

The Admission Funnel: How to Streamline the Private School Admission Process (Paperback)



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THE ADMISSION FUNNEL: HOW TO STREAMLINE THE PRIVATE SCHOOL ADMISSION PROCESS (PAPERBACK)



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Independent School Management, United States, 2009. Paperback. Book Condition: New. 277 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.As the Admission Director of a private school, you re probably amazed at the many different ways prospective families discover your school hearing positive word of mouth from a friend of a friend of a friend, coming across your school Web site during a Google search, reading about your school in a magazine or newspaper, receiving one of your direct mail pieces, watching one of your sports events or attending a school play or concert, or hearing the School Head on a local radio talk show. Regardless of how they find you, the key question you must ask is: What do I do when parents and students express an interest in our school? This book answers that question and more! Not only does it answer what to do, but it provides a step-by-step process to bring prospective families into your office and eventually, if you meet their needs, matriculate their children into your school as successful, mission-appropriate students. Keeping the funnel full from top to bottom and free-flowing is the Admission Office s challenge. Your ability to skillfully guide mission-appropriate families through the admission process is essential in guaranteeing your school s future and maintaining its quality. This book helps you assess your process to ensure the effectiveness of your current practices. If your school is having trouble maintaining full enrollment, analyze your admission process using the Admission Funnel as a gauge. As you read this book and follow step-by-step through the funnel process, you re likely to find ways to fine tune your own process and strengthen the overall enrollment program at your school. The book is a based on the experience of the Consultants...



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