

National Standards and Benchmarks for Effective

Catholic Elementary and Secondary Schools

Rubrics for Benchmarks

Standard 13: An excellent Catholic school enacts a comprehensive plan for institutional advancement based on a compelling mission through communications, marketing, enrollment management, and development.

Benchmark: 13.2

The enrollment management plan requires the governing body to review and the school leader/leadership team to supervise annual and continuous measurement and analysis of both enrollment and retention patterns for all student groups.

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| Level 4 Exceeds Benchmark | The enrollment management plan is an integrated part of the school's comprehensive overall operational planning. The governing body takes an active role in the measurement process and educates themselves on best practices and techniques. Data related to enrollment and retention patterns is supplemented by external factor analysis (demographic, economic and competitive analysis). The measurement process dives deeper, seeking the root causes that underlie shifts in enrollment and explain retention numbers, and these underlying factors are used to drive decision making. |
| Level 3 Fully Meets Benchmark | The enrollment management plan requires the governing body to review and the school leader/leadership team to supervise annual and continuous measurement and analysis of both enrollment and retention patterns for all student groups. The measurement and analysis actually takes place, according to plan, and the information is used to direct decision-making related to tuition, marketing, communications and other aspects of school operations that are linked to overall enrollment. |
| Level 2 Partially Meets Benchmark | The school has an informal enrollment management plan, with some level of measurement and analysis executed on an irregular or ad-hoc basis. The information gained has some limited impact on other school operations. |
| Level 1 Does Not Meet Benchmark | The school does not have an enrollment management plan, or there is no process of regular measurement and analysis of student enrollment and retention patterns, or enrollment metrics are not used to inform decision making. |
| Possible Sources | <ul style="list-style-type: none">• Enrollment plan |

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| of Evidence | <ul style="list-style-type: none">• Documentation of enrollment management activities, including agendas and meeting minutes• Measurement and analysis plans• Current/recent analysis reports• Collected enrollment and demographic data and recent analysis reports, for the whole school and by group within school• Interviews with staff to determine how (if) enrollment and demographic measures are driving decision making regarding enrollment |
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