The Customer Journey

1. Awareness
   - Advertising: (print, digital, social)
   - Recruitment events
   - Marketing partnerships
   - Event sponsorships
   - Complementary programs

2. Inquiry
   - Phone call
   - Email
   - Web inquiry

3. Engagement
   - Personal tour
   - Open house
   - Recruitment event

4. Admission Process
   - Tour
   - Student visit
   - Assessment
   - Interview

5. Enrollment
   - Acceptance
   - Tuition pre-screen
   - Withdraw without penalty
   - "Come and play"
   - "Meet your mentor"

6. Family Satisfaction
   - New family breakfast
   - Mentor check-in
   - Admin and admission check-in
   - Curriculum and info night
1. Awareness

- Advertising (print/digital)
- Recruitment events
- Marketing partnerships
- Event sponsorships
- Complementary programs (toddler/camps)
- Word of Mouth

Who is involved in WOM? EVERYONE!
- Admission Office
- Marketing
- Faculty
- Parents & Parent Ambassadors
- Parent Association
- Office staff
- Students

Are you engaging and interactive?
Is your website customer friendly?
Is the contact form easy to use?
What is your response time to social media comments?
How do you cultivate BRAND AMBASSADORSHIP among staff and families?

What experience do you provide participants?
How do you connect with program participants?
- Newsletter,
- personalized emails?
2. Inquiry

- Email
- Phone call
- Web Inquiry

Who is involved?
- Director of Admission
- Parent Ambassadors
- Parent community

What is your response time to inquiries?

Do you offer inquiries the ability to choose their preferred form of contact?

How, when and why do you follow up?
- Email?
- Personalized letter?
- Phone call?

Who follows up?
3. Engagement

- Personal tour
- Open house
- Recruitment event

Who is involved?
- Parent Ambassador
- Admission Office
- Marketing
- Faculty
- Office staff
- Security
- Student Ambassadors

What are your engagement priorities? Why?

How do you follow up?
Bi-monthly prospective family newsletter
Post-tour followup from Parent Ambassador and Admission Office

How do you make each engagement unique?

Have you researched your customers?
4. Admission Process

- Tour
- Student visit
- Assessment
- Interview

Who is involved?
- Admission Office
- Parent Ambassador
- Student Ambassador
- Faculty

What aspects of your admission process are online?

Does your customer know the steps involved?

How do you support your customer through each point in the process?

How does prospective parent feedback impact your admission process?

What are your followup procedures?
5. Enrollment

- Acceptance
- Tuition pre-screen
- Withdraw without penalty
- "Come and play"
- "Meet your mentor"

Who is involved?
- Admission Office
- Faculty
- Tuition Assistance Committee
- Parents
- Parent Association

Do you personalize your acceptance forms and letters?

How clearly do you communicate Tuition Assistance?

Is the process user-friendly?

What experiences do you provide new families to meet current or incoming families?
6. Family Satisfaction

- New family breakfast
- Mentor check-in
- Admin and admission check-in
- Curriculum and info night

Who is involved? EVERYONE!
- Admission Office
- Marketing
- Faculty
- Parent Ambassadors
- Student Ambassadors
- Parent Association

How do you transition new families from the Admission Office to the school's administrative team?

What initial orientation do you provide new families?

Do you collect feedback from families?

What - and who - contributes to retention from enrollment to graduation?

Do you track retention and re-enrollment information? What proactive retention strategies do you employ?

How do you celebrate your successes?