

K-12 Enrollment Audit

Checklist



The criteria that turn “we should post more” into predictable inquiries.

Check off all that apply to your school and score yourself at the end. Make sure to be honest in this process.

CLARITY: What you're actually promising families or supporters

- ☐ **Do you have a written growth target** for the next 90 days (inquiries, tours, applications, donations) with a deadline?
- ☐ **Can you say what makes you different in one sentence** without using edu-jargon or acronyms?
- ☐ **Do you know the value of cost per pupil** (enrolled student or recurring donor) so you can justify marketing spend?

STORY: The message people feel, not just understand

- ☐ **Do you have one "anchor story" video** that builds trust (brand story, founder story, or "why we exist")?
- ☐ **Do you have at least 3 proof stories** ready to rotate (parent/student testimonials, alumni outcomes, donor impact stories)?
- ☐ **Can a new visitor understand fit in under 60 seconds** from your homepage or pinned social content (who it's for, what happens here, how to take the next step)?

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CONTENT ENGINE: Your pipeline to keep showing up without burning out

- ☐ **Do you have a monthly shoot plan** (even simple) that creates: 1 hero video + 5-10 shorts + photos?
- ☐ **Do you have a shared content library** (organized testimonials, b-roll, photos, logos, messaging bullets) that your team can grab fast?
- ☐ **Do you have a repeatable posting rhythm** you can maintain year-round (not just when enrollment is scary)?

DISTRIBUTION: Where the story actually get seen

- ☐ **Do you have 2-3 core channels you commit to** (example: website + YouTube + LinkedIn/Facebook) with clear roles for each?
- ☐ **Do you run at least one consistent traffic driver** beyond word of mouth (email nurture, partnerships, community groups, paid, media events)?
- ☐ **Do you know your top 3 "entry points"** that produce inquiries (tour page, interest form, open house RSVP, donor page)?

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LEAD JOURNEY: Turning interest into action without feeling pushy

- ☐ **Does every inquiry get a same-day response** with a clear next step (tour link, call booking, open house RSVP), even if it's templated?
- ☐ **Can you see where every interested family/supporter is** in the process (new lead, toured, undecided, applied, waitlist, donated, recurring)?
- ☐ **Do you have follow-up touchpoints that build trust** after the first contact (short video, FAQ email, student/parent story, impact snapshot), not just "checking in"?

Scoring guide (keep it simple)

- **13-15 Yes: Story-Driven Enrollment Engine:** You're not guessing. You're running a system. Small tweaks can turn this into a waitlist or a donation flywheel.
- **10-12 Yes: Strong Base, Missing a Few Levers** You've got momentum, but 2-3 gaps are probably costing you qualified families who would've been a great fit.
- **7-9 Yes: Leaky Bucket** Your work is good, but your story isn't traveling. Interest is slipping through cracks: inconsistent content, unclear messaging, weak follow-up.
- **4-6 Yes: Trust Problem Disguised as a Marketing Problem** This feels like "we need more leads," but it's really systems plus clarity. Fix the basics and your effort starts compounding.
- **0-3 Yes: Start with the Foundation** You might be excellent on the inside. People just can't see it yet, and you're operating on hope instead of infrastructure.

Based on your assessment results, consider scheduling a strategic consultation to address specific areas needing improvement. Utilize impactful video storytelling strategies to elevate your school's brand and drive increased enrollment.

Email: info@badmediany.com | [schedule a discovery call](#)