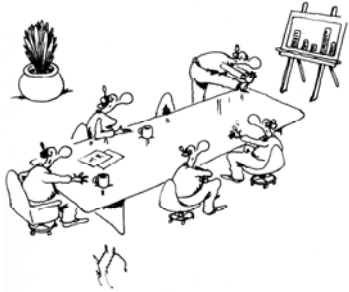


## 2009 IBSC Conference



"Just get on with the presentation, Winslow!"

## Sustainable Strategies to Grow Admission during a Global Economic Downturn

Jim Power, Vice Chair, SSATB



"And this one is titled 'The Good Ol' Days.'"

## 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

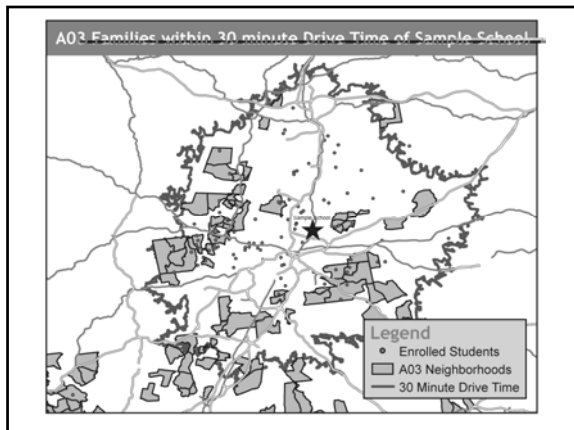
<b>Standard</b>	<ul style="list-style-type: none"> <li>• Common admission testing</li> <li>• Standard application form</li> <li>• Shared notification dates</li> <li>• Standards of professional conduct</li> </ul>
<b>Transparent</b>	<ul style="list-style-type: none"> <li>• Defined student profile</li> <li>• Communicated admission criteria</li> </ul>
<b>Data-Driven</b>	<ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Potential applicant success</li> <li>• Enrolled student support</li> <li>• Resource allocation</li> <li>• Student outcomes</li> </ul>



### 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 30,000  
200,000

	This Year		Last Year		Total
	To Current Week	% from Last Year	To Current Week	% of Total	
Inquiries	0	0	0	0%	1
Applications	0	-1	1	100%	1
Score Reports	30	-5	43	100%	43





## Contact

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