Enrollment Season Checklist

The Digital Movement

To ensure a smooth and successful enrollment season, your school should implement a comprehensive technology checklist.

Ensuring reliable technical support, data protection measures, and backup systems are crucial to prevent disruptions and safeguard sensitive information. Read below to help maximize the effectiveness and efficiency of the enrollment process.

✓ **Paperless processes:** Sign, seal, and deliver all online. Send out contracts and collect signatures quickly and securely.

✓ **Online and mobile payments:** Offering modern, accessible options allows families to make on-time tuition payments, as well as pay for meal plans, athletic costs, and auxiliary programs.

✓ **Multi-channel communication with families:** From social media to email campaigns, foster meaningful communication with families at every stage of the process.

✓ **Automated workflows help easily enroll students:** Keep families engaged throughout the enrollment process and track engagement effortlessly.

EXTRA CREDIT ENROLLMENT TIPS

Proactive Communication is Key: Spring is a natural time for parent-teacher conferences. Your school can also go beyond the traditional parent engagement times. Consider hosting an on-campus summer event to showcase facilities and to attract prospective families.

Personalized Communication: Every interaction with families makes a big difference in how they feel a part of a community. Use the power of personalized communication to ensure you're building connections. Sending a personalized note, email or following up with a phone call to families to answer any questions they might have about the school are keys to building bridges with families.

Celebrate Student Achievements: All year-round keep in mind that shining a spotlight on student success helps showcase your school to new families and boosts your retention efforts. Shine a spotlight on student success by organizing school awards ceremonies, academic showcases, or student-led presentations and make sure to share them online on your website too!

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