

Standard: *To effectively promote Seventh-day Adventist education, the marketing strategies must align with the school’s mission and philosophy and actively engage stakeholders. A detailed plan will outline goals, objectives, and expected outcomes, and will be executed using innovative techniques to enhance awareness and interest in the school’s programs.*

Suggested Evidence: Marketing, recruitment and retention plan, implementation strategies, development plan budget, board minutes, school website, mailing packets, brochures, surveys, enrollment data, logs, school signage, artifacts, alumni database, waiting list, exit interviews.

Indicators of Implementation:

- 1. Marketing activities and strategies align with the school’s philosophy and mission.*
- 2. The school board and administration allocate adequate human and financial resources for marketing and development.*
- 3. The school board, administration, faculty, and staff actively engage in recruitment and retention.*
- 4. Social media platforms, if utilized, are appropriately approved, regularly updated, and maintained by authorized school personnel.*
- 5. The school conducts annual marketing and recruitment efforts with local and constituent churches.*
- 6. The school actively seeks regular feedback from stakeholders to assess and adjust the effectiveness of the marketing plan.*
- 7. The school board continuously monitors and tracks the progress and outcomes of marketing strategies to assess their impact on student enrollment, retention, and stakeholder engagement.*
- 8. The marketing plan is integrated into the school’s strategic plan, reviewed annually by the board, and updated as necessary.*
- 9. The school administration maintains an accurate alumni database that is maintained and regularly updated with feedback to identify strengths and address weaknesses **(for senior academy only)**.*