Sustainable Strategies to Grow Admission during a Global Economic Downturn

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Sustainability = Students

• If students do not walk through the doors …

Little else matters.

Admission’s New Horizon

• Changing Demographics
• Challenging Economics
• Shortage of School Leaders
• Formative Role of Technology
• Increasing Globalisation

The Web of Change

• We are a collection of schools that think of themselves as independent.

• In a changing world, we have to think of ourselves more as an integrated network of independent schools.
Your Value is NOT the …

- Admission test your students take
- Inquiry form your families use
- Application form your families use
- Database you use

During this unprecedented time of:

- Declining student numbers
- Economic hardship
- Increased competition
- Uncertainty

The last thing you want to do is make it HARD for families to apply to your school and HARD for you to find and evaluate students.

Admission Policy

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<th>Standard</th>
<th>Transparent</th>
<th>Data-Driven</th>
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<tr>
<td>Common admission testing</td>
<td>Defined student profile</td>
<td>Market analysis</td>
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<td>Standard application form</td>
<td>Communicated admission criteria</td>
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<td>Student outcomes</td>
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Admission Strategies

- Worldwide web presence: 50,000
- Online inquiry form: 10,000
- Online application form: 30,000
- Common test: 20,000
- Admission tracking system: 30,000
- Market research: 30,000
- Institutional research: 200,000
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