



Enrollment Master-Plan

Expert-Level Enrollment and Admissions Strategy



Frank Natie

Founder & CEO

18th October, 2024

Day 3



RECAP OF DAY 2

What did you learn yesterday that you can apply in your school right away?

[Resources](#)



Day 3

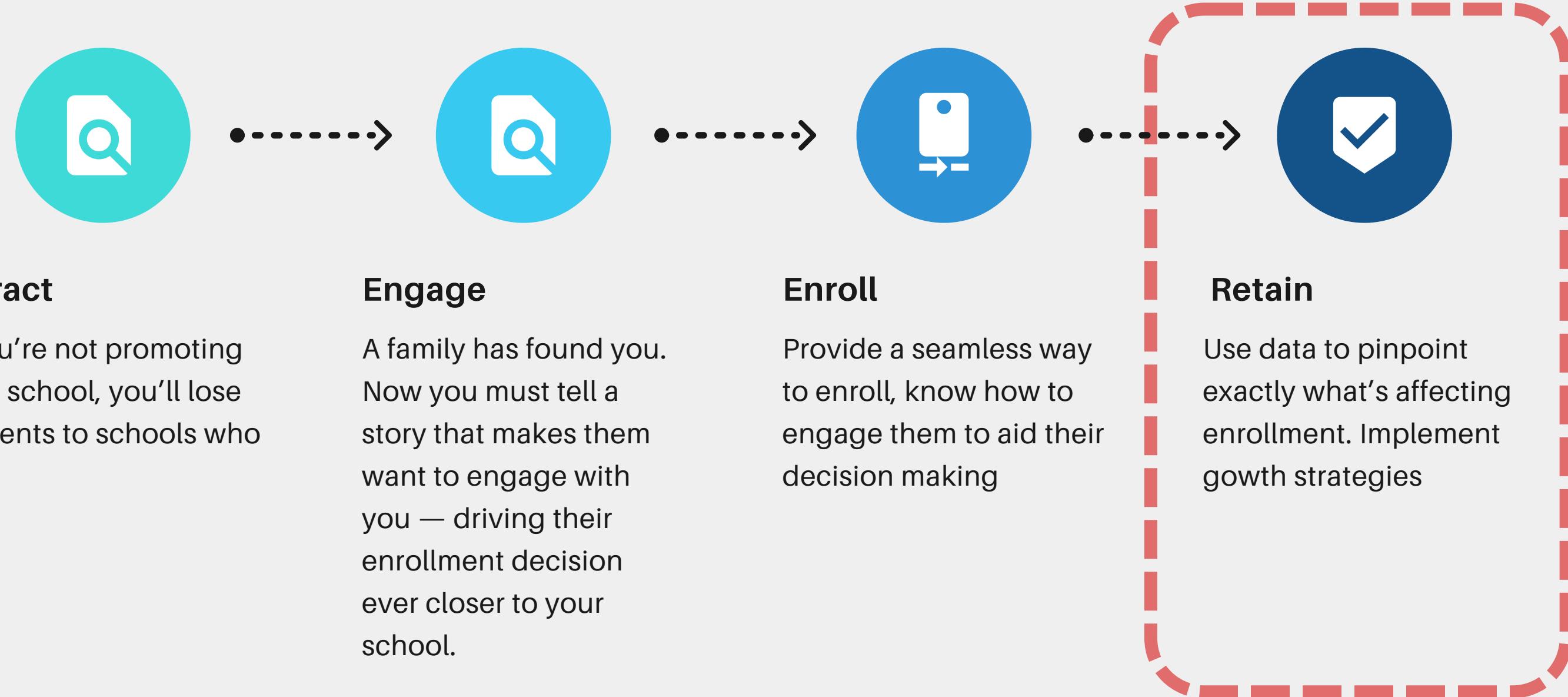
In This Training:

**How to retain students &
Harnessing the power of Social
Media**

»



Strategic Enrollment Process



Retain!

Enhancing Parent & Student Satisfaction

Retention rates affect

- Reputation
- Financial Health
- Long-term growth

**Cost to acquire 1
new student**



**Cost to retain 1
Customer**



Source: Marius Kiniulis, Jun 2021

Retain!

Enhancing Parent & Student Satisfaction

Let's Discuss

What measures do you have in place to Enhance parent and students satisfaction?

Share some of the things you're doing to ensure that parents don't take their children from your school



Retain!

Enhancing Parent & Student Satisfaction

Key Retention Techniques (Ideas)

- Strong Parent Engagement
- Make Students Happy in your school
- Enhancing Teacher-Parent Relationships
- Celebrating Milestones & Success



Retain!

Enhancing Parent & Student Satisfaction

Practical Tools for Retention

- What tools or methods do you have in place to ensure retention or inform you of what to improve?



Retain!

Enhancing Parent & Student Satisfaction

Measures to put in place for retention

- Joseph Aidoo



Retain!

Enhancing Parent & Student Satisfaction

Practical Tools for Retention

- Post Admission Survey
- Parent Satisfaction Surveys
- Keep your former students connected
- Retention Analysis based on retention and drop-out data

Termly Parent Satisfaction Survey



Retain!

Measuring Success: KPIs for Admissions and Retention

KPIs for Retention Success

- Retention Rate
- Parent Satisfaction Score
- Student Performance
- Teacher-Parent Meeting Attendance



Retain!

Building a Sustainable Growth Plan

Long-Term Vision for School Growth

- Set goals in line with your KPI
- Plan actions to achieve Goals



Retain!

Building a Sustainable Growth Plan

Steps to Develop your Growth Plan

- Do your SWOT Analysis
- Refine Your Target Audience
- Develop Your Marketing and Branding

School Growth Action Plan



Retain!

Building a Sustainable Growth Plan

Infrastructure and Quality

- Facility Improvements
 - Parents will support facility improvements if they're interested (SWOT)
- Teacher Retention
 - Teacher turnover has direct impact on student performance hence



Retain!

Enhancing Parent & Student Satisfaction

Master Social Media

- Kobina Panyin Aidoo



Retain!

Building a Sustainable Growth Plan

Infrastructure and Quality

- **Use Social Media (Panyin)**
- Technology Integrations
 - Admissions
 - Management Academic work
 - Security
 - Communications



Retain!

Building a Sustainable Growth Plan

Strong Partnerships and Community Connections

- Partnerships with Local Businesses
 - Think of internships, scholarships
 - Sports teams, art shows, career days, funfairs
- Community Outreach
 - Social responsibility initiatives
 - Seminars (Parenting skills, Health and wellness,
- Tutoring non- students
- Technology workshops for parents and locals

»

Retain!

Building a Sustainable Growth Plan

Monitoring & Supervision

- It's important to collect this data regularly
- Add monitoring and supervision to your calendar
- Set Bench marks and rewards
- Analise, identify loop holes, make adjustments
- Share feedback with team regularly

»



Thank You

Contact us to learn more

Frank Natie

frank.natie@minex360.com

+233 50 160 8002

Resources