

## Beyond Making Money: The Relationship Between School Culture and the Bottom Line

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Watkinson School

### Resulting Strategic Engagement Strategies

Built relationships with 6 prominent realtors.

Established annual panel discussion intentionally NOT held on campus that has created 100,000 impressions in the marketplace.

Created a Hot List: the top ten people who could have highest impact on our school. We then created an event to invite them to. Within less than one year, one has already connected to Watkinson.

Created partnership with a youth sports organization that now holds clinics on our campus when public schools are closed and we are open.

Built a mutually beneficial relationship with a summer camp, so much so that they regularly share our events (info sessions and more) with their constituents who are our ideal target market.

### Results of Strategic Engagement Work

We have the highest number of 6th grade applicants that we have had in 10 years

2 new trustees

10 mid year acceptances from families discouraged by current school

Our annual fund has grown by one third and exceeded goal every year in Schrader's tenure

Built relationships with over 200 mentors for senior projects; ALL of our seniors were placed in internships

Significant word of mouth generated by people who now have an **accurate** understanding of Watkinson

One person from our Hot List has visited and engaged with school leaders

As the school becomes more accurately known, school pride has swelled particularly among faculty/staff.

The number of children of faculty coming to Watkinson is rising

Eight Mentions in MetroHartford Alliance daily brief to 200,000+ area professionals

As Hartford was considering declaring bankruptcy, Watkinson wrote an open letter to the city. It was shared via social media and email blasts to half a million people in the metro region

Job satisfaction and morale are at an all time high. During our strategic planning process, 90% of teachers signed up to be in a working group.