

Tuition Transfer Grants

For the Future of Catholic Schools

A Case Study Featuring:

Mother of Providence
Regional Catholic School
Wallingford, PA



“Among our successes in year one, we increased middle school enrollment by 35% through Tuition Transfer Grants. The school’s principal, business manager and board all see the value of this program. Our phenomenal faculty supports it.”

– **Linda Rooney**
Advancement Director
Mother of Providence
Regional Catholic School

Why Tuition Transfer Grants:

- In a classroom operating below capacity, an empty seat has no economic value.
- Bringing in more students, even at reduced tuition, can improve finances.
- Tuition Transfer Grants are smart marketing. In promoting them, the school shares its mission and attracts inquiries and visits from a broader audience that may have felt a Catholic school is unaffordable.



Discounting to Fill Empty Seats

PURPOSE: Two years into a merger, the single-graded Mother of Providence Regional School was operating far below its capacity for 310 students. Only 204 were enrolled. The school set out to increase enrollment through proven best practices.

APPROACH: Having learned about the success of Tuition Transfer Grants in the Diocese of Allentown, the school established its own program. A new Advancement Director led the initial promotion and rollout.

- Tuition Transfer Grants up to \$1,500 off tuition are available to students transferring from private, public, charter or home schools. In its second year, the program also extended eligibility to applicants

from a parish that is not registering students for the current school year.

- The school employed a range of marketing tactics including: Open House promotions, digital advertising at a local gym and announcements in monthly eNewsletters to current school contacts. Prospects were added to the list over time.
- The Advancement Director and Principal anticipated and planned for a more labor-intensive application process, requiring transcripts and testing for English and Math. The school does not accept students whom it cannot accommodate and sets expectations with parents for placement and learning support to be provided.

- The faculty is on board and committed to delivering on the school’s promise for every student: *Challenging the Mind, Nurturing the Heart, Living the Gospel*. Working with larger class sizes, some have introduced differentiated learning. Full-time aides are assigned to classes as required.

- At the close of the school year, Mother of Providence targeted prospective families from districts with struggling schools. The mailer was headlined: “How Was Your Child’s School Year?” and offered a chance to make next year better. Recipients were invited to schedule a personal tour and ask about the Tuition Transfer Grant Program.

Boost Enrollment, Keep the School’s Promise



OUTCOME: Mother of Providence increased enrollment by 13% overall (a 35% increase in grades 6-8) in its first year offering Tuition Transfer Grants. The school added 34 of its 49 new students via the Tuition Transfer Grant Program in its first two years.

The school will continue to monitor retention of students enrolled via the program. The enrollment and finance committees of the board will address how to manage the program in its third year, as increases result in shifting needs in the classrooms.