



## Strategic Initiatives 2017-2020

### GOAL THREE

#### **Optimize Enrollment**

Increase overall enrollment by recruiting a growing number of graduates from WELS Lutheran elementary schools, international students, and willing learners from our community.

Strategic Initiative	Responsible Party(ies)	Projected Date of Completion
A. Host summer camps for elementary and junior high school students	Athletic Director	Annually
B. Reach out to local officials (i.e. invite mayor and city council to concerts)	Development Secretary and Superintendent	Ongoing
C. Increase advertising budget for local media	BOD	May 2017
D. Carry out blueprint for WELS recruitment	Admissions Director	Annually
E. Increase presence at community events	Development Secretary and Superintendent	Ongoing
F. Create a more interactive digital experience for students, current and prospective parents, donors, and alumni using web and social media channels	Superintendent, Admissions Director	May 2017
G. Develop a marketing campaign to promote CLHS's positive school culture and mission to families in the community	Superintendent and Admissions Director	September 2017
H. Establish an annual travel plan for international program director	Superintendent	September 2017

I. Create marketing/recruitment videos and social media marketing blueprint	Admissions Director and Technology Department Chairman	July 2018
J. Host new community and WELS events on campus	Superintendent and BOD	July 2019
K. Complete comprehensive prospective family database	Admissions Director	October 2019







31970 Central Ave  
Wildomar, CA 92595

951.678.7000  
clhsonline.net