

# HealeyEdTalk

AN E-ROUNDTABLE SERIES FOR THE FUTURE OF CATHOLIC SCHOOLS

WEDNESDAY

APRIL 14

12:30p – 1:15p EDT

11:30a – 12:15p CDT

## WHY CHOOSE OUR SCHOOL?

*Creating and Living Your Unique Value Proposition*

*Who are you? What do you do? How are you different or unique?* Schools need to answer these questions clearly, effectively and quickly. At risk: losing prospective families who are time-strapped and researching many competitive options. Developing a **Unique Value Proposition (UVP)** can be more challenging than it may seem. It must be distinctive, concise, interesting and family-centric, focusing on what families need as opposed to simply relaying what your school offers.

Join us for a discussion with the school and Board leadership at **Notre Dame Academy Regional Catholic School** in Minnetonka, MN. The school's focus on communicating its UVP translated into a 45% enrollment growth in five years, 94% retention rate and the 2019 receipt of a SAGE Award for Enrollment Innovation.

**This vibrant 30-minute online discussion and 15-minute Q&A is for your school if you seek to:**

- Create a compelling story for your school by communicating your unique selling points
- Pinpoint “what keeps parents up at night” and how to market to those needs
- Identify a process that hones what makes your school community extraordinary
- Understand the distinctions that resonate with parents and why they ultimately choose your institution



To RSVP, please complete the [HealeyEd Talk Google Form](#)

*The HealeyEd Talk E-Roundtable series delivers best practices on Catholic schools governance.*

*By exploring timely topics and inviting experts to share their opinions and approaches, the series encourages and supports Catholic schools nationwide in taking charge of their own futures.*



Christine Megan



Valerie Lisa



Erin Duffy



Joann Meyer



Drew Pearson



### HEALEY EDUCATION FOUNDATION TEAM:

On hand to moderate and share ideas and tools for your school’s use in formulating your Unique Value Proposition (UVP): **Christine L. Healey, President**; **Megan Famular, MBA, Director of Schools**; **Valerie Asuncion, Director of Communications**; **Lisa M. Anderson, Director of Schools**, who worked directly with our featured partner school, Notre Dame Academy. More About Us: <https://healeyeducation.org/about-us/meet-the-team>

### FEATURED SCHOOL PANELISTS:

**Erin Duffy, Founder and CEO, InspirationSQRD | Enrollment Committee, Board of Specified Jurisdiction, Notre Dame Academy Regional Catholic School.** After 25 years as an executive in a creative agency by day and a singer/actor by night, Erin combined her dual careers and launched her business, InspirationSQRD. Erin guides mid-career professionals to focus and define their next act, helping her clients transform their careers, develop a rich personal narrative and assure its impactful delivery.

**Joann Meyer, Advancement Director, Notre Dame Academy Regional Catholic School.** An accomplished enrollment and development professional, Joann began working at Notre Dame Academy in 2016. After working in the corporate world for several years, Mrs. Meyer feels blessed to spend her days in the school office and loves welcoming new students and their families.

**Drew Pearson, Founder and CEO, Goodbye Vanilla.** Drew is a leader, entrepreneur and strategic director with successful experience starting and running a venture-funded company, as well as experience developing digital capabilities and leading teams in driving growth programs with mid-size and fortune 500 clients. Drew has leveraged his accomplished background of leading strategic marketing initiatives and integrated programs to support many Catholic schools and organizations – CSCOE, FindCatholicSchools, Teach for Christ, Benedict Institute, Catholic Art Today, the University of St. Thomas and many Catholic schools.

### ABOUT THE FEATURED SCHOOL:

**Little Moments. Big Memories.**

We are glad you're here! Notre Dame Academy is a welcoming, regional Catholic school in the West Metro offering preschool through eighth grade. Our students receive an education that is taught with kindness, inclusiveness, and a commitment to the whole child.

[SCHEDULE A VIRTUAL VISIT](#) [LEARN MORE](#)

**Notre Dame Academy (Minnetonka, MN)** is a welcoming, regional Catholic school offering preschool through eighth grade. NDA students receive an education that is taught

with kindness, inclusiveness, and a commitment to the whole child. NDA embraces forward thinking, features small class sizes and has tight knit families and teachers who empower each child to remain ahead of the curve mentally, educationally and socially. <https://nda-mn.org>

