



Our Lady of Victories School

36 Main Street
Sayreville, NJ 08872-1569
(732) 254-1676 Fax (732) 254-5066

September 12, 2018

Dear Parents,

At the Back to School Night Meeting, I told you that the Diocese of Metuchen is providing OLV School a marketing program to help us recruit new families to our school. This program requires an Enrollment Manager who will oversee the operation of the marketing program. I believe the roles and responsibilities of this position can be easily divided amongst 2-4 people. Below is an example of some of the required work. Some of the duties of the Enrollment Manager are the following:

- gather information about prospects,
- maintain communication with them,
- schedule and conduct tours,
- provide background to the principal on prospects,
- introduce prospects to the principal,
- follow up on all leads and tour families, and
- guides families through the registration process.
- Keep track of social media,

As you already know, parents are our BEST recruiters! We need some passionate parents who are interested in getting involved in helping grow our enrollment. If you know a retired OLV alumni or younger former student who can help please pass this to them. Please return this form ASAP if you are interested in helping us by checking off the areas that you can help with.

Name: _____ Phone number: _____

Email address: _____

Children's names/grades who attend OLV School: _____

I can help by:

- Making phone calls to new parents after they have shown interest in the school.
- Sharing my email address with new families who think they want to register or who have registered.
- Conduct personal tours for new families of the school.
- Collect and manage the data. (I have one person who said she can do this work but one more person would be helpful)
- Attend or listen to phone conferencing Diocesan Marketing meetings and report to principal.
- (other) _____

Return this form no later than September 14, 2018 (I need to submit names and email address to the Superintendent by the end of this week .)

Thank you for all that you do to make OLV School a wonderful school. Your support is greatly appreciated!

Sincerely in Christ,
Cynthia Casciola-Kitts Principal