

Getting the Most out of Online Admissions



#FinalsiteU |  @FinalsiteUK

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OpenApply Director



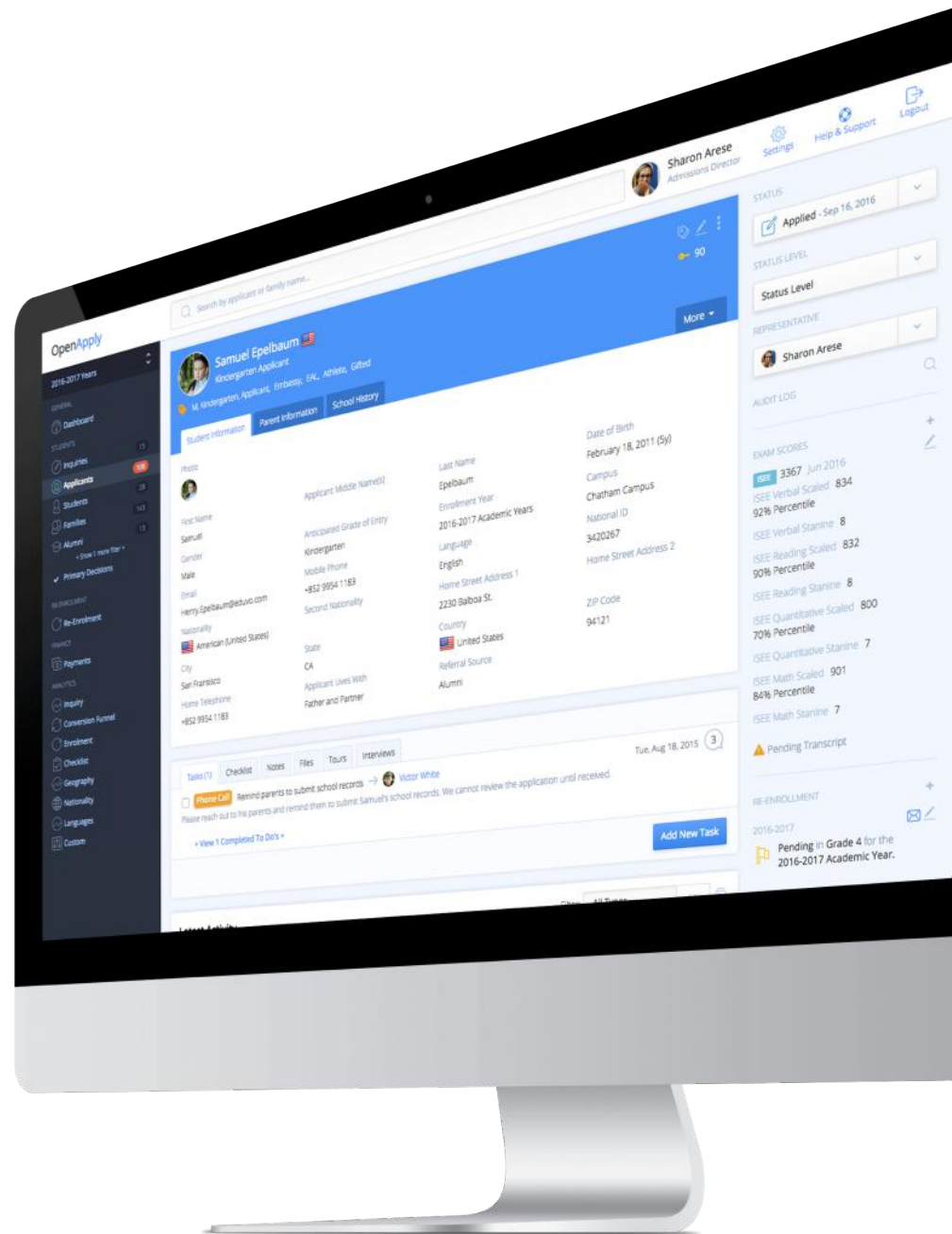
Introduction

Who are we?



The Paperless Admissions Office

- ✓ Personally designed online application forms
- ✓ Centralise application information online with interviews, payments and exam history
- ✓ Monitor enquiries, applications, and enrolments in real-time



OpenApply Today

We are honoured to serve over **300** leading international schools in over **70** different countries.



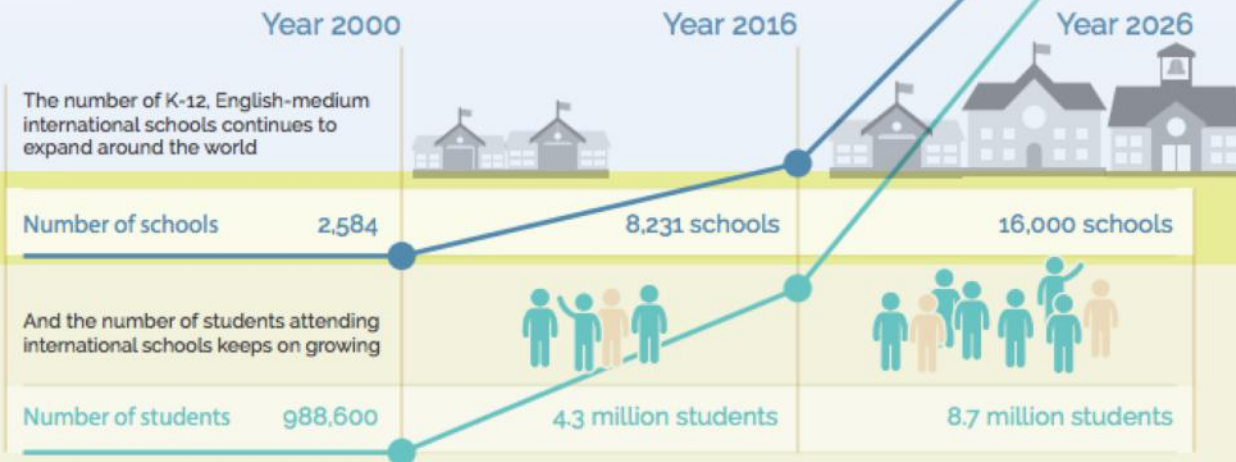
The Market

International School Trends

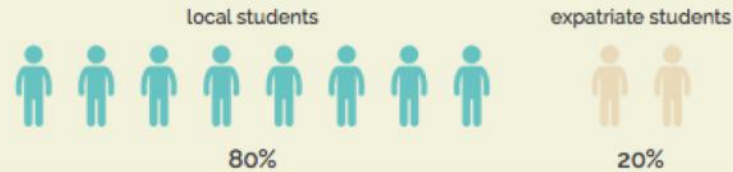
International School Growth since 1960



Source: ISC Research



The demand for international school places in most countries of the world today is dominated by **local families**



There are now international schools in most countries of the world. Many countries and even some cities have over 100 international schools



The most popular curriculum choices are



iSCResearch

The International School Consultancy is the leading provider of data and market intelligence on the world's international schools market www.iscresearch.com

Best Practices

How does your admissions process compare?

Accessibility



- ✓ When, where, and on which device?
- ✓ User-friendly
- ✓ Multi-lingual
- ✓ Streamlined Parent Submissions

Communication

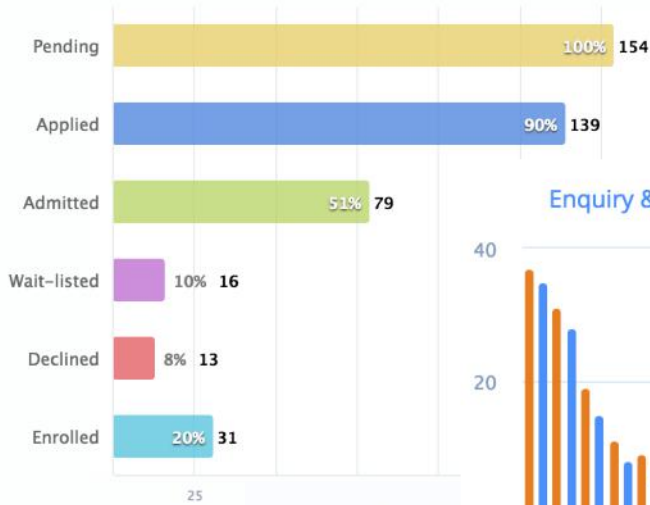


- ✓ Bulk messaging
- ✓ Mail merge capabilities

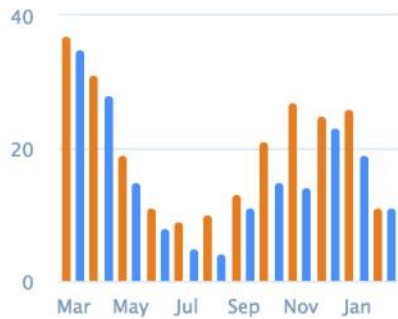
- ✓ Lead tracking
- ✓ Internal communications

Data

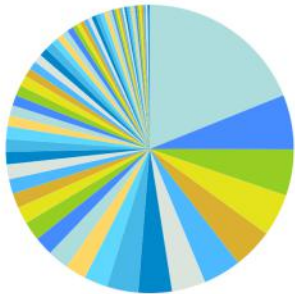
Academic Year 2018-2019



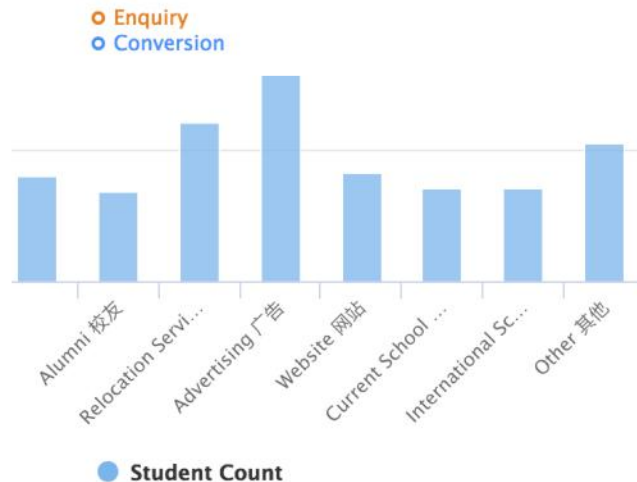
Enquiry & Conversion



Nationality Report



- American (United States)
- Australian
- Indian (India)
- British
- Italian (Italy)
- Brazilian
- Canadian
- German
- Norwegian (Norway)
- French (France)
- Chinese (China)
- Mexican
- Irish
- Polish
- Russian



- ✓ Automated data collection
- ✓ Easy ability to remove data
- ✓ Built-in analysis tools
- ✓ Security & Privacy

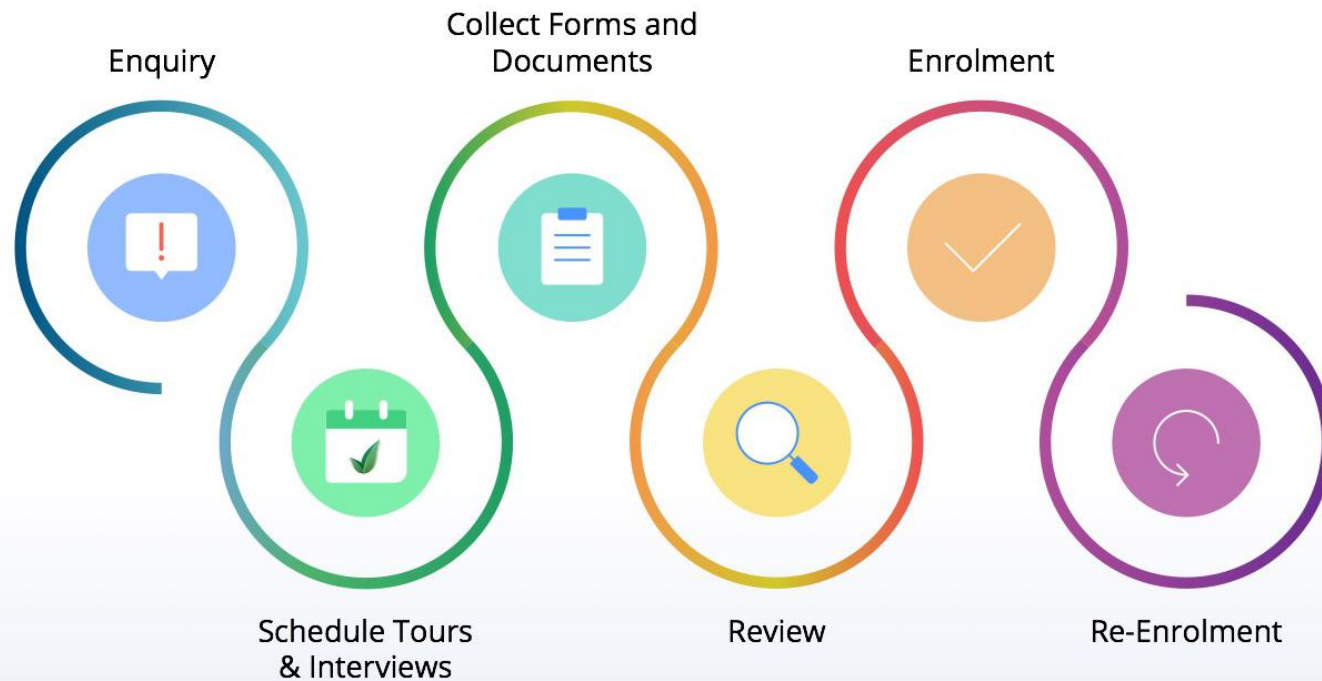
Processing

✓ Status tracking

✓ Searching and Filtering

✓ Task management

✓ Online Review



System Review



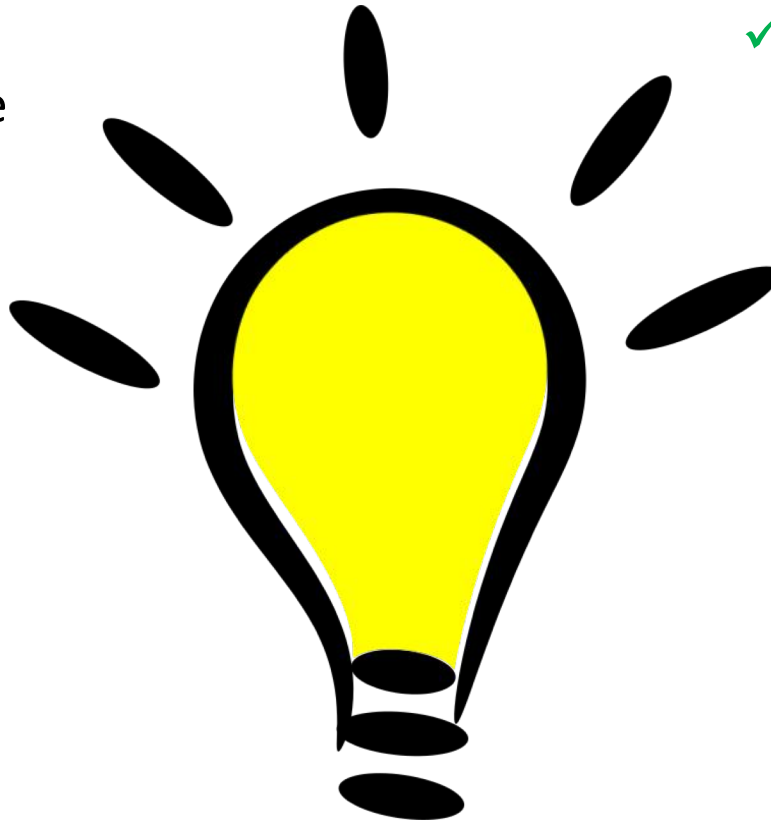
- ✓ Key Points
- ✓ Pain Points
- ✓ Causes
- ✓ Fix!

Implementation Tips

Implement correctly to make full use of your system.

Make a plan!

- ✓ Consider your admissions cycle
- ✓ Who should be involved?
- ✓ Get everyone on the same page
- ✓ Create a timeline
- ✓ Take the plunge!



Training

- ✓ All users should be fully trained
- ✓ Create a manual or guide
- ✓ You're paying for support, use it!
- ✓ Keep support contacts handy
- ✓ Ask questions



Adaptation



- ✓ Don't wedge a paper process into an online system
- ✓ Reflect and Rethink
- ✓ Managing Data Entry > Managing Data Integrity
- ✓ Stay informed of upcoming improvements and changes

More Resources

Other opportunities to network and share best practices.

Professional Development

Admissions Conferences



Webinars

<p>CULTURAL INTELLIGENCE AND ADMISSIONS <small>By Nivin El Aawar</small></p> <p>Cultural Intelligence and Admissions Nivin El Aawar Thu, October 11, 2018</p> <p>Join Nivin El Aawar, Director of Admissions and Parent Relations at Wellspring Learning Community in...</p>	<p>ADMISSIONS OFFICE & GDPR</p> <p>Admissions Office & GDPR Miguel Martinez Hernando Thu, September 27, 2018</p> <p>Join Miguel Martinez Hernando, lawyer and admissions professional at Benjamin Franklin Internationa...</p>	<p>Learning Support and Admissions</p> <p>Learning Support and Admissions Sandra Helmig Thu, June 28, 2018</p> <p>Join Sandra Helmig, High School Learning Support teacher at Inter-Community School, Zürich, as she ...</p>
<p>WISS <small>17 years of Marketing and Admissions experience in China</small></p> <p>Curriculum Conversations with Chinese Families Maria English</p> <p>Curriculum Conversations with Chinese Families Maria English Thu, May 24, 2018</p> <p>Join Maria English, Marketing and Admissions Officer at Western International School of Shanghai, as...</p>	<p>Harare International School</p> <p>Showcasing Harare International School OpenApply Webinar by Sara Fobelets (Admissions & Marketing)</p> <p>Showcasing Your School Sara Fobelets Tue, April 17, 2018</p> <p>Join Sara Fobelets, Admissions and Marketing Manager at Harare International School, as she discusse...</p>	<p>OpenApply Analytics at KIS</p> <p>Analytics for International School Admissions Linda Belonje</p> <p>Analytics for International School Admissions Linda Belonje Wed, March 28, 2018</p> <p>Join Linda Belonje, Director of Marketing and Development at KIS International School, as she discus...</p>

International Admissions Bulletin!



Published twice a year for international school admissions offices

- ✓ Over 60 pages of content
- ✓ Insights into admissions trends around the globe
- ✓ Written by international school admissions staff for international school admissions staff

September 2018 issue now available!

<http://openapply.com/bulletin>

Available 2019!



OpenApply is a modern online admissions office supporting every stage of the applicant journey from enquiry to enrolment. Today over 300 schools in over 70 countries rely on OpenApply to help manage their admissions process.



Finalsite is a best-in-class marketing and communication platform that empowers schools to recruit, retain and engage their community. Finalsite works with over 250 international schools in 80 countries.

1

Market smarter and measure your success with Finalsite's new inbound marketing tools enabling you to target, automate and fill your funnel.



2

Process applications and analyse trends from enquiry to enrolment on OpenApply's online admissions platform.



3

Retain students and staff, and connect alumni and donors to your mission and fundraising goals.



Questions?