

## SC Featured Editorial: Frances Sisson

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### *Tips & Tricks for Educational Marketing in the Digital Age*

It can be extremely difficult to navigate your school's/program's/company's marketing in this day and age. There are so many digital platforms and advertising strategies at our fingertips, but where to begin?

Before getting distracted by the number of digital advertising tools at hand, let's not forget the most important piece of your marketing and advertising strategy – your message. A strong message will communicate your school's/program's/company's value and it must be expressed concisely. An overly wordy message can risk losing the attention of your target audience.

Now that you have your strong, concise message, you must make sure it is reaching the right people. Keep an up-to-date, organized contact list/database. We all know updating these databases can be quite tedious, but having a clean database filled with the right contacts will ensure that your message is heard.

Before blasting your message across all social platforms, *think* about who your target audience is and what platforms they are actually using. Is your clientele even on Instagram or Twitter or would you just be posting on those platforms for the sake of posting there? You do not have to force social media if your audience is not on social media. Make informed decisions based on what has worked for you in the past.

If you are interested in posting across social media, customize your message for each of the platforms. For instance, imagery of a beautiful campus works on Instagram, while a message about a strong curriculum would be more beneficial as a Facebook or Twitter post. Attending a conference and want to alert your colleagues? A message on LinkedIn would be fitting for this.

It is very easy to get swept up in the digital media frenzy of retargeting ads and paid social posts on Instagram, Facebook and Twitter. But don't forget the power of in person touch points. One of the most powerful marketing tools can be appearing as a vendor or sponsor amongst your peers at an educational workshop.

The variety of digital marketing and advertising options *is* overwhelming. However, with a strong message and the understanding of your target audience, you can use these digital tools to create a powerful impact for your school/program/company.

# IN THE NEWS

Top 8 International Education Predictions  
<https://www.envisageinternational.com/blog>  
by Phu Nguyen

How the Value of Educational Credentials Is  
and Isn't Changing  
<https://hbr.org/2019/09/how-the-value-of-educational-credentials-is-and-isnt-changing>  
by Sean Gallagher

Five Digital Trends Shaping Education  
<https://elearningindustry.com/digital-trends-in-2019-shape-education-5>  
by Zubair Hussain Khan



## Patrick's Ponderings: Patrick Finn

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I have to admit to being confused. It's 2019 and we have such a variety of ways to communicate: phone, video call, email, text, and social media to name a few. Yet it seems to me it's harder than ever to communicate. It's difficult to get a reply to an email. Do we all have too many emails in our inbox, most of which are spam? Sure. Most competent people hit the delete button. (One of my former colleagues once showed me their inbox with 3000 unopened emails!) So why is it sometimes impossible to get a response to a legitimate email or a text message? And I'm talking about when it has to do with their job.

Imagine a home of the 70's with one or two phones on cords. When that phone rang, there was a mad rush to answer it. Contrast that with today when there is a mad rush *not* to answer it.

Here's another flashback. Families used to call the Admissions office to ask questions and get information sent to them (yes, *print* information). Because schools are a word of mouth industry, the connections made on those phone calls were invaluable and also helped to garner interest. Today there may be very little human contact and that makes a big difference in recruiting.

Maybe we should all think about how we would like to be communicated with and make that part of our signature: "Patrick Finn, text and email friendly."

Unanswered emails, phone calls and texts create a negative impression. Perhaps some serious thought and discussion about how you and your office communicate is overdue. Ideally, you can open the lines of communication and bolster the critical relationships that result in enrollment.

And check your spam folder!

## SC Featured Consultant: Jutta Lieberoth-Leden

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1. **What types of families do you serve?** Wealthy families searching for a high level of education
2. **How has the German market for US boarding schools changed in the last 5 years?** A lot has changed due to Donald Trump.
3. **What are your favorite cities in Europe?** Munich, Prague and Vienna
4. **What three key elements are families looking for when considering a US boarding school?** Respectful behavior – Good level of academics - Location
5. **What advice would you have for schools recruiting in Germany?** Be aware that Germany has a high level of education in most cases. When families are interested in studying abroad, understand that in the German school system, students are choosing 12 or more subjects in grades 9 to 12. That is sometimes an issue if they see just 5 subjects in the US! Be prepared for this. In Germany, you do not have to pay for schools – not for schools and not for universities – it is a big challenge for us to convince families to pay high tuition for schools abroad.

## SC Featured Consultant: Michèle Gorman

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1. **My favorite thing about being a consultant is** ...the privilege of encouraging students to realize their dreams. I frequently refer to my profession as, "the gift that keeps on giving."
2. **Other roles outside of consulting:** Small Boarding School Association Trustee, Member of the Board of Overseers at Lasell University, Member of the Town and County club of Hartford and the West Hartford Art League
3. **Activities to relax:** Theater (season ticket holder for 18 years); Reading (member of two Book Clubs); Travel
4. **Favorite meal to cook:** Vodka Pasta accompanied by a sumptuous green salad with homemade croutons and vinaigrette--punctuated with my grand'maman's crème brûlée
5. **Most memorable professional trip:** Switzerland (This was not only a beautiful and informative trip, but it also brought me back to my days as a student in the French Alps).The other professional trip that comes to mind was visiting twenty colleges in Vermont in a week.

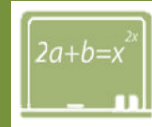
## Recommended Articles:

ICEF Monitor

Planning for Success at Student Fairs and Events

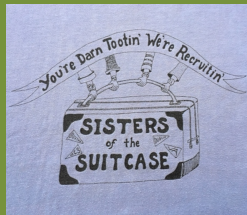
NAIS

What Boards Need to Know about  
International Student Enrollment



### SC Featured Admission Director: Margo Cardner

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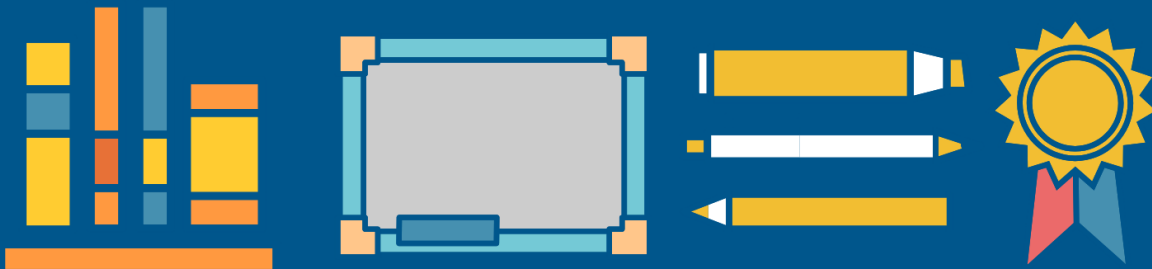
- 1. Favorite thing about admissions work?** I love networking with educational consultants – their passion for finding the right match for a student is inspiring and when that placement works, it is one of the most rewarding aspects of the job.
- 2. Other roles you have at school?** I began working at Buxton in 1991, so I have had a variety of roles: publications, website creation, school store, helping with reunions, student recruitment. At this point in my career, I am mostly on the road meeting with secondary school placement directors and educational consultants, but I also fill in where necessary when back at school. Obviously, I love Buxton and our philosophy of education. It's a truly compassionate community of educators and learners. Parents who visit with their children often tell us they wish they had gone to Buxton. No doubt, I landed in the right place!
- 3. Activities to relax?** Traveling, reading, knitting, sewing, gardening, hiking, spending time with family, friends and my two cats, Metoo (named way before the #MeToo Movement) and Chobi (named after a Hungarian trapeze artist – he was always airborne, but at 13 he has slowed down).
- 4. Favorite book?** Reading is a great pleasure of mine and it is difficult to come up with just one book. What comes to mind at this moment are these four: *A House for Mr. Biswas* by V.S. Naipaul; *As I Lay Dying* by William Faulkner; *Housekeeping: A Novel* by Marilynne Robinson; *The Hare with Amber Eyes* by Edmund de Waal.
- 5. Most memorable admissions trip?** For years, I was part of a group of four admissions reps and we called ourselves 'Sisters of the Suitcase.' If you can imagine Marylou Marcus, Ellyn Baldini, Chris LeFevre and me on the road, traveling up and down the coast of California visiting educational consultants, you have a pretty accurate picture of those antics. We took many, many trips together, traveling all over the country in various groupings of four, but that California trip was memorable. We shared responsibilities, had lots of laughs, and we got the job done. We even had our own signature T-shirt!

*Buxton School is an independent, co-ed secondary school located in Williamstown, Massachusetts.*

## SC ANNOUNCEMENTS:

**2020 Event Dates Coming Soon!**  
**Notifications will be sent via email once  
dates are finalized.**

### **2020 School Connections Scholarships**



## **ANNOUNCING THE 2020 SCHOOL CONNECTIONS SCHOLARSHIPS**

Two \$500 grants for non-tuition expenses to students exhibiting strong character. Applicants must be nominated by their school, and submit an essay describing their approach to school life, as well as how they might 'pay the scholarship forward' in the future.

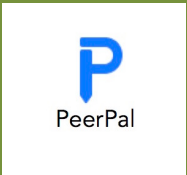
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