“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.
"What's that boy?! A paradigm shift?!"
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*
Since when did yelling 'C'mon, mama baby needs a new pair of shoes' become part of our admission process?
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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</table>
| **Standard**      | - Common admission testing  
                    - Standard application form  
                    - Shared notification dates  
                    - Standards of professional conduct |
| **Transparent**   | - Defined student profile  
                    - Communicated admission criteria |
| **Data-Driven**   | - Market analysis  
                    - Potential applicant success  
                    - Enrolled student support  
                    - Resource allocation  
                    - Student outcomes |
“What we’re looking for is someone who can think outside the box.”
<table>
<thead>
<tr>
<th>Admission Strategies</th>
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<tr>
<td>• Worldwide web presence</td>
<td>50,000</td>
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<tr>
<td>• Online inquiry form</td>
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<td>• Online application form</td>
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<tr>
<td>• Common test</td>
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<tr>
<td>• Admission tracking system</td>
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<td>• Market research</td>
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<td>• Institutional research</td>
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SSAT supports students and families pursuing private school education around the world. Start here to learn about schools, admission testing, and the application process.

Search Our Global Network
Online maps help you find a member school or a test site.

November Score Reporting
11/11/08: Deadline to cancel scores
11/21/08: Scores released to schools
11/26/08: Scores released to students

Test Calendar: December 13 National Test
11/21/08: Mail/fax registration closes, Special Acc's "B" deadline
11/25/08: Late registration (online) closes, Special Acc's "A" deadline
11/29/08-12/13/08: Standby registration only
12/13/08: National Test Administration

QUESTION OF THE DAY
Choose the synonym: AMBIGUOUS
- engross
- constant
- unclear
- obedient
- incompetent

QUICK LINKS
- Test Calendar
- Test Locations
- Register for the SSAT
- Order Study Guide
- About the SSAT
- About SSAT Scores
- Frequently Asked Questions (FAQs)
Welcome to SSAT Member Access, your one-step resource for member information and SSAT student data.

Use this site to view and track student inquiries, applications and scores, download special reports, and learn more about SSATB member services.

**Latest News**

**March National Test - Score Posting Schedule**
- Summary Rosters - Now available (3/12)
- Group PDFs - Posting complete (3/12)
- Individual PDFs - Posting in progress (3/12)

View individual scores, including the expanded online score report (PDF), using the "Your SSAT Scores: Search" links to the left. To download group PDF files or summary score rosters, use the "Your SSAT Scores: Download/Print" links to the left.

**Helping Your School During an Economic Recession**
In this special bulletin, SSATB describes key services that save both you and your families time and money in the admission process. Make sure you are taking advantage of these free member services. [Click here to read the report.](#)

**Don’t Miss an Opportunity to Reflect and Learn!**
SSATB will be hosting a series of free spring luncheons and member services training. These gatherings offer opportunities to network and commiserate with regional colleagues, to hear about current issues and trends, and to learn first-hand about SSATB’s services. [Click here for more information and for online registration.](#)

**2009 Annual Meeting - Call for Proposals and Participation**
SSATB encourages your participation in the 2009 Annual Meeting, which will be held October 1-3 at the Mandarin Oriental Hotel in Washington, DC. For more information, please use the "More Links: Annual Meeting" link to the left.

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### YOUR YEAR-TO-DATE

#### Current Week # 36

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<th></th>
<th>This Year</th>
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</table>
"So I’m huffing and puffing, and it hits me! Why don’t I just buy a ham?"
Contact

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