Our Biggest Admissions Challenges
Biggest Marketing Challenge

• BAG group to talk about admissions in BKK
• Finding out how things are done at different schools
• Similar difficulties
• Share, suggest, commiserate!
Some things that came up

- Assessing younger children
- Managing diversity
- Holiday time coverage
- Managing wait lists
- Communicating denials
- Re-enrolment
What is your biggest challenge?

- Write down 1-3 of your biggest admissions challenges (3 minutes)
- We will compile a list of challenges
- Group into similar challenges/interests
- Discuss as a group (20 minutes)
- Present your best ideas/practices
Example

• Managing wait lists
  – At KIS we have large waitlists for Early Years classes, smaller ones for Primary and Secondary School.
  – Some ideas on how we try to manage them and keep parents happy
Our strategies

• Waitlist is considered a “pool” not a list based on points or chronology so applicants are not given a “number”
• Transparency as to priorities for placement, such as siblings, international passports, international experience, IB experience, etc.
• Clear communication about when parents will receive an update
• Implemented fixed admissions periods for Early Years
• We don’t invite all applicants for an assessment
• Clear waitlists after a year
• Re-application is not encouraged into the Early Years
• We do not take application payment until an assessment date has been set.
Now please think....

• What is your biggest admissions challenge? (3 minutes)
• Then we’ll make a list
Our biggest challenges
Group discussions

• For Google Doc to write down your strategies
• 20 minutes discussion
Review suggestions

• http://bit.ly/1AnD3Fl
Feel free to continue adding!

- LUNCHTIME