

ABC'S OF SUCCESSFUL SITES



Preview Days are one of the best ways to encourage prospective students to consider attending your site and showcase all your program has to offer. Here are some tips help make your event successful.

ALL IN

This means that the staff, pastoral team, and especially the senior leaders of the church are on board with the program.

- The college experience is a key value of the church.
- In staff meetings and from the stage on Sunday mornings, share stories of when lives have been positively impacted by your program.
- The staff are committed to the practicum part of the program, recognizing its value as a catalyst for developing the next generation of leaders.

BRAND IDENTITY

When the vision and mission of the program are clear, all marketing and communication efforts are then built around that messaging.

- The program has a brand that uniquely reflects the vision of the church.
- The brand clearly communicates the value of the program to both students and parents.
- A variety of degree programs are offered in order to align with the interests of the students in your area.
- There is a clear marketing strategy and campaign with a well-defined target audience.
- A thought-out communication strategy is essential for following up with prospective students.

CREATE EXPERIENCES

Ensure your students are given opportunities for holistic development experiences – from the classroom to chapel to their work in their practicum.

- The program feels like – and becomes – a true college experience when students are provided with student life activities and fun ways to build community.
- Students are part of a community that is committed to their development – academically, spiritually, mentally, emotionally, and physically.
- The practicum is an opportunity for students to develop new skills and discover their God-given calling.
- Students can see that academic success is valued. Experiences are created for them to learn and study together, and opportunities are provided to receive extra tutoring and academic support as needed.