



Nagle Collge, Bairnsdale

# Enrolment Toolkit

# ABOUT THIS TOOLKIT

The National Catholic Education Commission recognises the importance of supporting Catholic schools in enabling quality resources and support mechanisms to facilitate key parts of their role, such as, the enrolment process and importantly, capturing perceptions from key stakeholders.

Included in the Enrolment Toolkit is:

- an overview of Catholic sector enrolment data and market share
- a range of considerations to support schools/systems in learning partnerships and pathways, infrastructure and enrolment planning, and marketing and promotion
- links to customisable resources to capture parent perception and student entry/exit data
- professional learning opportunities to support the development of enrolment planning and to understand how to analyse and use data to inform a strategic approach to enrolment

The resources can be adjusted and adapted to school and diocesan contexts.

## Definitions

**Market Share** - is the percentage of Australian students who are educated in a school sector. For example, if there are four million students in Australia and Catholic school enrolments increase to 800,000 then the Catholic sector's market share would be 20 per cent.

**Headcount** – is the number of staff and students at a school.

**Full time equivalent (FTE)** – is the number of staff adjusted for working hours and the number of students adjusted for attendance.

## CATHOLIC EDUCATION SNAPSHOT

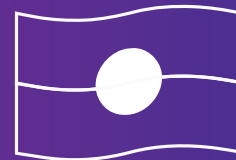


**38%** of Australia's **1,755** Catholic Schools are in regional and remote areas

Over **777,000** students or **1 in 5** Australian students attend Catholic schools



*777,054 headcount / 776,852 FTE*



Since 2000 the number of Aboriginal and Torres Strait Islander students in Catholic schools has increased by **164.8%**



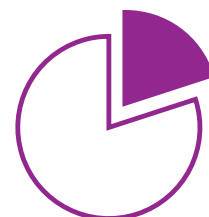
Students with disability make up **19%** of student population in Catholic schools

*148,388 FTE*



Over **100,000** staff work in Catholic education

*Staff - 100,076 headcount / 81,069 FTE  
Teachers - 64,723 headcount / 56,453 FTE*



The market share of Catholic school enrolments is **19.3%**

*Primary - 17.7% market share  
Secondary - 21.3% market share*

# STRATEGIC CONSIDERATIONS

The following questions are designed for school and system leaders to consider various aspects of developing a strategic approach to enrolment and serving the needs of students and their families.

## Infrastructure planning

**Have you engaged in discussions with relevant bodies on planning for future provision such as:**

- neighbouring schools and dioceses
- other education providers (e.g. government, independent, tertiary)
- local councils
- federal/state/territory departments of planning
- commercial property developers

**Have you explored possibilities with relevant bodies (as above) on:**

- long and short term infrastructure planning and growth
- community and precinct planning
- shared use of private and public facilities (e.g. libraries, sporting, STEM, performance spaces, community spaces, outreach services, green/recreation spaces, etc)
- joint procurement opportunities
- lease back models
- project timing, staging and sizing
- joint demand and supply planning
- lobbying and advocacy with relevant authorities and bodies

**Have you engaged with government and private transport planners and operators to consider:**

- demand in emerging growth areas
- infrastructure and traffic planning
- modifying and improving transport routes, connections and scheduling
- reducing car traffic
- improving or establishing cycle ways

## Learning pathways

**What partnerships can you explore with government and private providers of early learning, schooling, out of school hours care, vocational education and tertiary learning?**

- shared use of facilities (e.g. specialist, libraries, childcare, STEM, TAS, hospitality, research, performance, sporting, health and wellbeing, community spaces, outreach services, green and recreation spaces, etc)
- learning alignment
- extra curricular and specialist programs
- teacher training and professional learning
- joint research partnerships

**Are there provisions for pathways from early learning to post-school learning (e.g. onsite early learning, R-12, feeder schools, partnerships with external providers, etc)?**

## Enrolment planning

**Do you have a strategy for enrolment planning and growth including market share and enrolment targets?**

**Do you have an enrolment policy and processes that:**

- are clear and readily available to prospective parents
- are consistent with neighbouring Catholic schools
- are competitive in relation to other sectors' enrolment policies
- enable an online enrolment form for ease and access to data sets at school/diocesan level
- enhance opportunities for enrolment (e.g. enrolment criteria, financial hardship, etc)
- ensure a smoother enrolment acceptance process and transition through the stages of schooling (e.g. guaranteed enrolment, early acceptance, etc)
- offer an inclusive enrolment interview
- identify and remediate enrolment exit points to retain students

## Marketing and promotion

**Do you have a marketing strategy that:**

- is aligned to enrolment planning
- is underpinned by market research and an understanding of parent and community perceptions, student/parent aspirations and their reasons for choosing a school
- identifies strategic marketing activities to promote the offering, presence and pathways of the school/s in the region/diocese
- highlights the unique features of Catholic education
- considers joint opportunities for promotion
- evaluates marketing activity to ensure effectiveness and a return on investment (ROI)
- identifies activities to engage with prospective parents (e.g. parish, preschools, sporting and play groups, etc)
- identifies activities to retain current students and drive positive word of mouth/support from existing families

**Do you regularly seek student/parent feedback through:**

- learning, wellbeing and cultural feedback
- enrolment entry (school choice) and exit surveys (graduation, early exit, etc)
- annual satisfaction surveys
- focus groups and informal feedback

**DOWNLOAD CUSTOMISABLE RESOURCES**

- [School choice survey template](#)
- [Student departure survey template](#)

# PROFESSIONAL LEARNING

In collaboration with diocesan staff, a range of professional learning opportunities will be offered to school/system leaders and staff to support enrolment. These can be tailored and scheduled to suit the needs of schools and dioceses. The workshops will be facilitated by Strategy Coordinator Uby Faddoul from Catholic Education South Australia and members of the National Catholic Education Commission Enrolment Working Group.

## **Workshop 1: A strategic approach to enrolment** 18 October 2021

This workshop explores a strategic and sustainable approach to school enrolment including:

- what makes a Catholic school unique
- developing a successful enrolment strategy
- enrolment trends and forecasting
- identifying opportunities and barriers to enrolment
- developing policies, processes and activities to support an effective enrolment strategy

## **Workshop 2: An evidence-based approach to enrolment and retention**

16 November 2021

This workshop explores using evidence and data to inform enrolment and retention strategies including:

- measuring performance and success criteria
- understanding community/parent perceptions
- understanding preventable and non-preventable attrition
- identifying effective feedback tools and mechanisms
- evaluating enrolment and retention strategies

**For more information about the Enrolment Toolkit and to express interest in the professional learning opportunities email [ncec@ncec.catholic.edu.au](mailto:ncec@ncec.catholic.edu.au)**

The toolkit was produced by the National Catholic Education Commission Enrolment Working Group.



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