

November 25, 2013

Dear Friend of Unity,

In the past several years, Unity Christian High School has tried to identify our philosophy of marketing in the area of recruiting students. Over this time, we have often discussed what our philosophy should be in regards to marketing or recruitment.

That discussion has led to the creation of an official document we are calling: The Unity Christian High School's Marketing Philosophy to Prospective Students.

In the past several months we invited a focus group of individuals, from various communities and also from various school allegiances – both public and private. These individuals evaluated our document at that time and made some excellent suggestions. Following their work, the Board then approved the attached document at the November 20, 2013 Board meeting.

We have a respect for all schools in Northwest Iowa, both public and private. Out of that respect we felt it necessary to share with you, our philosophy.

Please feel free to contact the school with any questions that you have regarding this document.

On Behalf of the Board,

Wayne Dykstra  
Principal

## Unity Christian High School 's Marketing Philosophy to Prospective Students

We want to do our best to celebrate and share the mission of Unity Christian High School to prospective families and prospective students.

Our mission drives our organization:

*Proclaiming that Jesus Christ is Lord of all, the community of Unity Christian High School provides a Biblically based education to guide young people toward their commitment to serve both God and neighbor in all aspects of life."*

And as a school we hold to a vision and core values that make us:

*Intentionally inviting                      Biblically Distinct*  
*Academically Engaging                  Culturally Transforming*

There are many great Christian and public schools in our area. Unity Christian has defined a list of practices, philosophies and intentions in regards to marketing and attracting students to our school.

### **Promoting to Local Communities**

We will utilize opportunities to present to general communities using local print, social media and electronic media. We will be respectful to local schools in these efforts, highlighting who we are rather than comparing and contrasting ourselves to other local schools.

### **Promoting to Local Churches**

Unity Christian believes it is important to make strong connections with our local churches. We like to thank our supporting churches for their financial and prayerful support. We also see emerging local churches that are less connected to Unity as great potential friends of Unity. We will promote to local churches in the following ways:

1. Bulletin announcements
2. Distribution of Newsletters
3. Presentations before or after church services to Fair Share Churches and emerging partner churches. The focus in these presentations is to thank the church for its support of Unity. Secondly, we also like to give an update on what is going on currently at Unity and what we are looking to do as a school moving forward. We will not request to use the actual worship service to promote the school.

We will also be respectful to sister Christian high schools by not implementing the above church relationship building efforts to churches within the village or city where another sister Christian high school is located. Please note we will not visit churches that directly support parochial schools.

### **Promoting to Prospective Families**

We also believe that it is critical to promote Unity to prospective parents in individual settings. We encourage tours, and a one to-one meeting with prospective parents. Often times these meetings allow parents to ask questions directly tailored to their family and their child's needs.

We strongly believe that these visits need to occur at the school. We will not make home visits to prospective families.

### **Promoting to Prospective Students**

We believe that parents and students in middle school should have the opportunity to become familiar with Unity in a variety of ways, prior to high school. Here are some of the ways we currently do that:

1. Middle School Open House – this event is usually held in December or January.
2. 8<sup>th</sup> Grade Visit Day – this event is usually held in the Spring.
3. Shadow Days – this is where students can take a half-day when the prospective student is not in school, to visit and shadow a current student at Unity Christian.

We will not initiate individual promotional enrollment efforts to students in 5<sup>th</sup> grade and younger.

### **Promoting Through Individual Visits, Financial Aid and Athletic Recruiting**

Throughout the country, private high schools are regularly accused of recruiting students - usually athletes, and offering these students tuition grants that are referred to as full-ride scholarships.

We believe that every potential student is equally valuable to our school. Here is a list of practices that we avoid in order to avoid accusations of targeting and recruiting individual students.

- We will not make personal home visits to students and parents. The one exception would be if a family currently has a student enrolled at Unity and is considering another school for their middle school child.
- We will not have any co-curricular coaches or student athletes contact individual middle school students by phone or home visit.
- We will not provide tuition grants, scholarships, or other financial incentives to students based on their academic, musical, or other talents.

### **You May Not Choose Us**

...and that is okay! At Unity Christian we understand that we will not attract and enroll every eligible student. We recognize that healthy sister schools, both public and private, are good for all of Northwest Iowa and the building of God's Kingdom.