FOR WALDORF SCHOOL ADMISSIONS

Building Architecture for *Sustainable Enrollment*

SageRock

Thoughtful marketing and admissions systems that help Waldorf schools with enrollment & retention.

We work alongside schools, architecting systems that reliably support marketing, so admissions teams have more time for the in-person work that builds **community, retention, and referrals**.

How We Work

1 Explore

Free 30-Minute Consultation

We begin with a conversation about your school's admissions and marketing goals, current processes, challenges, and opportunities. You'll leave with fresh ideas, practical suggestions, and a better understanding of how SageRock can support your team.

2 Analyze

A Deep Dive Into Your Marketing & Enrollment Funnel

We review every stage of your marketing and admissions process, from inquiry generation to lead follow-through, enrollment, and reenrollment. You'll receive a detailed audit with actionable recommendations, helping you strengthen and streamline your funnel.

3 Implement

Turning Strategy Into Systems

If you choose to move forward, we help build and implement the recommendations outlined in your audit. Services are tailored to your school's needs and budget, creating practical systems that support current technology, staff capacity, and enrollment goals.

4 Support

Training & Sustainable Transition

For three months, we work alongside your team to train, refine, and document new processes. After implementation, you choose the level of ongoing support that works best for your school: from complete independence to regular consulting and management.



Meet Rocky

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Rocky Lewis has worked with Waldorf schools as a marketing consultant and content creator throughout SageRock's 27-year history. In 2020, she stepped fully into the world of Waldorf education, serving as Admissions & Marketing Director at Spring Garden Waldorf School.

After years of hands-on experience managing enrollment, marketing, family communications, events, retention, and admissions systems from within a Waldorf school, Rocky is returning to full-time work with SageRock. She brings both consulting expertise and lived admissions experience to schools seeking stronger systems, clearer processes, and sustainable enrollment practices.

Her goal: help admissions and marketing colleagues spend less time on marketing logistics and more time on strategies that engage families and drive enrollment.