Welcome!
Before we begin, on your post-it note, please list your top three enrollment challenges/wishes.
FROM ADMISSIONS TO EX-MISSIONS AND BEYOND

American Montessori Society Conference 2018
What are your enrollment challenges/wishes?
When perception and reality are not necessarily aligned...
When you take a courageous, deep dive with fresh eyes, what might you discover?
With a neighbor, please take a moment to reflect on your everyday life and share an experience when you felt truly valued as a customer.
FIVE WAYS OF BEING:

1. Be welcoming
2. Be genuine
3. Be considerate
4. Be knowledgeable
5. Be involved

To do: Find your framework.
How does this framework allow us to approach enrollment through a customer service lens?
MARKETING

Is marketing a priority?

- What is your digital presence? Is it intuitive and user-friendly?
- Are you consistent with your branding?
- Do you know your reputation?

To do: Evaluate your online presence.

Be welcoming | Be knowledgeable
INQUIRIES BECOME AN EXPERIENCE

Engage in authentic and meaningful interactions.

- Listen and respond with intention
- Leverage your Montessori knowledge
- Be a resource

To do: Create a sensorial experience.

Be genuine | Be considerate | Be knowledgeable
WHO IS ON YOUR ADMISSIONS TEAM?

Admissions and retention is a shared responsibility.

- Teacher ambassadors
- Student ambassadors
- Parent ambassadors
- Senior leadership ambassadors
- Past parents
- Past students
- Board members
- Business owners
- Head of School

To do:
Empower the team.

Be welcoming | Be genuine | Be considerate | Be knowledgeable | Be involved
INTENTIONAL RETENTION

Enrollment is an Experience, Not a Data Point!

- Intentional retention encompasses:
  - Parent Development
  - Comprehensive and Consistent Communication
  - Cultivating Community

To do: Evaluate your communications plan.

Be welcoming | Be genuine | Be considerate | Be knowledgeable | Be involved
DEVELOPING PARTNERSHIPS

Guiding families through their transitions.

- Get to know your partners (competitors)
- Set up exploratory conversations with other Heads of Schools
- Identify creative ways for students to dually enroll in their final year in your program

To do: Define potential partners.
THOUGHTFUL EX-MISSIONS

What is our goal?

- Best support the child through their educational journey.

What must we acknowledge?

- All children will eventually leave your school.

How do we approach this knowledge with a customer service lens?

- Be willing to discuss a family’s readiness to pursue their next school experience
- Remove shame from the conversation

To do:
- Be genuine
- Be considerate
- Be involved

To do: Develop ex-missions timeline.
What are the benefits of this customer service approach?
CONTINUING THE EXPERIENCE

Establish a meaningful alumni association.

- Celebrate (and communicate) your alumni achievements and accomplishments
- Identify opportunities for ongoing engagement (and a pipeline for alumni leadership development)
- Don’t be afraid to ask (and invite!) alumni and alumni families to stay involved
- Giving follows engagement!

To do: Establish an alumni association.

Be genuine | Be involved
TO-DO LIST:

- Find your framework.
- Evaluate your online presence.
- Create a sensorial experience.
- Empower the team.
- Evaluate your communications plan.
- Define potential partners.
- Develop ex-missions timeline.
- Establish an alumni association.
QUESTIONS?

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