

Design For Enrollment

Tim McDonough
Finalsite



Tim McDonough
Director of Client Success at Finalsite
East Hartford, Connecticut | Information Technology and Services

Current Finalsite, edSocialMedia
Previous Finalsite, Xaverian Brothers High School, Salve Regina University
Education Northeastern University

Edit Profile

500+ connections

www.linkedin.com/in/tmcdonough1973/ Contact Info

- www.finalsite.com
- [@tmcdonough1973](https://twitter.com/tmcdonough1973)
- [@finalsite](https://twitter.com/finalsite)

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The goal of your school's website should be to share your school's story; more importantly, make it desirable to become a part of that story

Lets talk about designing your website for enrollment

3 parts to the story...



PART ONE
CRAFTING CALLS TO ACTION FOR ADMISSIONS

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What Makes a Great CTA?

A call to action is an image or text that's purpose is to prompt the end user to take action like click a button, download an application or fill out a form.

Here are factors that go into creating a great CTA...

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FACTOR NUMBER 1

It needs to have a great design.

You only have about seven seconds (or less!) to get the attention of a website visitor. So, when a prospective student lands on your website, where is the first place you want them to land?

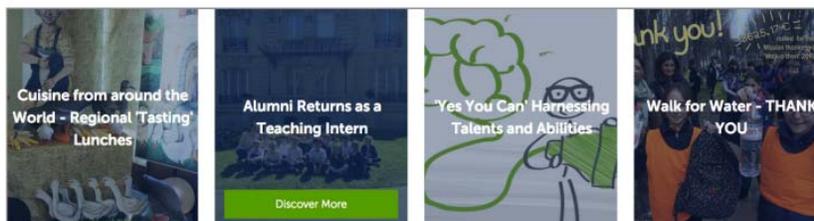
A good call to action offers an obvious next step with a design that is:

- eye-catching,
- obviously clickable, and
- interactive.



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The calls to action on Woodward Academy's admissions landing page are perfectly crafted using bold typography, engaging photos, and a cool interactive feature that reveals a solid maroon circle on rollover.



These calls to action on Marymount School of Paris's homepage draw your attention using stunning visuals, and offer a similar interactive rollover feature, in which the CTA button actually appears.



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FACTOR NUMBER 2 It's all about location.

What's the use of a call to action if you've hidden it from the glancing eye? Today's users are scanners and scrollers. Place calls to action in plain sight to guide the user to their "next step" at any point during their journey — and that goes for all pages on your site.



On St. Paul's School for Girls's homepage, there is an interactive Inquire Now dropdown docked at the top of the page, meant to immediately capture a visitor's attention — and hopefully, their information!

Factor #3 - It has to be well written & actionable



The screenshot shows a landing page with a white background and a blue footer. The main heading is 'Welcome to Country Day' in a yellow, serif font. Below it is a paragraph of text in a small, black, sans-serif font. Underneath the text is a small, orange, rounded rectangular button with the text 'LET'S GET STARTED' in white, uppercase letters. The footer contains the Finalsite logo on the left and social media handles on the right.

Welcome to Country Day

At Country Day, we introduce young people to the world of ideas. We encourage them to be curious. We show them how to build on their inherent strengths and how to overcome the things they find difficult. In short, we make our students ready. Ready to tackle complex challenges. Ready to lead with heart. Ready to succeed in a world none of us can even yet imagine.

Come see what Country Day Ready can mean for you.

LET'S GET STARTED

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The screenshot shows a slide with a white background and a blue footer. The main heading is 'It's not surrounded by noise' in a large, black, sans-serif font. Below it is a paragraph of text in a smaller, black, sans-serif font. Underneath that is another paragraph of text in the same font. The footer contains the Finalsite logo on the left and social media handles on the right.

It's not surrounded by noise

Give calls to action their own section so they're easy to see – don't surround them with unrelated content

Prospective students/families are visiting your website to learn more. Why not make that possible as soon as possible?

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CAR LEASING
Want a cheap new lease car? Start HERE!

LINGSCARS.COM
UK CONTRACT HIRE CARS FROM LING VALENTINE
Version 238.20160215 You can trust me! ... in 2014 I rented over £75 million of cars for 889!

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home | Cars and Vans | How It Works | Price Lists | About Ling | 1500+ Leases | Fun Stuff | Quote/Order

Business Customer Pricing | Personal Customer Pricing | The Best FAQs in the World!

NEW SEXY driving full time here

FEAR CHECKS

Search Cars Here [Go]

ABARTH CAR LEASING
\$95
\$95 Convertible

Apply for a CAR QUOTE

You can't find a car?

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Pursuing Excellence for Mind and Heart

A K-12 Independent Christian School Serving Northern Virginia

REQUEST INFORMATION

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Factor #4 – It offers a reward

Let's Talk Turkey!



Dani
11TH GRADE



Maya
7TH GRADE



Kai
6TH GRADE

Your question here...

Your email address



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Factor #5 – it attracts a particular audience

AT GILMAN, YOUR SON WILL FLOURISH IN A CLOSE-KNIT COMMUNITY THAT CELEBRATES THE UNIQUE ENERGY OF BOYS. YOUR BOY OF PROMISE WILL GROW TO BECOME A MAN OF CHARACTER.



LOWER SCHOOL ADMISSIONS

Grades Kindergarten through Five
The Lower School capitalizes on the seemingly boundless energy of young boys, and teachers understand not all learning happens at the desk. Boys grow through focus on experiential, creative, project-based and interdisciplinary learning infused across the curriculum. Boys, especially younger ones, learn best through movement and hands-on discovery.



MIDDLE SCHOOL ADMISSIONS

Grades Six through Eight
The Middle School adeptly bridges the wonder years between elementary and secondary education. Boys begin to spread their wings and discover their interests in an encouraging and cooperative environment. They start to take charge of their own education through exposure to a plethora of classes, clubs, and co-curricular experiences. Boys develop study and learning skills to prepare for Upper School and beyond.



UPPER SCHOOL ADMISSIONS

Grades Nine through Twelve
The Upper School prepares young men to build the world of tomorrow. Through a challenging and timeless college-preparatory program, boys discover personal academic interests and develop talents. They explore the arts and learn the value of lifelong fitness and wellness. Moreover, a set of core values and solid relationships with teachers and peers ground their experiences, providing them with the tools to become responsible citizens.



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PART TWO
**ADDING
EMOTIONAL
APPEAL**

Why focus on
storytelling?
*The best form of
engagement is
anecdotal engagement.*

Engagement defined:

emotional involvement or commitment

Digital Storytelling Defined

- Digital storytelling is the process of fusing **design** and **content** together into one cohesive website.
- The **goal** of digital storytelling is to humanize your brand, and make their website visit as impactful as their on-campus visit.



The Three Main Emotions

Belonging
Confidence
Excitement

Define your story with 8 questions

- 1. What makes our school different than anyone else?
- 2. What do we offer that no one else does?
- 3. What are our latest accomplishments?
- 4. If I asked a student, parent and teacher what they love most about our school, what would it be?
- 5. What makes us better (and worse) than the competition?
- 6. What is the typical student's day like? What makes that special?
- 7. What are your traditions and the secrets of your school?
- 8. What makes our story possible?



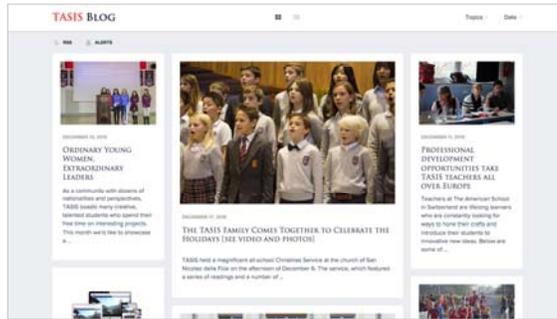
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The content on your website is the working 24-7 to sell your school to prospective and current families.

Blogs

GIVE THESE A TRY

- An alumni blog to feature notable alumni and upcoming events
- A Head of School blog
- A travel blog (for schools with awesome travel programs!)
- A student-run blog where multiple students contribute about student life



Why Blog?

1,200 Average number of new leads gained per month when posting 3 blogs per week

55% The average increase in website traffic When you blog

37% The percentage of marketers who say blogging is the most important piece of content

6 Tips for a Better School Blog

1. **Determine a focus:** Discover where the biggest pieces of your story lay (in most cases, it won't be your HoS).
2. **Gather a group of dedicated writers:** Do you have 350 students? That's 350 potential authors.
3. **Create a content calendar:** Hold your contributors accountable and write posts that coincide with school happenings
4. **Get an editing process in place:** No good story has grammar mistakes
5. **Write simply and with intent:** Blogs aren't meant to be novels
6. **Share via social and subscriptions:** Blogs can be used as tweets, Facebook posts, and emails – so use them!

Social Media

Use social media to promote your school's community, upcoming events, photos, videos, and other content that is appealing to prospective families

IT'S IMPORTANT TO BE

- Creative
- Entertaining
- Original
- Personal



Latest in Social Media for Schools



- ✓ #1 social driver to school sites
- ✓ 70% of adults use the network



- ✓ #2 social driver to school sites
- ✓ Increasingly popular among young parents



- ✓ Use for driving awareness
- ✓ Considered the most important social network by teens



- ✓ Promote job openings
- ✓ Target age, education, and big employers in the area

Engaging Content

TELL A STORY WITH

- Awesome news stories
- **Captivating pictures**
- Awesome videos
- Special treatment
- Testimonials



Testimonials



Don Williams '80
Father of Gray '14, Marion '12, and Connor '10
Charlotte, N.C.
[Read More](#)



Mike and Alicia Alford
Parents of Sutton '11, All '13, and Camden '17
Jacksonville, N.C.
[Read More](#)



Janice Kinard-Bear
Mother of Harleigh '14
Alexandria, Va.
[Read More](#)



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Testimonials

WHY DID YOU DECIDE TO ATTEND A BOARDING SCHOOL?

From the beginning, I was on the fence about whether I should board or go to a day school. After visiting many day and boarding schools, I realized that boarding school has so much more to offer. I love attending shows such as "The Nutcracker" and "War Horse" at the Kennedy Center on school nights, and the weekend activities are great! Any given weekend, I might go on a trip to a local amusement park, shop in D.C., or watch a hypnotist on campus. Boarding also allows me to participate in many activities without the stress or time that it takes to commute during the school week. I am a dancer, and before I came to EHS, I spent hours every week riding to and from dance class. Now I dance every day at Episcopal without spending hours commuting. The time that I used to spend in the car, I now spend doing homework or simply enjoying quality time with my friends.

WHY DID YOU CHOOSE TO ATTEND EHS?

There were so many reasons! Overall, it simply seemed like a fun place to be. With the School's location, there is always something to do and never a dull moment. Every weekend I have many activities to choose from, whether it's Cirque du Soleil, a Zumba dance class on campus, or a shuttle ride to the local movie theater. Also, the size and diversity of the student body were both appealing to me. I came from a very small school, so I wanted a larger student population, but I still wanted the close relationships with my teachers that I had at my middle school. EHS is not too big, nor too small. It's perfect! I also have had the chance to make friends with people from all over the world. I am learning about other cultures everyday just by spending time with my friends.

HOW HAS EHS IMPACTED YOUR LIFE?

The School has taught me the rewards that result from hard work and staying focused. I've learned to enjoy the moment. If I am hanging out with my friends, I enjoy the time I have with them and don't worry about homework or anything else. On the flip side, if I'm studying, I focus on my work so I can get the most out of it. I know that these lessons will carry me into my life beyond Episcopal.

HOW HAS YOUR DECISION TO ATTEND BOARDING SCHOOL AFFECTED YOUR



Related Articles

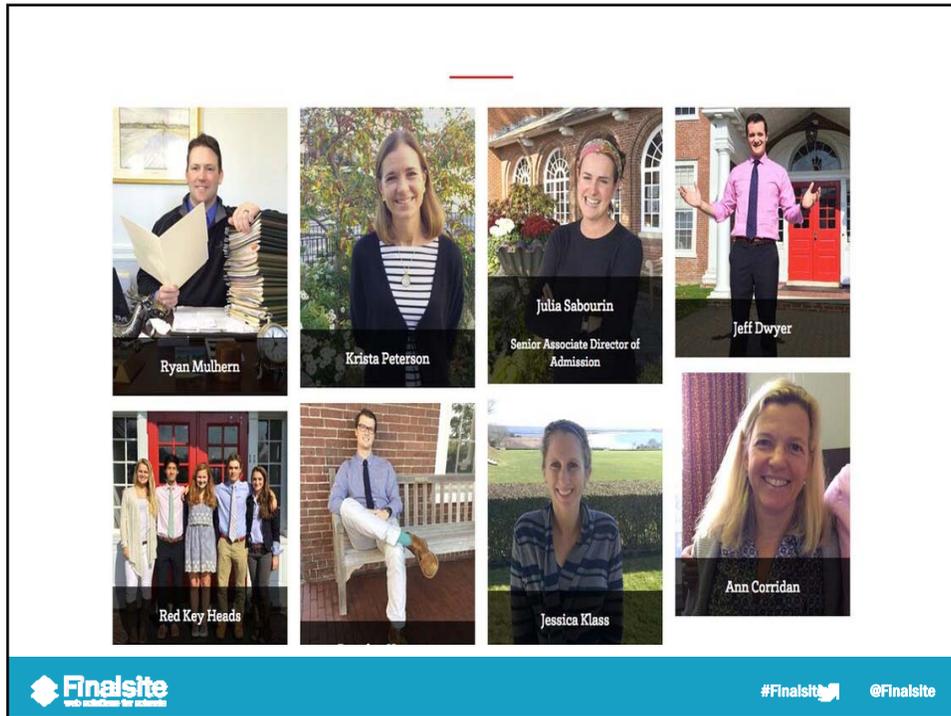
[Emily Hunt '14](#)

[Maya Glenn '16](#)

[Miles Bivins '16](#)



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Build better tuition pages in 4 steps.

Tuition pages are a **top 3 entry point for school websites**, but also have the highest bounce rates — meaning website visitors come and leave quickly.

How do you prevent this?

Your cost is part of your story



1. Sell your value before you name your price.

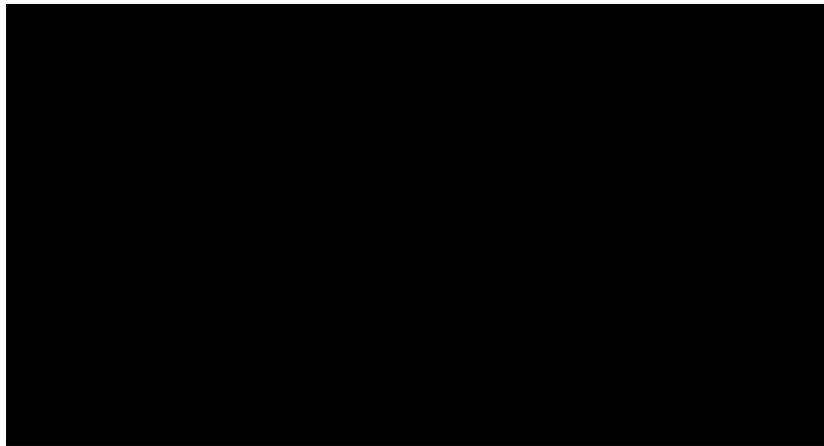
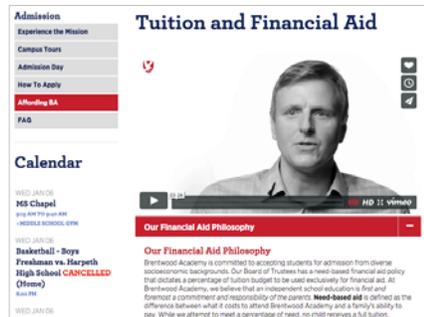
It is more important to first talk about what makes your school so special, before you start listing facts and figures.

Use videos, photos, and testimonials to [sell an experience](#) before revealing the cost. Remember: inquiries and applicants rely on a good first impression, so always put your best foot (and story!) forward.

The screenshot shows a website layout. At the top, there's a header with navigation links: Home, Contact Us, Admissions, Tuition, Financial Aid, and Make a Donation. Below the header is a main content area with the title "Investing in Your Child's Future" and a sub-header "2015-16 Tuition Schedule". The text below the title discusses the value of education and mentions "Trinity Christian School". There are several photos of students and staff. At the bottom, there's a banner that says "EDUCATION IS YOUR BEST INVESTMENT" with photos of three children.

2. Put an emphasis on scholarships and aid.

Brentwood Academy's tuition page discusses their financial aid philosophy before revealing a cost. The combination of the compelling, high-quality video testimonial and text is ideal for easing the pain price point that would hinder them from learning more.



3. Replace “tuition” with “affording [school name].”

This simple switch signifies that you'll be denoting costs, but that you're also discussing affordability.

Episcopal Academy features their page as "Affording EA" in the navigation, and then features a financial aid overview video that's short, sweet, and compelling!

4. Always end tuition pages with a CTA.

Don't just leave your site visitors hanging. Capture them with a call to action that encourages them to learn more. If tuition costs and fees haven't scared them away just yet, now is your chance to capitalize on their attention.



PART THREE
LESS TEXT, MORE SWOON-WORTHY DESIGN

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Infographics

GOING BEYOND ACADEMICS

Preparing Students for Life

At Country Day, academic rigor is balanced by community service and athletic, artistic, and extracurricular endeavors. As partners in our students' success, our goal is to shape confident, healthy, well-rounded adults who are comfortable and successful in diverse settings—individuals of honor, integrity, and purpose who are ready to make significant contributions to society.



45 Cultures are represented at Country Day.



90% of Students participate in athletics.



19 State Championships in the last 5 years.

COUNTRY DAY FIELDS BASKETBALL • BASEBALL • CHEERLEADING • CROSS COUNTRY • DANCE TEAM • FIELD HOCKEY • FOOTBALL • GOLF • HANDBALL • LACROSSE • ROTOCROSS TEAM • SWIMMING • SOCCER • SOFTBALL • TENNIS • VOLLEYBALL • WRESTLING

72 Teams in 26 Sports

COUNTRY DAY OFFERS

- 25 After school enrichment programs
- 23 Community partnerships and ongoing service projects
- 200 Summer camps and programs
- 15 Drama productions per year
- 61 Student clubs
- 18 International travel experiences starting in Middle School

THE COUNTRY DAY EXPERIENCE

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Frequently Asked Questions

Q.
What is a typical school day like?

A.
The number of students who apply for each grade varies from year to year. We prefer that our applicants apply for the grade level that they believe will be the best fit for their academic abilities.

Q.
Do you offer scholarships?

Q.
Which application should I submit?

Q.
What is the timeline to submit an application?

Q.
Where do St. George's students typically come from?

Q.
What league do your athletic teams compete in?

Q.
What should I wear for my interview?

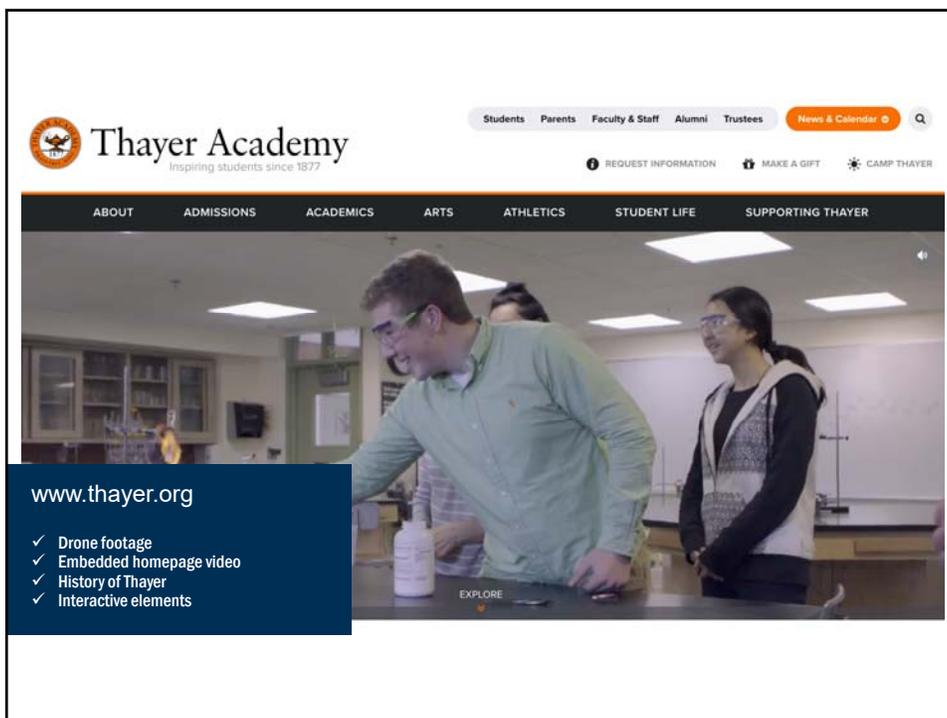
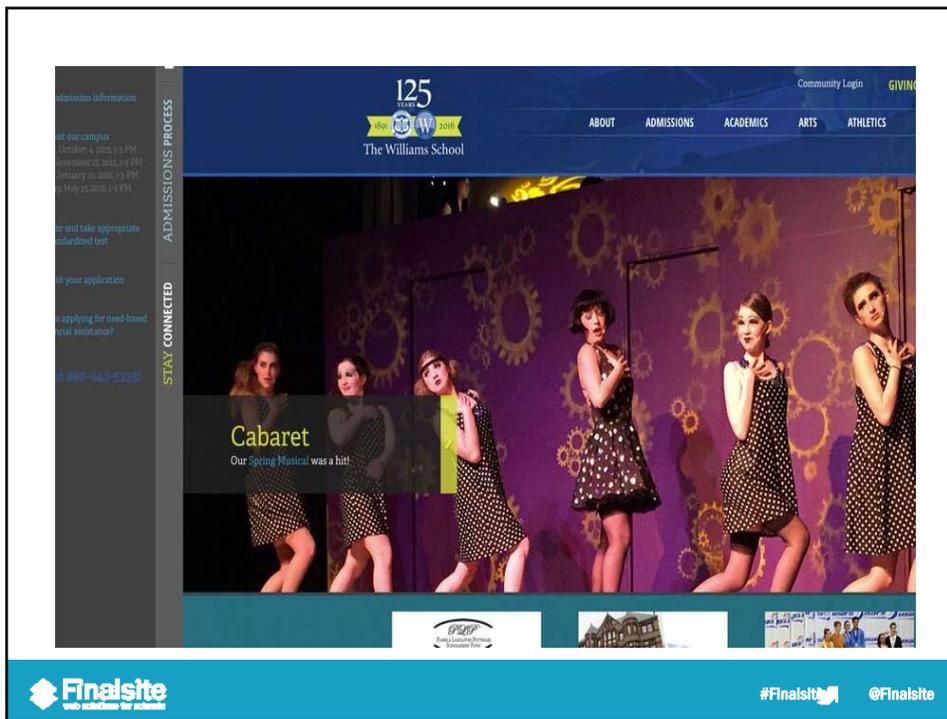
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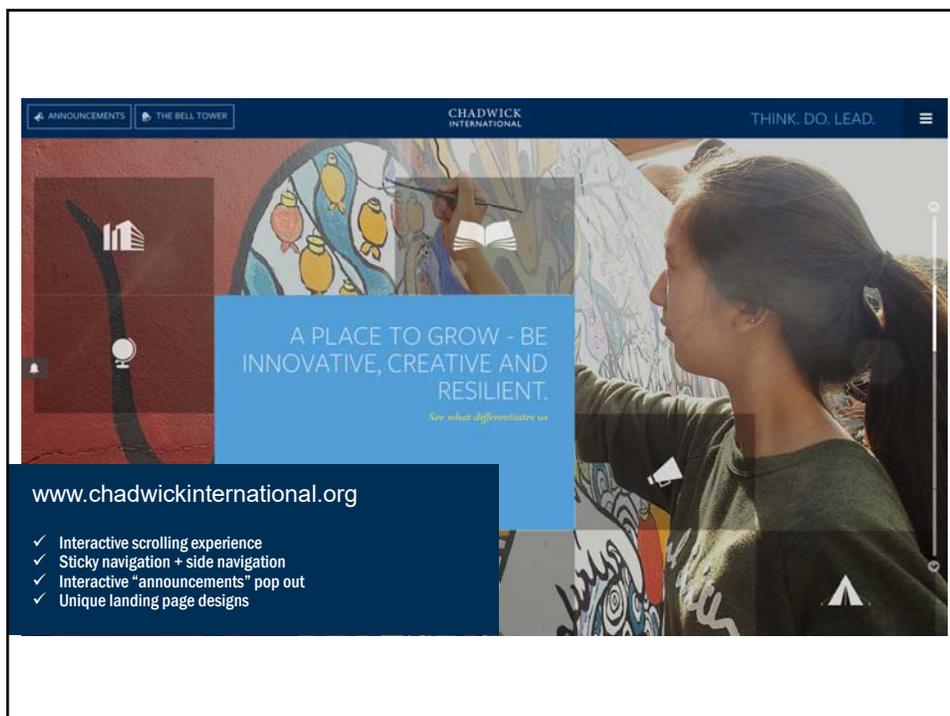
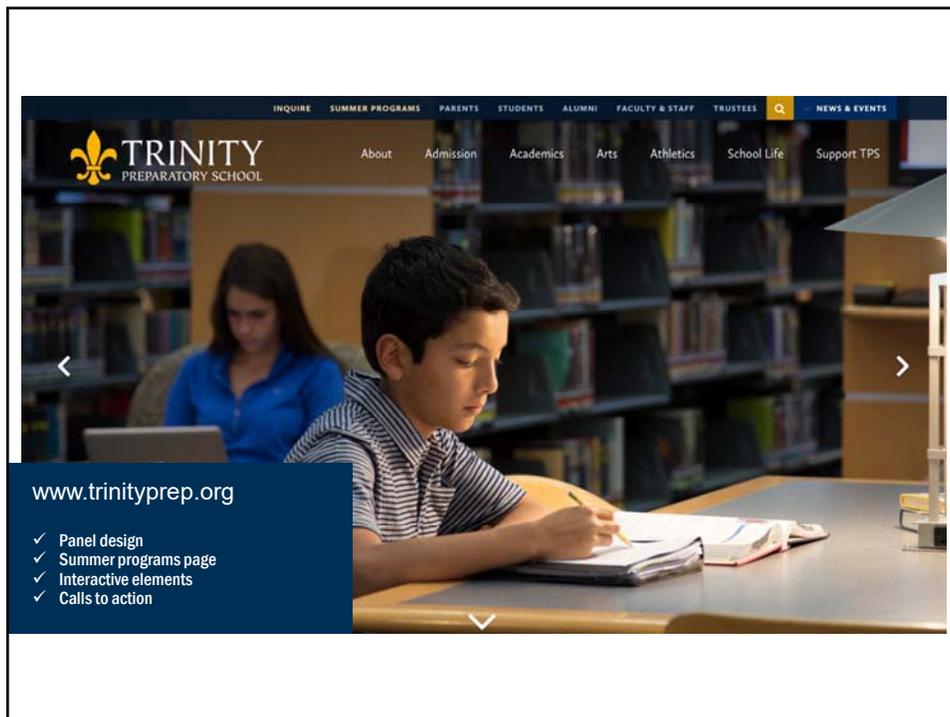
The Stripes

While the fabric of the sweater may change with each new generation of students, the essential values we teach will always remain the same. The Stripes are the embodiment of the qualities that an Episcopal Academy student aspires to live by both inside and outside the school community. The core of our curriculum, The Stripes are taught and demonstrated every day.



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Thank you!

We are going to follow up with you with a copy of this presentation and our E-book “Designing For Enrollment”

Questions?

@finalsite @tmcdonough1973

Tim.mcdonough@finalsite.com



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Designing for Emotion

Our brains like process, order, and visuals better than text



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Landing Pages

Your homepage is an integral part of your enrollment strategy, your landing pages for admissions and related lower level pages are equally as important.

Landing Pages

YOUR GOAL IS TO:

- Provide a value prop
- Give a next step
- Offer targeted content

Academics

One constant in Baylor's 120-year history has been the dedication and brilliance of our faculty, who strive to inspire a love of learning in students while preparing them for college and life beyond Baylor...

Academic Excellence

SINCE 2008, BAYLOR HAS BEEN A NATIONAL BEST SCHOLARSHIP FINALIST. MORE THAN ANY AREA SCHOOL.

\$12.4M in new research was awarded by the Class of 2014	66% enhanced the academic health scholarship office	10 2009	8 2010	10 2011	6 2012	10 2013	6 2014
\$800,000 in additional scholarship was awarded by the Class of 2014	100% awarded from peer-reviewed and competitive						

A collage of images showing students from Pre-Kindergarten to Grade 8. The collage includes a central orange box with the text "Grade 4" and "How to Apply >".

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- ABOUT
- BLAKE EXPERIENCE
- ACADEMICS
- ARTS
- ATHLETICS
- ADMISSIONS**
- GET INVOLVED

FINANCIAL ASSISTANCE

FINANCIAL ASSISTANCE ESTIMATOR

TRANSPORTATION

NEWS

BREAKFAST AT BLAKE: HEAD OF SCHOOL EDITION

View Head of School Anne Stavney's presentation on technology in the Blake classrooms.

BEAR PAUSE: 10 QUESTIONS IN

Admissions

Welcome to Blake!

Thank you for your interest in Blake! We're committed to nurturing each child's intellectual growth, creative expression, athletic accomplishments and ethical development.

WE OFFER



extensive support from counselors, learning specialists, administrators and faculty



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