



Maximize
Summer
Enrollment
Part 4

Presented by Tammy Barron



**Enrollment
Data
Expertise**

Presented by Tammy Barron



WE **GROW** SCHOOLS AND THE PEOPLE WHO HAVE THE COURAGE TO LEAD THEM



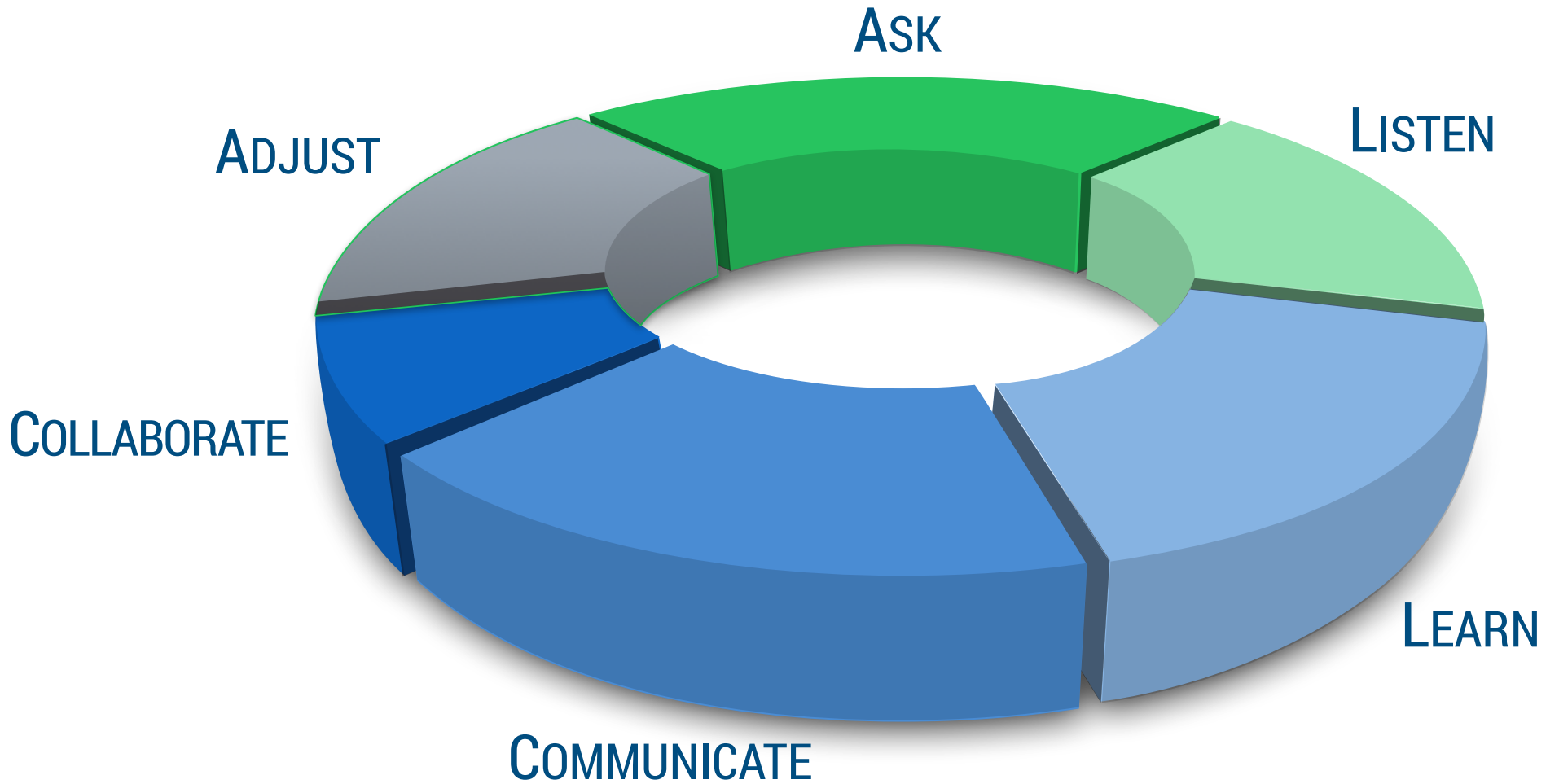
Tammy Barron
President
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- 24 Years in Education Leadership: Teacher and Administrator
- Teacher. Inspiring other's children
- Enrollment Director. Setting Strategic Direction & Executing the Plans
- Areas of Expertise: Enrollment Management, Data Analysis, School & Leadership Design, and Faculty & Family Engagement

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FALL ENROLLMENT DATA CYCLE



Enrollment is Complex



ENROLLMENT DATA GOLDMINE



Integration

- Trend Analysis
- Forecasting
- Board Reporting
- School Audit
- Learning & Improvement

- Historical Enroll
- Historical Retention
- Financial Aid
- Advancement
- Finance & Payment
- Transcript Release Reqs
- Exit Interviews

Internal Data

- Funnel Data
- Historical inquiries
- Feeder schools
- Siblings not applying
- Test scores
- Apps & Acceptances
- Demographics

External Data



WHERE ARE YOU?

Internal Data

by Grade/Teacher/Group/Division/School

Goal: Outliers & Patterns

- **Retention History**

Overall Results? Are there outlier grades? Trends? What Grades/Divisions are stronger? Weaker?

- **Transcript Requests**

Any surprising trends? Exceptions?

- **Exit Surveys:** Preferably an Independent Assessment using strategic questions with some open-ended

Any patterns? Consistent comments? Surprises? How do the results comparison to last year's?



WHERE ARE YOU?

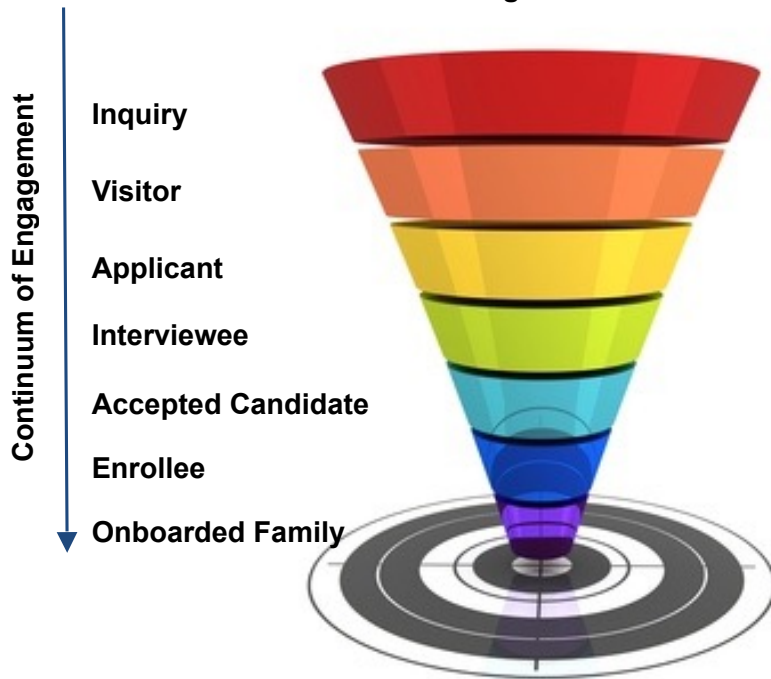
External Data

by Grade/Division/School

Goal: Find Outliers & Patterns

- **Inquiry data collected from cards and forms**
Demographic factors (grades, zip codes, how did they hear?)
- **Determine yield for each stage** of the admissions funnel, noting strengths and weaknesses for each grade. Which tours achieved the best results?
- **Applications/grade.** Any off-trend results?
- **Qualified Apps.** Stronger or Weaker?
- **Apps with Differences/Psych Evals:** more or less than previously?
- **Newly Enrolled Students:** Odd trend? More of one grade than another? New entry points? If so, why? New Family Survey? Major changes? Pay particular attention to K.

Target Market





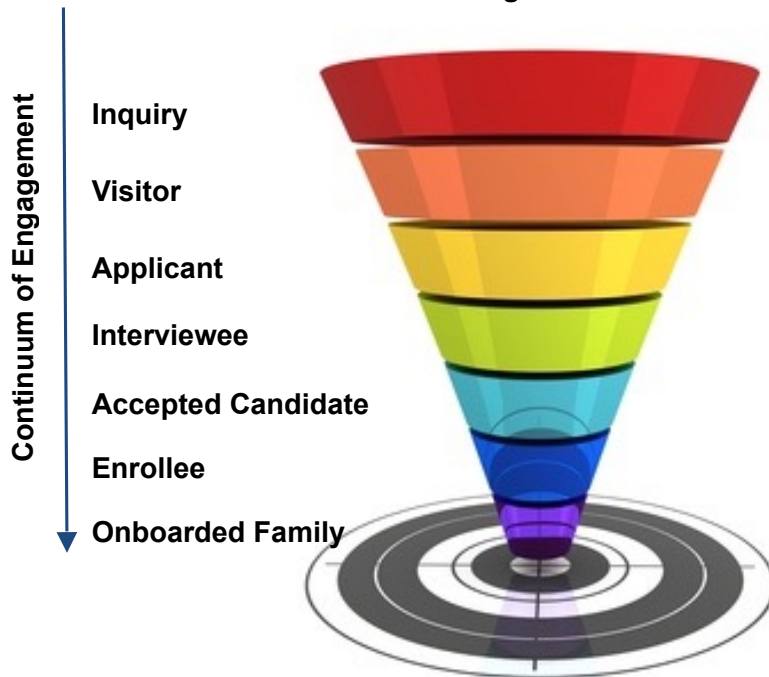
WHERE ARE YOU?

External Data

by Grade/Division/School

Goal: Find Outliers & Patterns

Target Market



- **Notice any shifts** at any level?
- Where increases occurred, did factors in **competing schools** have an impact?
- Did a **particular program or feature** in your school attract more families?
- Did faculty/parent focus on **increasing engagement** produce improved results?
- Do you have a **marketing problem**?
- Have inquiries at the top of the funnel changed?
- What **internal or external factors** are causing these changes?



WHERE ARE YOU?

New Family Survey

Goal: Adjust Target Market & Value Prop

- Conducted towards the end of September after Internal & External data collection and analysis because this provides a context for asking better questions of new families
- Target the grades where admissions has more questions
- Recommend high value adjustments that can be made

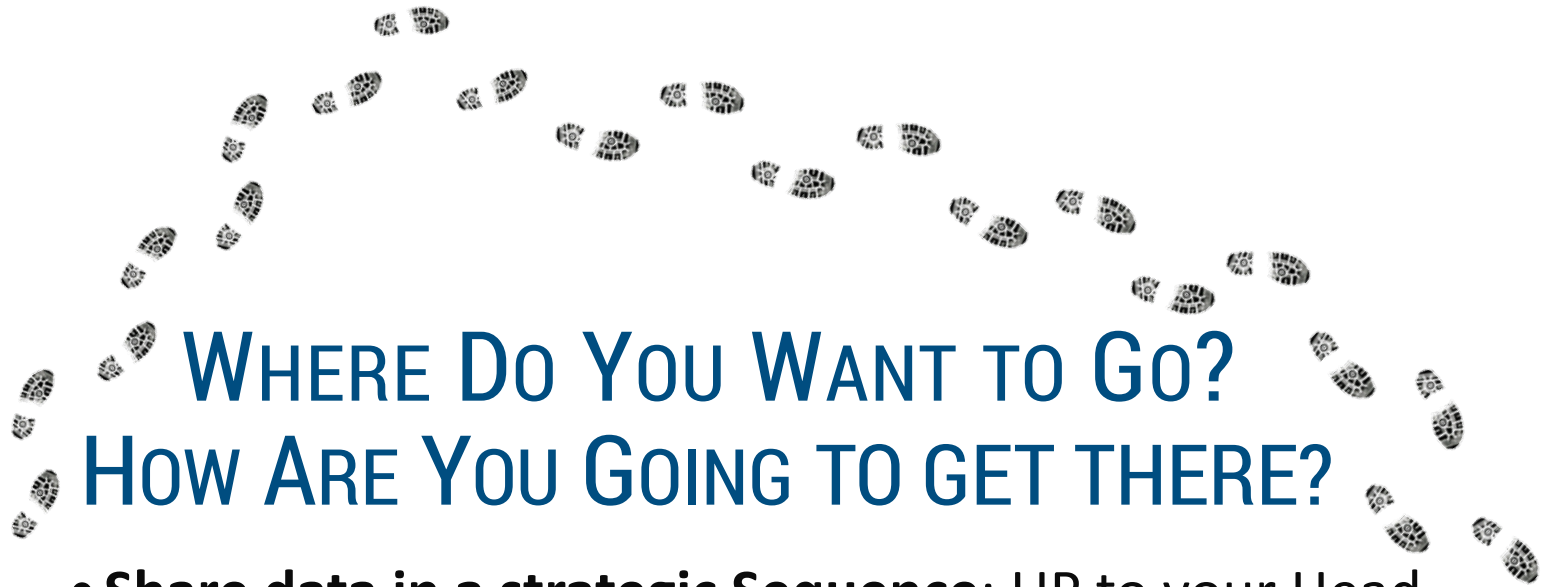
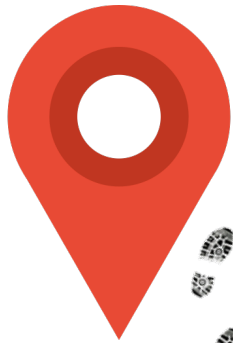


WHERE ARE YOU?

Data Integration

Goal: Connect the Dots

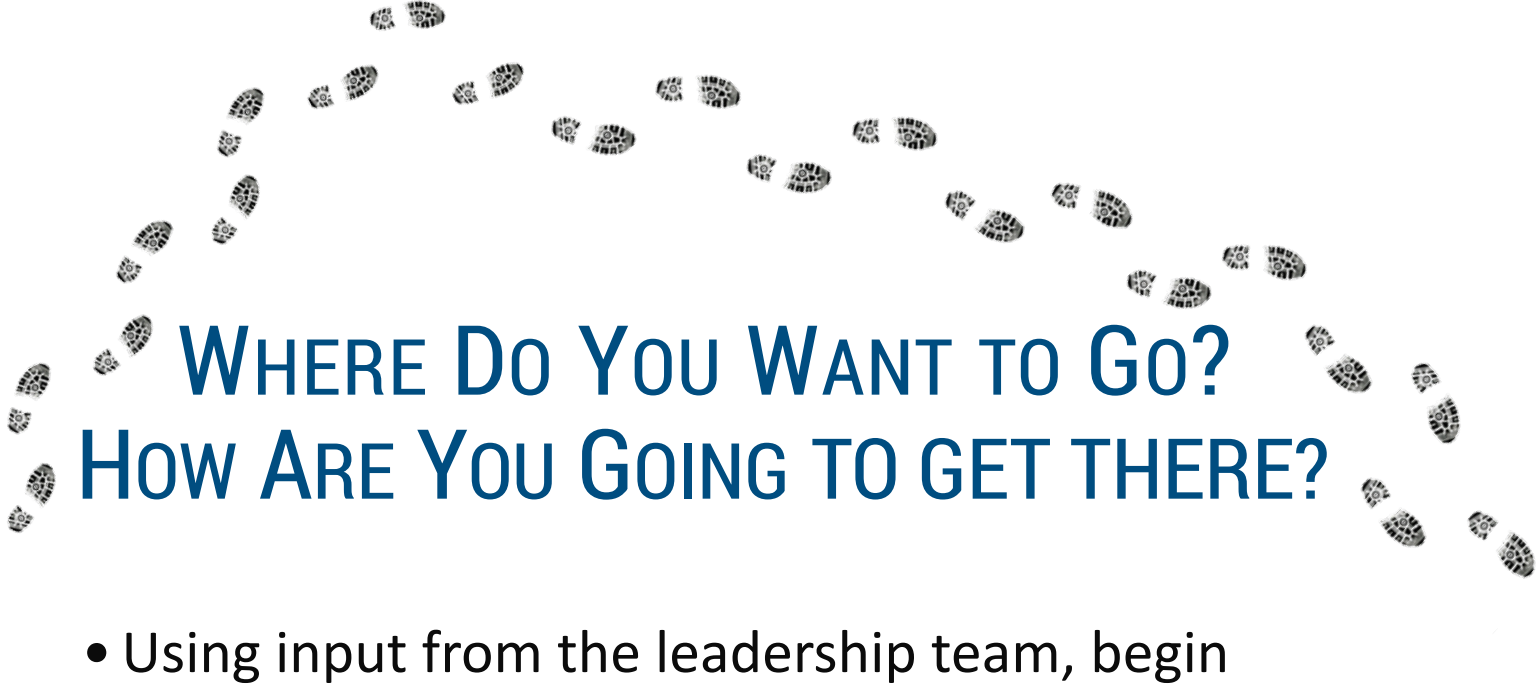
- Overlay internal and external
- Where are strengths & weaknesses?
- Did you achieve your enrollment goals?
- Did you forecast accurately? Why or Why Not?
- Review survey data again: why families came, left
- Analyze & Learn

A trail of black footprints starts from the bottom left, curves around the top and right, and ends near a large blue 'X' on the right side of the slide.

WHERE DO YOU WANT TO GO? HOW ARE YOU GOING TO GET THERE?

- **Share data in a strategic Sequence:** UP to your Head first, and then OUT to the Leadership Team
- **Celebrate the wins** with everyone—faculty & parents
- **Brainstorm ideas and solutions:**
 - How could we improve retention?
 - How can we strengthen culture?
 - How can we convert at a higher rate in certain grades?
 - How do we adjust to win?
- **Encourage frank and honest discussions** about faculty performance, cultural impact, etc.





WHERE DO YOU WANT TO GO? HOW ARE YOU GOING TO GET THERE?



- Using input from the leadership team, begin implementing **short-term initiatives** to test ideas
- **Adjust** marketing and enrollment strategies
- Consider a fall **Leadership Retreat** to assess Organizational Health & Leadership Capacity
- Assess admissions performance and practices through an **Enrollment Audit**



Maximize Summer Enrollment

1. Keys to Summer Success
2. New Family Onboarding & Parent Ambassadors
3. The School-wide Engagement Plan
4. Enrollment Data Expertise

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