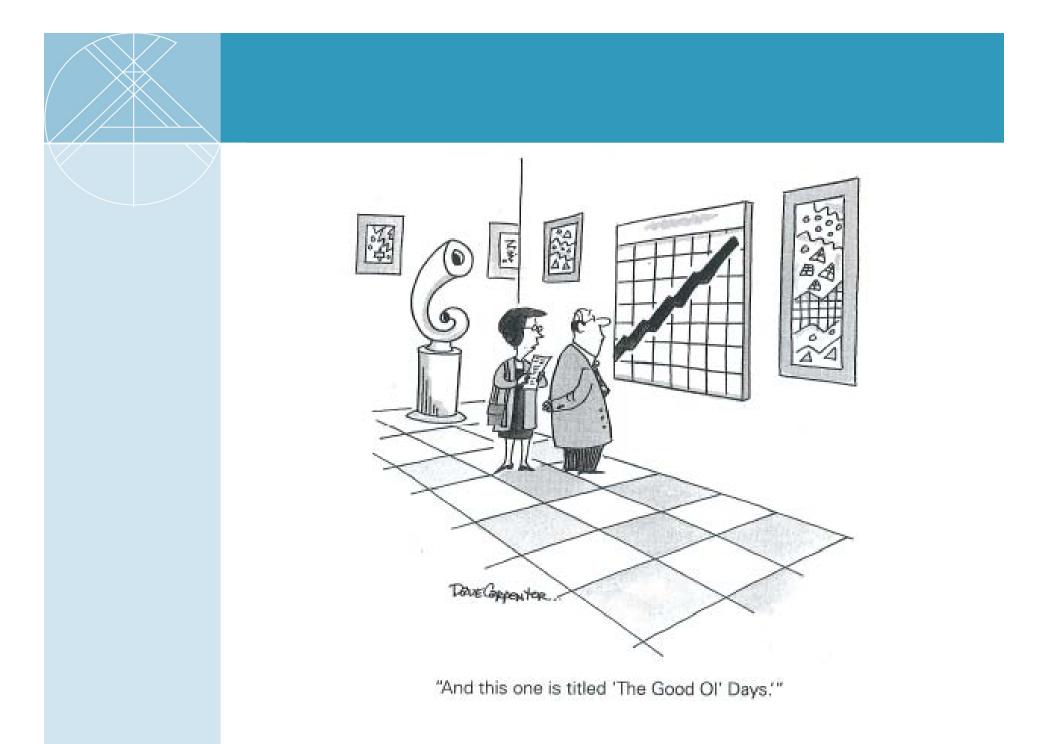
### 2009 IBSC Conference



"Just get on with the presentation, Winslow!"

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

Jim Power, Vice Chair, SSATB



# 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



MARC BILGREY

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**

Standard	<ul> <li>Common admission testing</li> <li>Standard application form</li> <li>Shared notification dates</li> </ul>		
	<ul> <li>Standards of professional conduct</li> </ul>		
Transparent	<ul> <li>Defined student profile</li> <li>Communicated admission criteria</li> </ul>		
Data-Driven	<ul> <li>Market analysis</li> <li>Potential applicant success</li> <li>Enrolled student support</li> <li>Resource allocation</li> <li>Student outcomes</li> </ul>		



"What we're looking for is someone who can think outside the box."

### Admission Strategies

- •Worldwide web presence 50,00
- Online inquiry form
- •Online application form
- Common test
- •Admission tracking system 30,
- Market research
- Institutional research

50,000 10,000 30,000 20,000 30,000 30,000 30,000 200,000

#### Contact SSAT | About SSAT



SSAT supports students and families pursuing private school education around the world. Start here to learn about schools, admission testing, and the application process.



START YOUR SEARCH



2 3

**November Score Reporting** 

11/11/08: Deadline to cancel ecores 11/21/08: Scores released to schools 11/26/08: Scores released to students

#### **Teat Calendar: December 13 National Test**

11/21/08: Mail/fax registration closes, Special Acc's "B" deadline 11/28/08: Late registration (online) closes, Special Acc's "A" deadline 11/29/08-12/13/08: Standby registration only 12/13/08: National Test Administration

STUDENT LOGIN
Web Login ID
7-digit code
Forgot your Web Login?
Birth Date
mmddyyy
SIGN IN Create a new account
QUESTION OF THE DAY Choose the synonym:
AMBIGUOUS  e engross constant unclear obedient incompetent SUBMIT

#### QUICK LINKS

Test Calendar Test Locations Register for the SSAT

Order Study Guide

About the SSAT About SSAT Scores

Frequently Asked Questions (FAQs)

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MEMBER ACCESS



#### MEMBER ACCESS

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#### Welcome to SSAT Member Access, your one-stop resource for member information and SSAT student data.

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- March National Test

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- Summary Rosters
- PDF Batches

### OTHER REPORTS

Shared Candidates

#### MORE LINKS

- SSAT School Search
- Annual Meeting
- Memberanda

	- 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.
	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 trainings. 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

### 2009 Annual Meeting - Call for Proposals and Participation

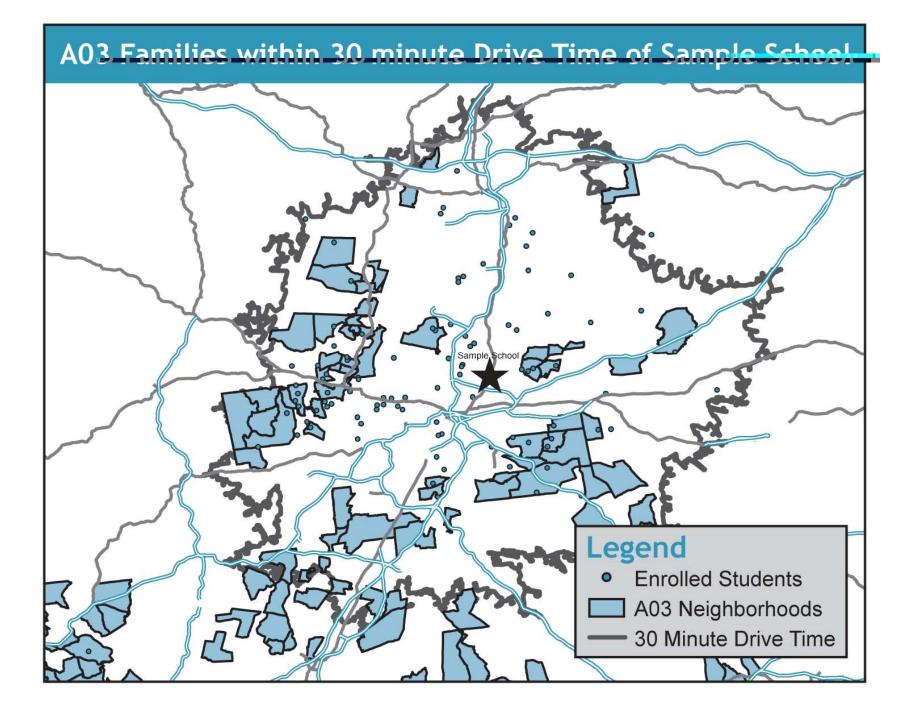
more information and for online registration.

March National Test - Score Posting Schedule

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.

#### YOUR YEAR-TO-DATE

Current Week # 36					
	This Year		Last Year		
	To Current Week	+/- from Last Year	# To Current Week	% of Total	Total
Inquiries	0	0	0	0%	1
Applications	0	-1	1	100%	1
Score Reports	38	-5	43	100%	43





"So I'm huffing and puffing, and it hits me! Why don't I just buy a ham?"



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