**Standard for School Marketing**

**Standard:** *Marketing strategies that actively engage all stakeholders are identified and formalized in a written plan and aligned with the mission and philosophy of Seventh-day Adventist education.*

**Suggested Evidences:**

Marketing, recruitment and retention plan, implementation strategies, development plan budget, board minutes, school website, mailing packets, brochures, surveys, enrollment data, logs, school signage, artifacts, alumni database, waiting list, exit interviews.

**Standards 8 and 9 are not applicable to Pre K-8 or Pre K-10 schools.**

| **Indicators of Implementation** | **Evidences** | **Rating** |
| --- | --- | --- |
| 1. Marketing activities and strategies included in the school’s marketing plan are consistent with the school’s philosophy and mission.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |
| **Indicators of Implementation** | **Evidences** | **Rating** |
| 1. The school board and administration consistently allocates proportionate human and financial resources for marketing and development.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |

| **Indicators of Implementation** | **Evidences** | **Rating** |
| --- | --- | --- |
| 1. School board, administration, faculty and staff are annually in-serviced on marketing plans, goals and implementation strategies.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |
| **Indicators of Implementation** | **Evidences** | **Rating** |
| 1. School board, administration, faculty and staff are actively involved in “personal contact” recruitment and retention.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |
| **Indicators of Implementation** | **Evidences** | **Rating** |
| 1. Various forms of social media are used and regularly updated.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |
| **Indicators of Implementation** | **Evidences** | **Rating** |
| 1. The school markets and recruits annually to local constituent churches.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |
| **Indicators of Implementation** | **Evidences** | **Rating** |
| 1. The school is intentional in acquiring and using regular feedback from constituent churches to identify school’s strengths and remedy weaknesses.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |
| **Indicators of Implementation** | **Evidences** | **Rating** |
| 1. The school collects and maintains an accurate alumni database.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |
| **Indicators of Implementation** | **Evidences** | **Rating** |
| 1. The school is intentional in acquiring and using regular feedback from constituent alumni to identify school’s strengths and remedy weaknesses.
 |  | \_\_4 Exceptionally Met\_\_3 Met \_\_2 Partially Met\_\_1 Not Met |
| **School Response** |

**Overall Rating of the Standard……………………………………………………………… 1 2 3 4**