



## Colorado Charter Schools Annual Conference

February 25-27, 2026  
Denver Marriott Tech Center



PRESENTED BY



# (3) Enrollment Favors the Bold – Transforming School Marketing to Boost Growth

Dallan Wortham, CEO/Founder  
Charter Connect

Evergreen E  
February 26, 2026 | 1:30 – 2:30 PM  
Enrollment and Communications



“  
The  
conference  
at your  
fingertips.



DOWNLOAD THE APP



# THANKS TO OUR GENEROUS SPONSORS



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FIXED INCOME CAPITAL MARKETS

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# Thank you.

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# Thank you.

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Colorado League of  
Charter Schools



We make it our priority to **advocate** for high-quality public charter schools across Colorado.

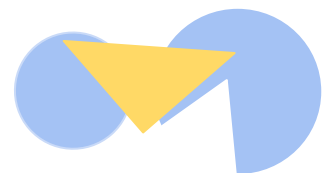


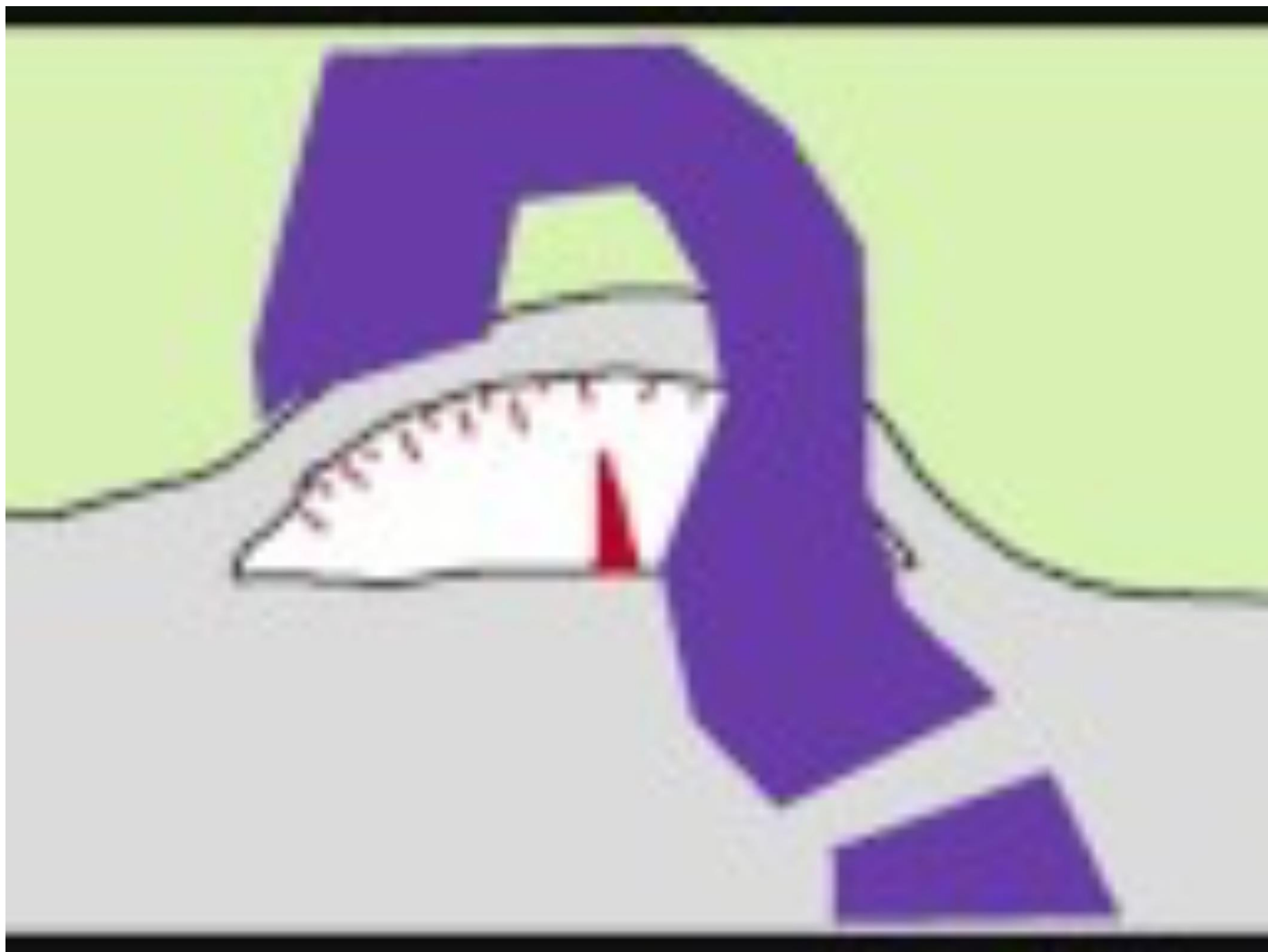
**Be a part of the action.**



# Enrollment Favors the **Bold**

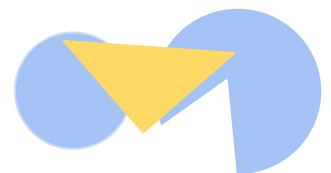
*Dallan Wortham*

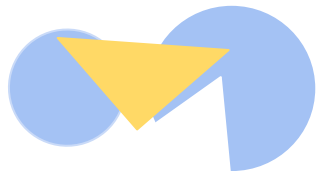


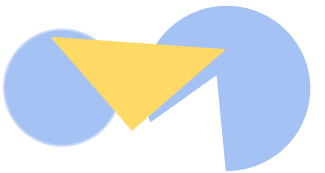


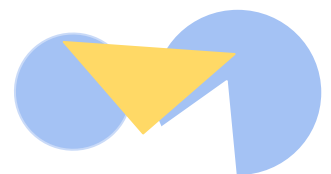
# Enrollment Favors the **Bold**

*Dallan Wortham*

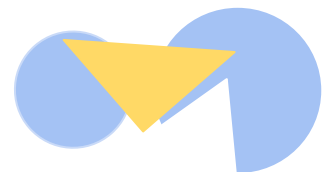




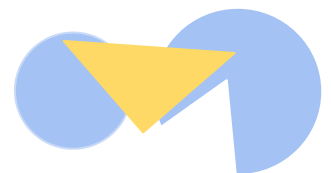




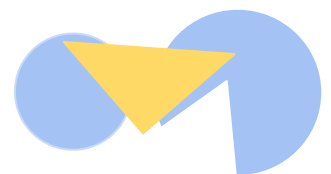
# Charter Connect Team



# Enrollment Favors the **Bold**



**But just for funsies....**

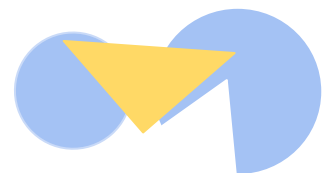


**MARKETING TIP!**

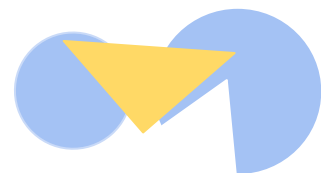


# Keywords on Homepage

*What would someone type into Google when looking for your school?*

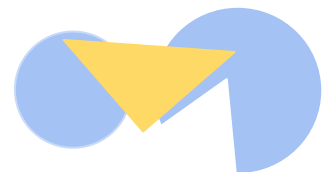


**SEO GAME!**

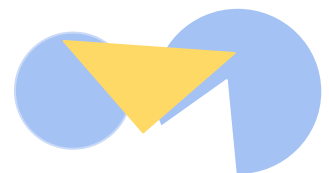
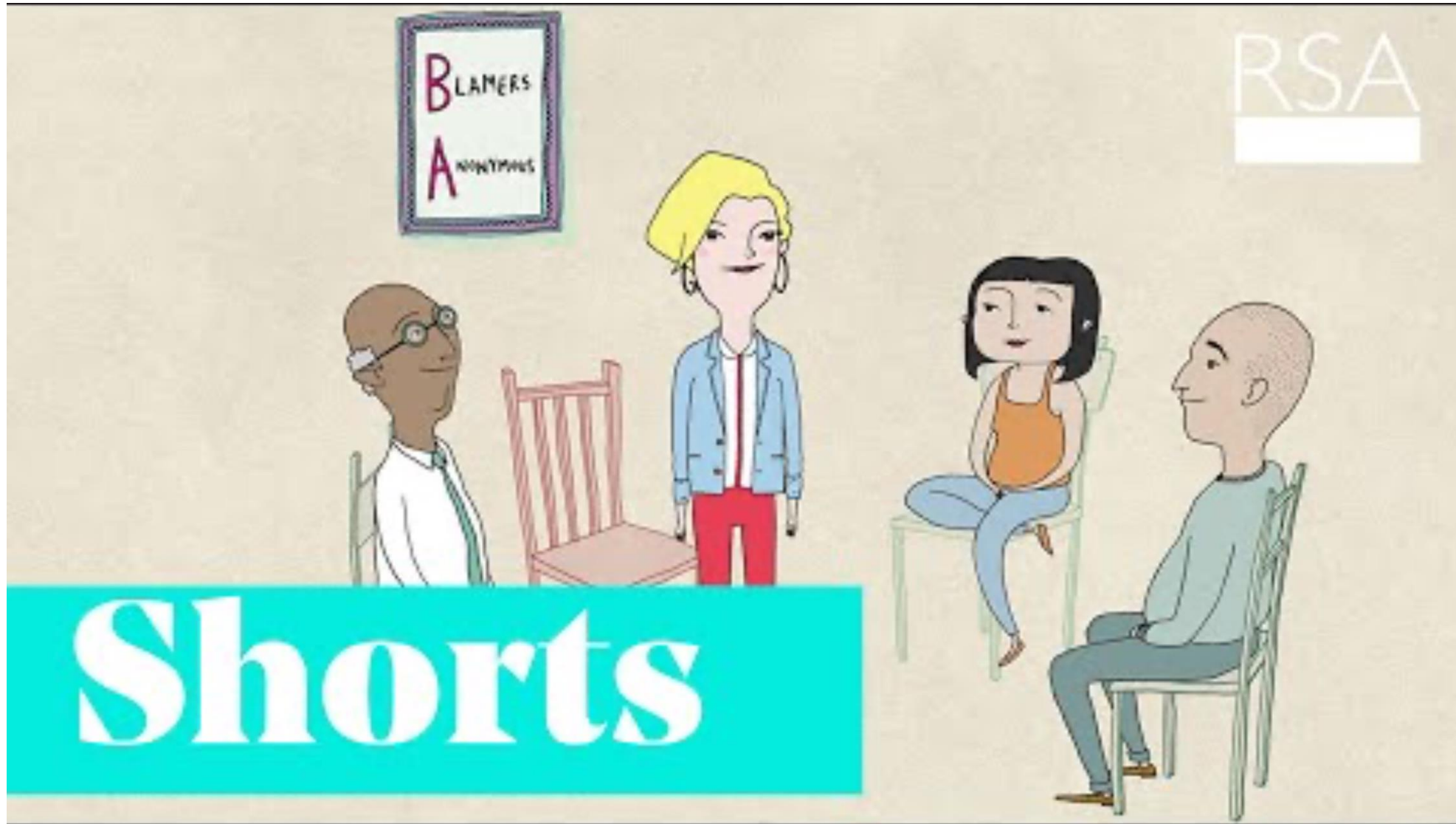


# Enrollment Favors the **Bold**

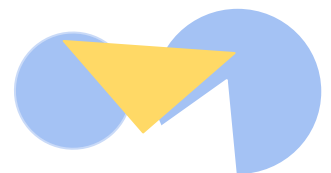
1. Results vs. Signals



# #1 Accept Responsibility for Results



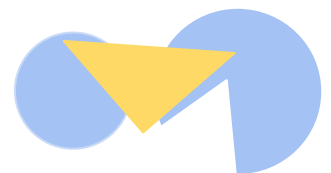
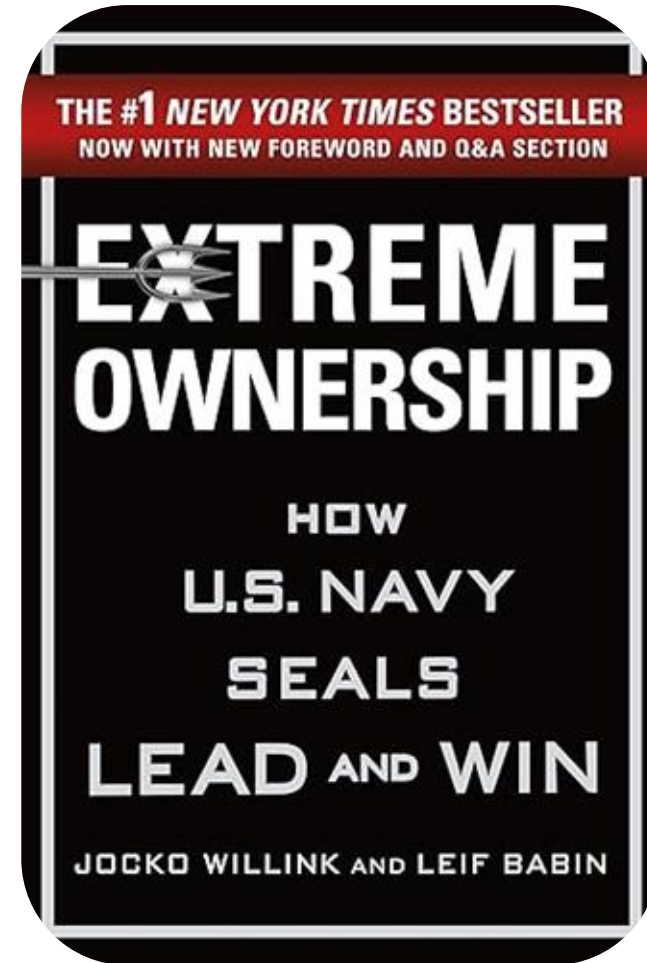
# #1 Accept Responsibility for Results



# #1 Accept Responsibility for Results

“Extreme Ownership. Leaders must own everything in their world. There is no one else to blame.”

— Jocko Willink

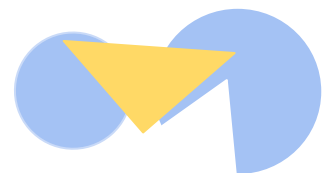


**MARKETING TIP!**



# Enrollment Click Test

*3 clicks and 30 seconds*

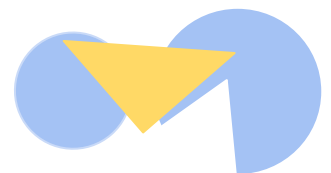


Yay! We just got a new student application!



# Cross the Finish Line

*Make your thank page and follow up experience INCREDIBLE.*

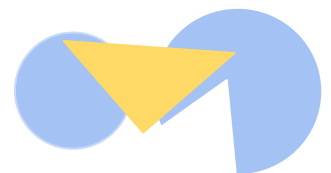




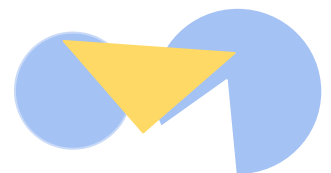
**Packed Class**

# Enrollment Favors the **Bold**

1. Results vs. Signals
1. Chinese Bamboo Tree



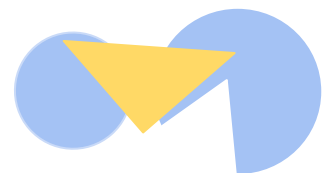
# #2 Chinese Bamboo Tree



# Parent Referral Formula

*Retention Formula*

$$1 + 0 = 2$$

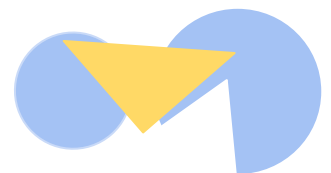


**MARKETING TIP!**

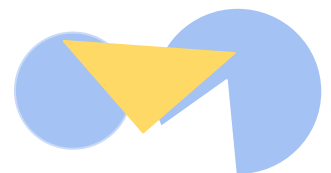


# Parent Testimonials & Reviews

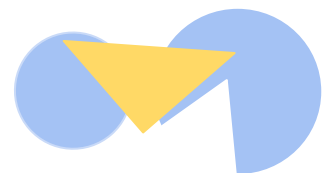
*Include these everywhere online.*



**More Money = Less Creative**



# Focus on What You Have

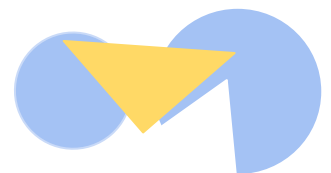


**MARKETING TIP!**



# Add Google Analytics to Your Website

*Make sure to add filters and conversions.*

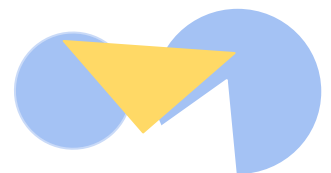


**PAGE SPEED TEST!**

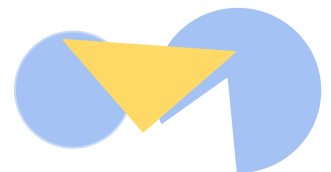
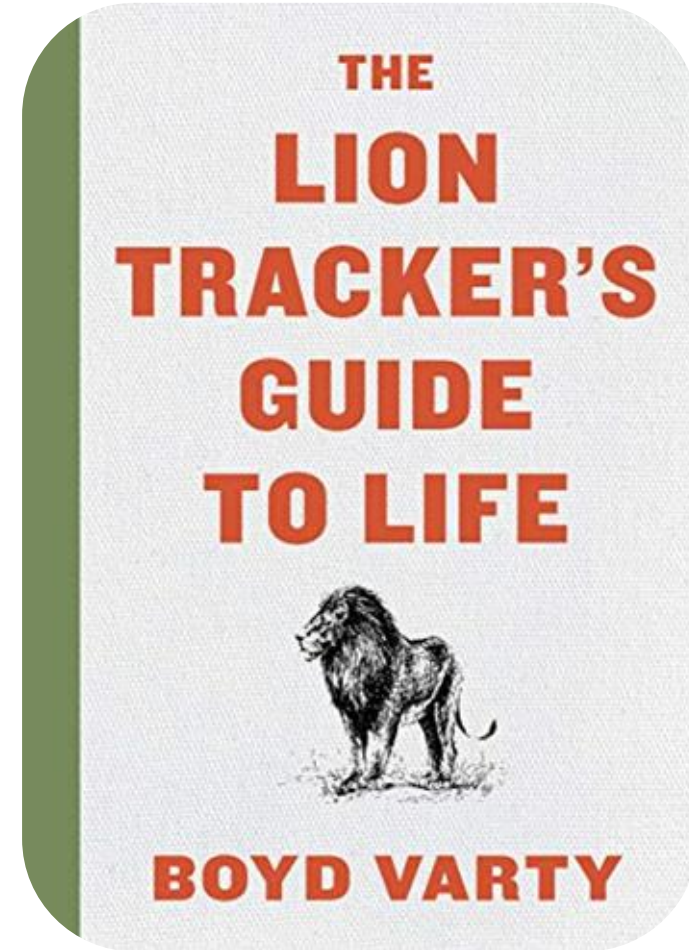


# Enrollment Favors the **Bold**

1. Results vs. Signals
1. Chinese Bamboo Tree
1. Not Here



# #3 Not Here



# #3 Not Here

I don't know where I'm going, but I know exactly how to get there, whispers the wild self. Learn to be natural.

Trails can be like life in that way. One minute you are clear on a path and the next instant, it is gone. You get fired, you lose a loved one, the company fails, you retire, she dumps you, you get divorced. Where you thought you were going vanishes. Who you thought you were is lost.

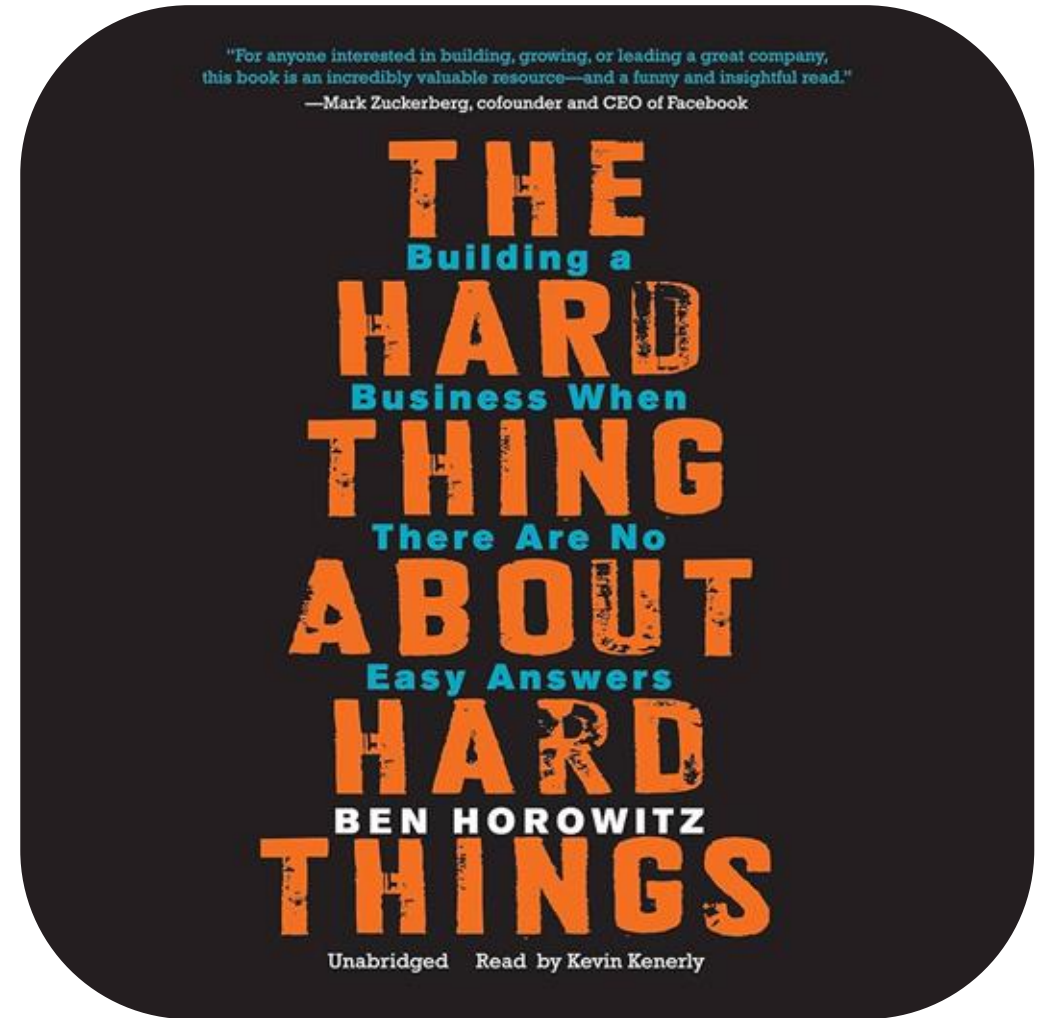
Accept that losing the track is part of tracking.  
Go back to the last clear track. There is information there.  
Walk up ahead checking any open terrain and bare ground.  
Open your focus.

Any place you don't find a track is not wasted, but part of refining where to look.

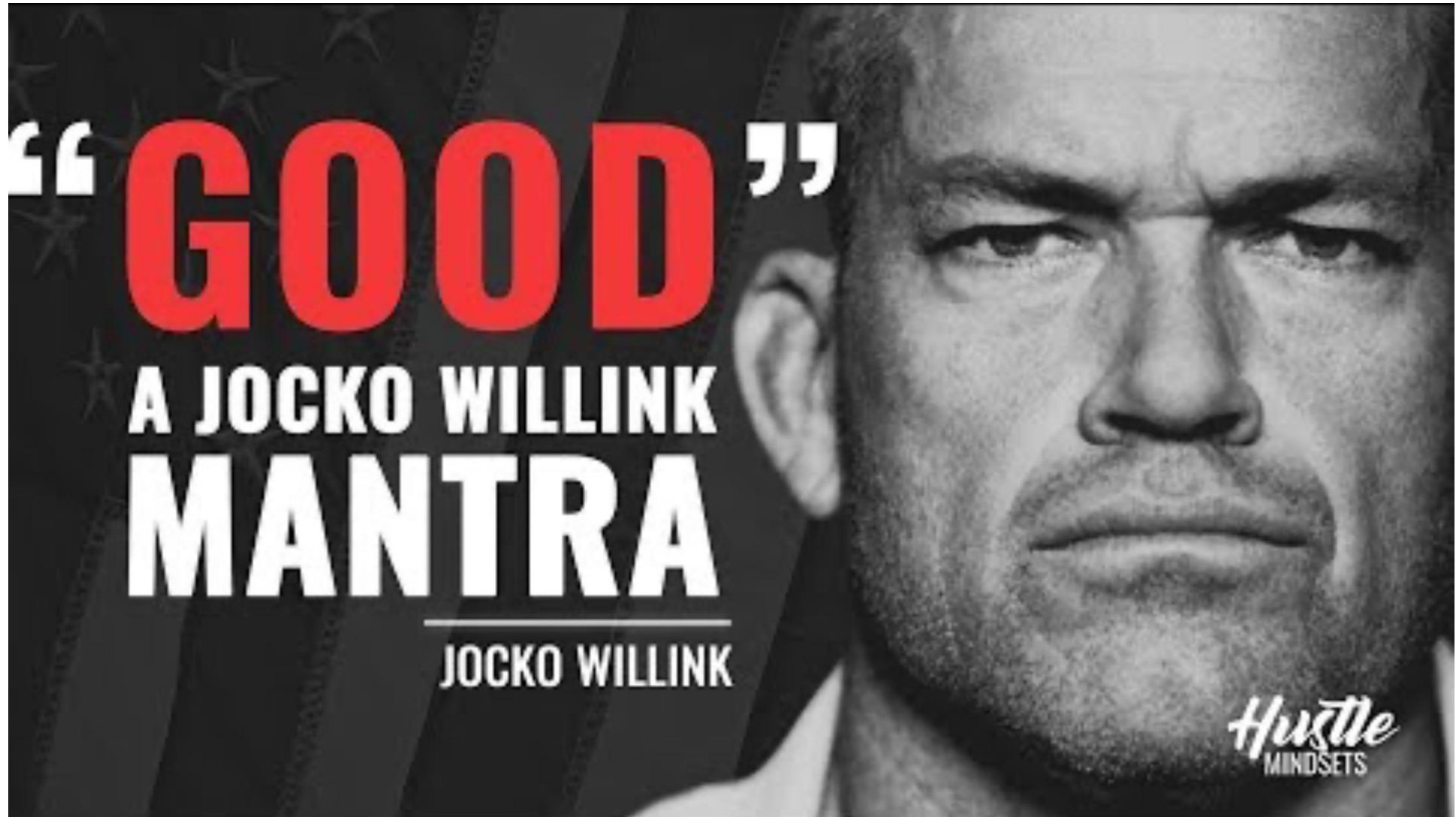
The path of "not here" is a step on the path to "here."

# #3 Not Here

“If you’re going to eat [blank], don’t nibble.”



Good

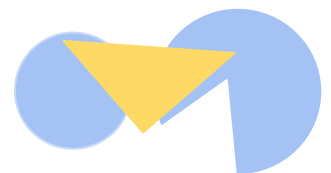


**MARKETING TIP!**



# Create Facebook Events for Everything

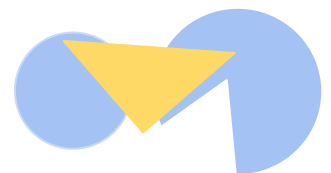
*Get your community into your school.*



# #4 Boiled Down Boldness



*Marie Kondo*



# #4 Boiled Down Boldness

What are you hiding behind?

Who are you trying to copy?

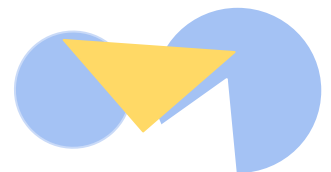
What feedback is distracting you from being you?

Who is not a good fit for your school?

Do your expenses reflect who you are?

Can you see your school in your student body?

Are parents waving your flag?

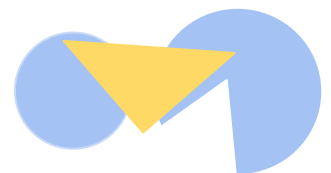


**MARKETING TIP!**



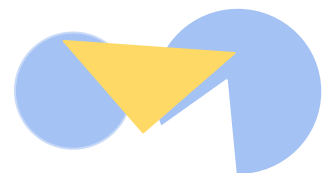
# Get Out from Behind Your Desk

*Cover fire and buried in paperwork*



# Your Daily Superbowl

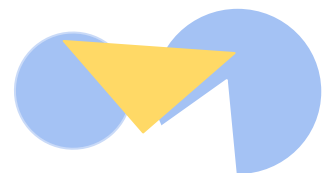
*The carpool lane*





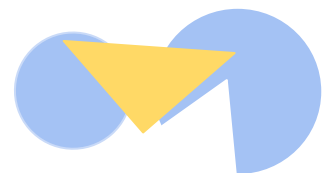
# Enrollment Favors the Bold

1. Results vs. Signals
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1. Boiled Down Boldness



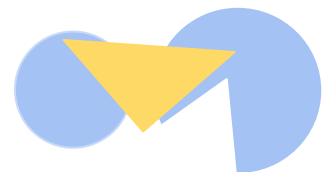
# Marketing Tips

1. Keywords in Title Tag of Homepage
2. 3 Clicks, 30 Seconds to Enroll
3. Incredible Thank You Page & Follow-Up
4. Google Analytics (Filters & Goals)
5. Parent Testimonials & Reviews
6. Facebook Events for Everything
7. Get Out from Behind Desk
8. Carpool Super Bowl



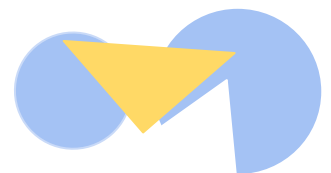
# Things to Think About

- Do you know the top influencers in your community on a first name basis? (Matriarchs, pastors, mayor, city council, etc.)
- Do you hold regular, FUN events on campus and in your community?
- Is your registrar properly trained, equipped and motivated?
- Do you meet with the other charter schools in your area on a regular basis?
- What can you delegate to get out from behind your desk and with families?
- Do you know your neighborhood realtors?
- BNI

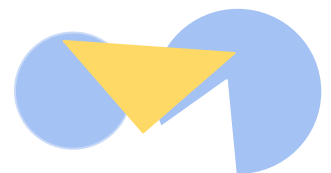


# Registrar Reports

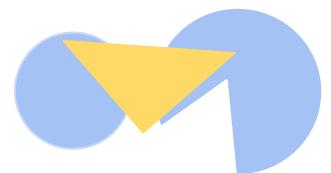
- Do you meet with your registrar on a regular basis?
- Do they give you weekly reports?
- On average, how long does it take for a lead to make it through your enrollment process?
- What is the conversion rate from lead to enrolled?
- What is the main reason for lead drop off?



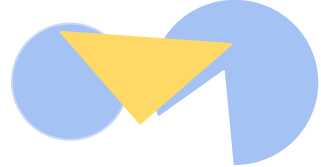
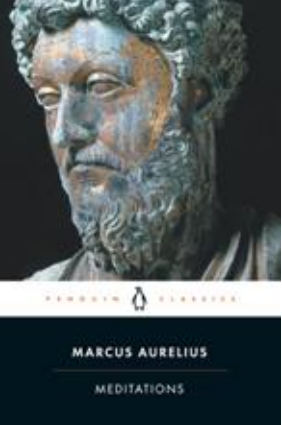
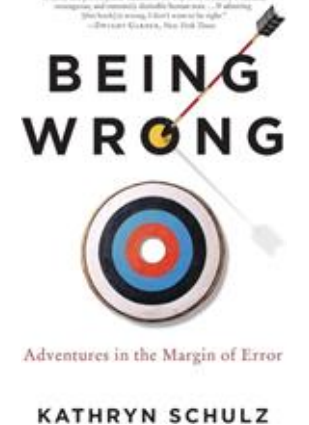
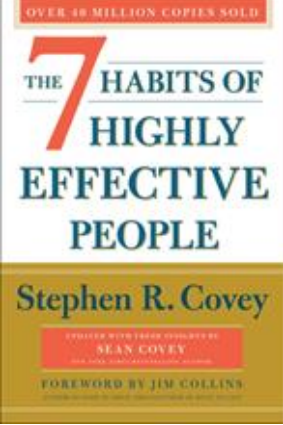
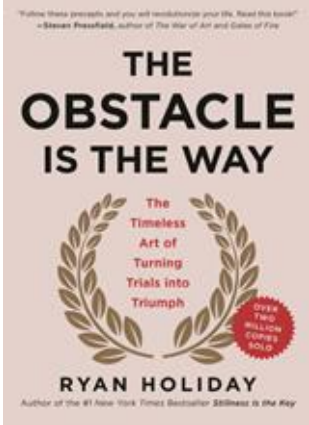
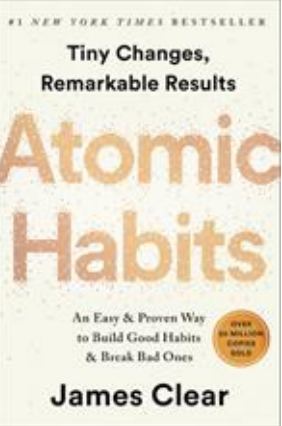
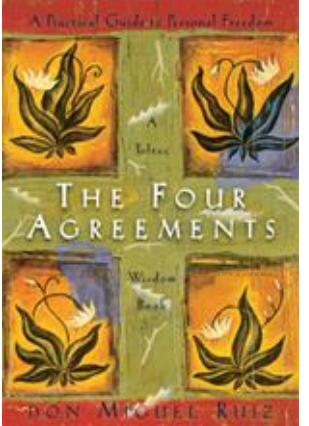
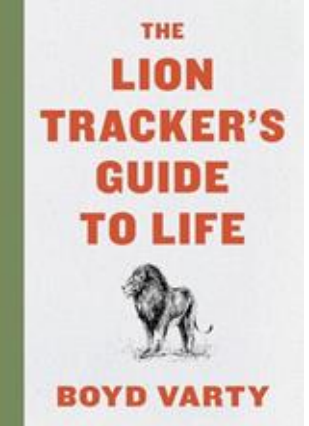
“I was on a roll until....”



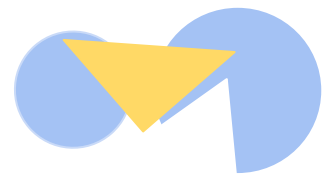
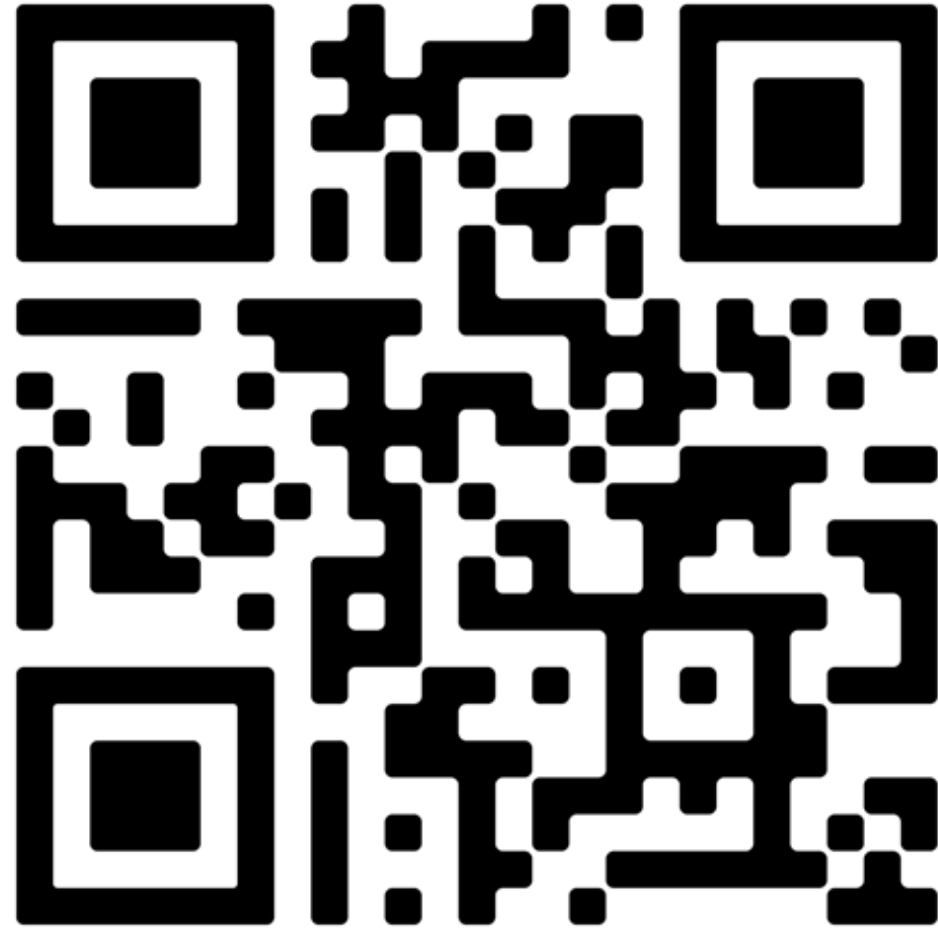
“Goals don’t improve your future. Goals improve your present actions.”



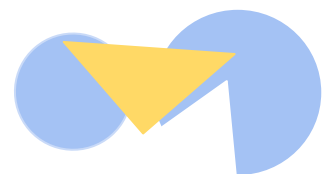
# Random Book Suggestions



FREE BOOKS!!!



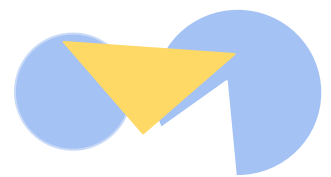
One last thing....





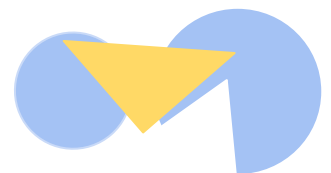
**Packed Class**

if.....

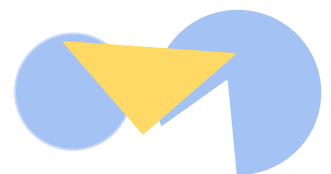




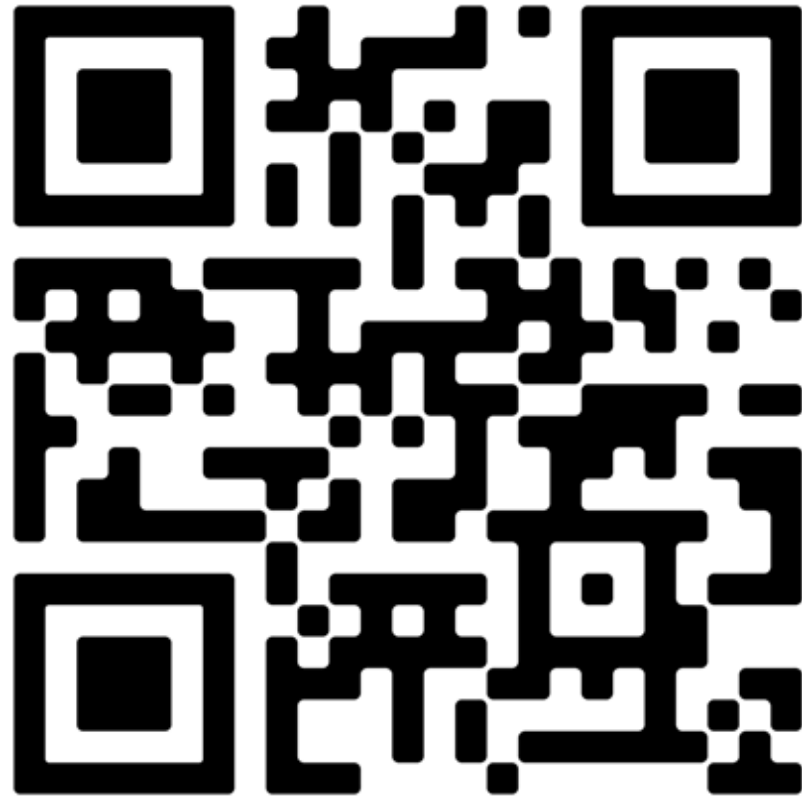
You send Shawn an authentic Neapolitan Pizza.



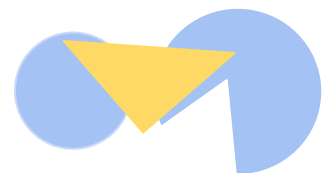
Questions?



# Dallan's Calendar



[dallan@charterconnect.co](mailto:dallan@charterconnect.co)



**“  
Your  
feedback  
helps us all  
move forward  
together**



**Colorado League of  
Charter Schools**



Each time you take the survey you can enter to win prizes