

Top 5 Priorities for School Admissions

The admissions office is the heart of a school, handling not only enrollment, but also playing a huge role in marketing and sales. With constantly changing technology and parent expectations, it can be easy to get overwhelmed – especially for a small team. Work smarter by focusing your efforts on these top priorities.

1

The Marketing Funnel

Admissions IS sales. The marketing funnel is essential to attracting new families, growing your numbers, and ensuring your school's future success.



2

The Parents

Today's generation of parents grew up online. It's crucial that your school understands what they're searching for and how to market to them. Get ready for Gen Z!



3

The Journey

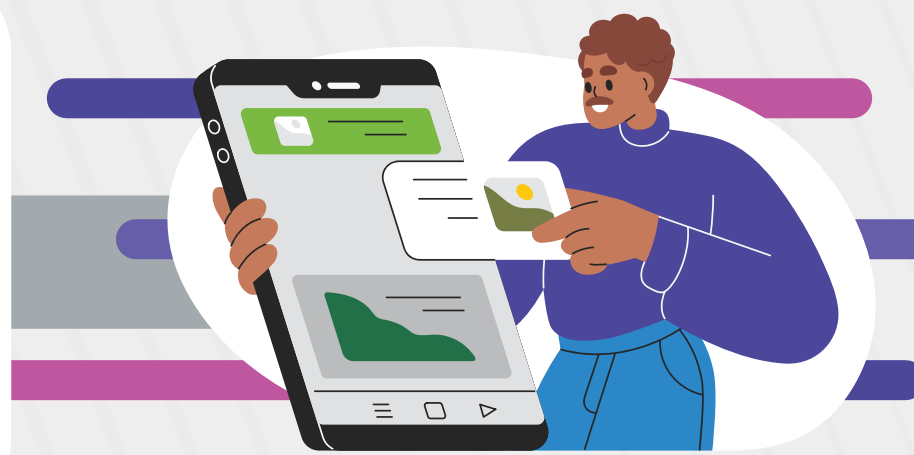
Families have more ways than ever to search for schools, meaning every admissions journey will be slightly different. Keep your enrollment process flexible to meet families wherever they may be on this journey.



4

Your Website

Your website is your most valuable marketing tool. Don't force parents to call you. Make all the information they need easily accessible online.



5

Your Process

Parents want the application and enrollment process to be easy. Good admissions software can give them the experience they expect.



Want to dive deeper? Watch this [on-demand webinar](#) with FACTS Enrollment Management Specialist, Robin Parrish.

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