

## **Education Committee – Considerations for Market Share 2/8/11**

### **Maintain current customer base.**

Customer satisfaction survey – strengths, areas to improve .

Promote strengths, develop strategies to strengthen areas to improve.

Training: Everybody Is the Marketing Department - what everyone within the organization can do to help retain students and families and attract new families (specifically for schools and school personnel, not generic).

Ongoing promotion of strengths, good data regarding issues, advantages of transition

Staff, parents, community members via mail, website, parent portal, newsletters, direct mail, parent leaders, community leaders, media.

### **Work with customers who are preparing to leave.**

Why do they want to leave? Is it something we can fix?

### **Explore opportunities for customers of the competition to switch to our brand.**

Survey to gather reasons for choosing another brand.

What would encourage those customers to switch to our brand?

Is it a new service? A need to tweak our current service? Is there a cost associated with providing the service and what is the potential return on investment?

Promote new service along with strengths, good data regarding issues, advantages of transition

Staff, parents, community members via mail, website, parent portal, newsletters, direct mail, parent leaders, community leaders, media.

### **Gauge public perception.**

Survey general community – strengths, areas for improvement.

Promote strengths, develop strategies to address areas needing improvement.

Promote strengths, good data regarding issues, advantages of transition

Staff, parents, community members via mail, website, parent portal, newsletters, direct mail, parent leaders, community leaders, media.

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