ◆ Finances
 - Delinquent families – not enroll next year
 - School must be financially solvent to be in ministry
- ◆ Ownership of school unique to Association School.
- ◆ Preschool kids to elementary school
 - All one governance board
- ◆ 3-5 year strategic plan
 - Holy Cross Wichita
 - Increase enrollment
 - Where to expand
 - Look ahead at curriculum
- ◆ Lutheran School Mission is to:
 - Reach unchurched
 - See our children as church leaders
 - Everyone is responsible to put the message out
- ◆ Bethany, Overland Park 1/3-1/3-1/3 finances
 - 1/3 from church
 - 1/3 from families
 - 1/3 from 3rd source

Discussion (cont.)

- ◆ Fall Festival with “Trunk or Treat”
 - Visitor traffic – creates awareness
 - Family friendly
 - Inside building and outside building

- ◆ Service projects that students participate in
 - If after school hours bring a friend

- ◆ Need PR Foundations that support schools
 - Newsletters
 - Brochure piece
 - Need someone with few hours/week to contact people
 - Thrivent: options for charitable giving have the option for foundation listed.