





Who is involved in WOM? EVERYONE!

- Admission Office
- Marketing
- Faculty
- Parents & Parent Ambassadors
- Parent Association
- Office staff
- Students

What experience do you provide participants?

How do you connect with program participants?

- Newsletter,
- personalized emails?

1.

Awareness

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

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?

Who is involved?

- Director of Admission
- Parent Ambassadors
- Parent community

2.

Inquiry

What is your response time to inquiries?

- **Email**
- **Phone call**
- **Web Inquiry**

How, when and why do you follow up?

- Email?
- Personalized letter?
- Phone call?

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

Who follows up?



Who is involved?

- Parent Ambassador
- Admission Office
- Marketing
- Faculty
- Office staff
- Security
- Student Ambassadors

How do you follow up?

Bi-monthly prospective family newsletter

Post-tour followup from Parent Ambassador and Admission Office

3.

Engagement

- **Personal tour**
- **Open house**
- **Recruitment event**

What are your engagement priorities? Why?

How do you make each engagement unique?

Have you researched your customers?

Who is involved?

- Admission Office
- Parent Ambassador
- Student Ambassador
- Faculty

4.

Admission Process

- Tour
- Student visit
- Assessment
- Interview

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?

Who is involved?

- Admission Office
- Faculty
- Tuition Assistance Committee
- Parents
- Parent Association

How clearly do you communicate
Tuition Assistance?

Is the process user-friendly?

5.

Enrollment

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

Do you personalize
your acceptance forms and letters?

What experiences do you provide new families
to meet current or incoming families?

Who is involved? EVERYONE!

- Admission Office
- Marketing
- Faculty
- Parent Ambassadors
- Student Ambassadors
- Parent Association

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?

6.

Family Satisfaction

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

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?

How do you celebrate your successes?