

HALO 139



WHAT IS HALO 139?

HALO 139 is a pilot program designed to attract 139 new children to our Catholic school community. Families who have yet to attend a Catholic school will receive an attractive offer to try our great schools. This pilot program is a working partnership between HALO and the Dallas Catholic Schools office (CSO).



We believe that the disruption in education caused by Covid-19 presents an opportunity to let parents know that our Catholic Schools are a great fit for any family that seeks to educate the whole child with an academically excellent education rooted in Gospel values.



THE SITUATION:

Not enough students in our Catholic Schools

Our Catholic schools have an outstanding curriculum, excellent leadership and unfortunately, empty seats. However, history has shown that when families try Catholic schools, they stay.



THE OPPORTUNITY:

Provide incentives for new families to try our quality education

Introduce new families to our excellent Catholic schools and remove financial hesitation by offering a discount equivalent to 50% off two years' published tuition - with a deferred payment plan that allows for no payment until the second semester of enrollment.



UNDERLYING TENETS

- Aggressive recruiting is required to replace graduating students and avoid threat to long term viability
- Little additional cost to add students in schools/grades where capacity exists
- When the school provides a high-quality environment and education, students who enroll rarely drop out
- This is an opportunity to capture the interest of new families who have not yet tried our schools
- The program is targeted to families who want the best education in a faith-based and caring community



EXPANDING THE IMPACT OF CATHOLIC EDUCATION

Opportunity



Certain Dallas Diocesan schools have capacity to attract new families from their community and increase enrollment to expand the impact of Catholic education

Challenges



Limited ability to reach families to introduce them to Catholic school offerings

The cost of Catholic education can be an initial deterrent for families

Strategy



Use available capacity in conjunction with discounted tuition to attract new families to selected schools

A Catholic education is good for families and our community



TARGET FAMILIES

- New to Catholic education

- All grades with emphasis on PK-1st grade

- Possibly unhappy with current online/in person learning experience

- Seeking an educational experience that is faith-focused, academically excellent, engaging, family/community feel, smaller school environment, strong partnership between family & school

- Capacity to afford tuition in the 3rd year of enrollment and beyond, although limited financial aid exists for families with need



TARGETED RECRUITING IN SELECTED SCHOOLS

Our Goal:

Recruit 139 students for the 2021-2022 school year who have not been able to attend a Dallas Diocesan school.



School	Target	Current Enrollment	% Increase in Enrollment
Good Shepherd	36	214	17%
Santa Clara	25	116	22%
St. Elizabeth	32	184	17%
St. Joe of Waxahachie	22	110	20%
St. Paul	24	121	20%

139

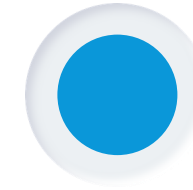


SCHOOL SELECTION CRITERIA



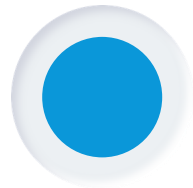
CAPACITY

Physical capacity for receiving new students - especially in younger grades



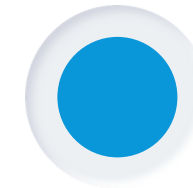
LEADERSHIP

Strong school leadership



RETENTION

Average to above average student retention prior to COVID-19

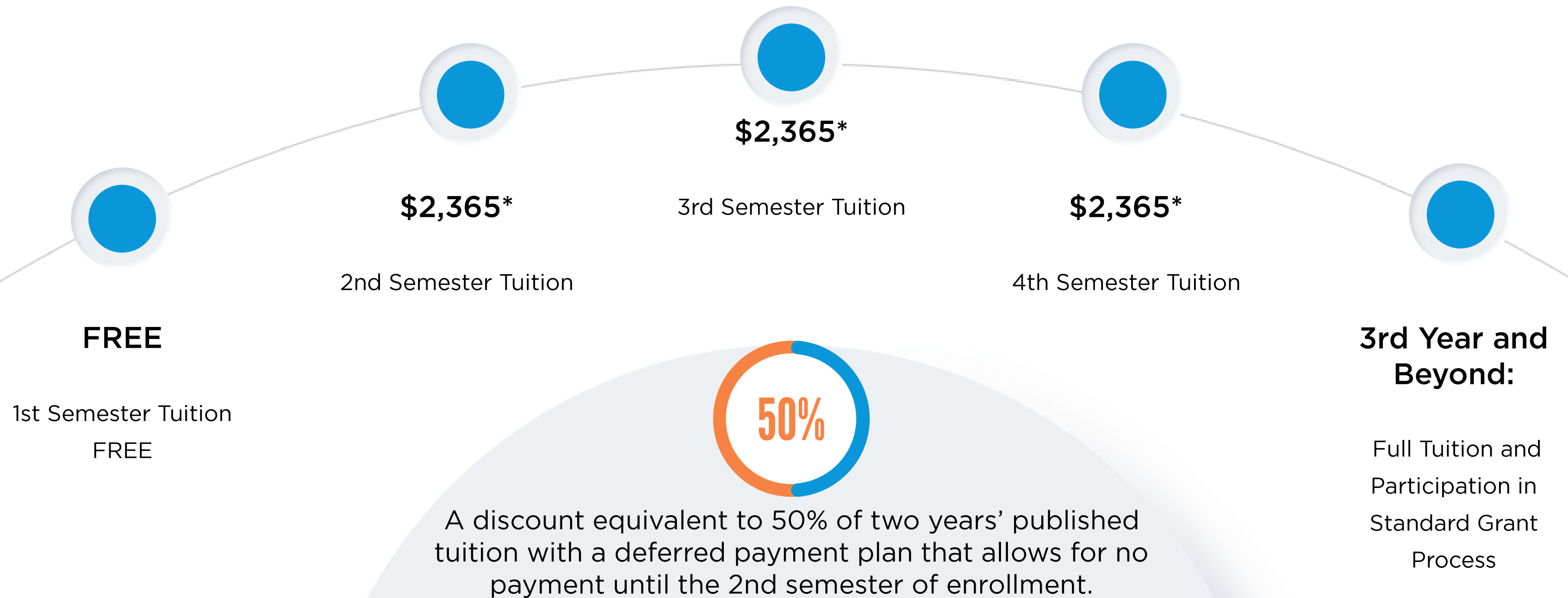


PROGRAMS

Marketable programs within each school



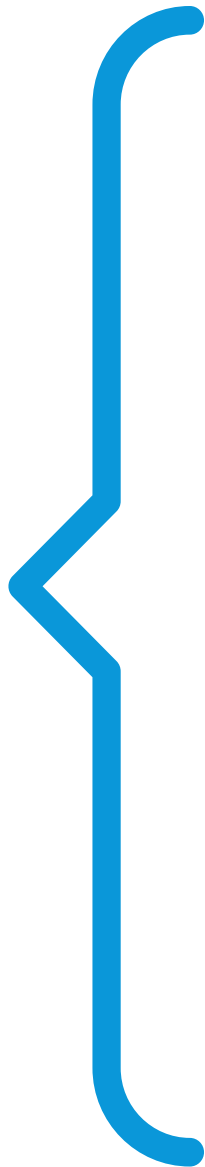
HOW THE DISCOUNTED TUITION PLAN WORKS



*This is an average of discounted tuition for the five pilot schools.



FINANCIAL IMPACT FOR SCHOOLS



School	Investment from HALO Donors	Potential Tuition From New Families	Total Additional School Revenue
Good Shepherd	\$233,100	\$1,270,395	\$1,503,495
Santa Clara	\$137,375	\$748,694	\$886,069
St. Elizabeth	\$241,440	\$1,315,848	\$1,557,288
St. Joe of Waxahachie	\$152,900	\$833,305	\$986,205
St. Paul	\$219,624	\$1,196,951	\$1,416,515

New funding amounts are based on current tuition prices with no increase or decrease factored in.

Projection assumes a mix of new students recruited in grades PK-6th and 100% retention.

AN OVERVIEW OF PROGRAM FUNDING



Discounted Tuition Funding for years 1 & 2

\$1,106,181

For 139 new students



2nd Pool Tuition Assistance

\$76,272

For families that cannot afford discounted rate for years 1 & 2 (estimated 28 of the 139 new students)



Marketing

\$60,000

Mailings, brochures, website updates, social media, signage



Referral Fees

\$18,446

For existing families who reach out to friends/neighbors



Retention

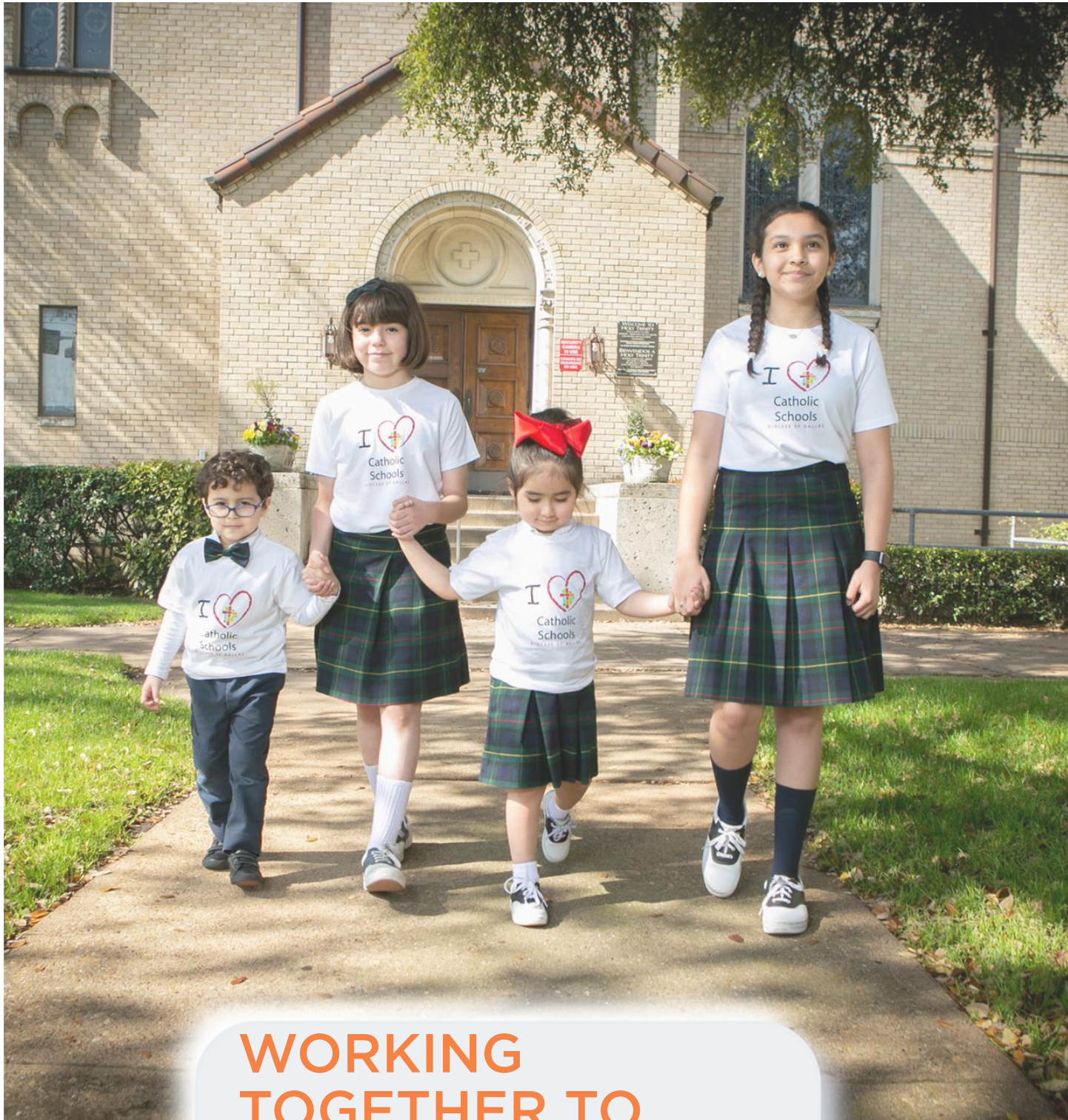
\$401,493

Costs for year 3 of enrollment to graduation assuming 32% will need tuition assistance

Total Program Funding Required \$1,662,392

Total New Funding for Schools Due to Ongoing New Family Tuition \$6,349,632





**WORKING
TOGETHER TO
FORM SAINTS &
SCHOLARS**