



A division of Christian Brothers Services



## Demographic Studies and Analysis for Enrollment Management

*In response to the COVID-19 crisis, Christian Brothers Services has reduced the standard fee for this service from \$3,000 to \$2,000 for two study areas. If you are interested in pursuing this opportunity, please contact Catholic School Management at [csmoffice@cbservices.org](mailto:csmoffice@cbservices.org).*

An effective, contemporary enrollment management plan must be based on a solid understanding and analysis of the demographic data for current and potential markets for student recruitment. The demographic mapping, study and analysis process of Catholic School Management draws on the most up-to-date and comprehensive data sources available to provide school leadership with a deeper understanding of current realities as well as five- and ten-year trends. A CSM consultant works directly with school leadership using existing data to develop customized study areas of both current and emerging markets. In addition to the disaggregated data, the school receives in-depth analysis for each study area of trends related to Catholic school enrollment as well as strategies for addressing demographic changes. A demographic study process can serve as the foundation for marketing and recruitment efforts, for donor development, and for financial and strategic planning.

### Demographic Studies Report On:

- » Population projections
- » School-aged population trends
- » Family size and configuration
- » Parent level of education
- » Average family income
- » Racial/ethnic group numbers and percentage of population

### Reports Received by the School:

- » Map of current population
- » Map of customized study areas
- » Snapshot report of key data points
- » Full demographic report
- » Customized, summary analysis of demographic report related to school

## Strategy | Planning | Leadership

for more information, find us at: [catholicschoolmgmt.com](http://catholicschoolmgmt.com)  
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