



Creating Enrollment Experts: The Success of FACTS Enrollment Management Specialists



A New Opportunity

Here at FACTS, we are constantly looking for new ways to better serve our schools. From new product launches to our annual user conference, our focus is always on innovation and further developing solutions to help schools, teachers, and families face their unique challenges. As part of this ongoing commitment, in 2021, FACTS identified an opportunity to provide even more support by creating dedicated roles to assist schools with enrollment management.

After decades of working with schools, we know how overwhelming enrollment management can be for even the most experienced teams and how important it is to the overall success of a school. By creating Enrollment Management Specialist positions, FACTS can provide expert guidance and consultation. The role of the Enrollment Management Specialists isn't just to ensure users are proficient in FACTS platforms; it's to fill a gap in education and offer schools even more tools to master enrollment and see the benefits in their school communities.

"These positions are a fantastic way to add value to what we are offering our schools," says Scott Spethman, FACTS President. "The Enrollment Management Specialists provide so much more than customer service. They're providing schools with a personalized, top-level concierge experience. From sharing best practices to offering admissions process analyses and audits, the work they do truly demonstrates how committed FACTS is to helping schools reach their goals. We've had a great response to these positions so far and are looking forward to building on this success."

Meet the Specialists

To help schools truly master enrollment management, it was crucial to find individuals that knew both the education industry and the private school admissions process inside out. With a combined 20 years of experience in education and admissions under their belts, Robin Parrish and Tracy Smith fit the bill perfectly.



Robin Parrish

Robin graduated with a bachelor's degree in Education from Auburn University and has worked in independent schools in Tennessee, Connecticut, and South Korea as both a teacher and enrollment professional. Prior to joining FACTS, she spent 13 years working in Admissions and Enrollment in two FACTS schools. With her experience, she is eager to help admissions professionals strategically use FACTS products to streamline their processes and meet their enrollment goals.

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Tracy Smith

Tracy holds a master's degree in Christian Education from Dallas Theological Seminary and is a seasoned professional who understands the world of Admission and Enrollment. Prior to FACTS, she worked in two independent schools where she directed Advancement, Marketing, and Communications, and built a team to support the school's admission and retention goals as Enrollment Management Director. She now enjoys sharing best practices with schools across the country.

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By the Numbers

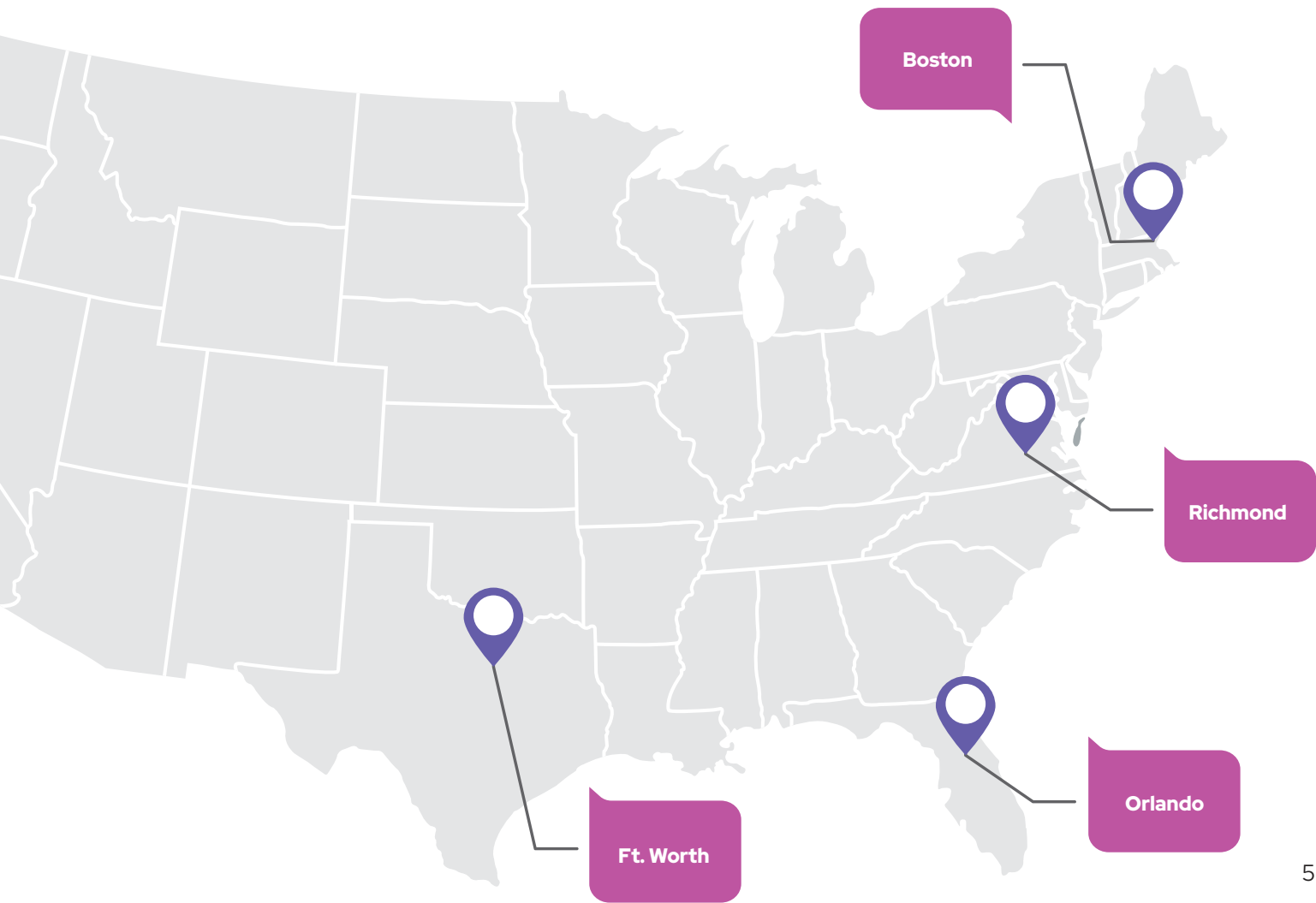
With the right team firmly in place, it was time to hit the ground running. While the Enrollment Management Specialists positions were created to offer schools concierge-level service, connecting with as many schools as possible through education and trainings is also crucial to the roles. Robin and Tracy approach these trainings through a variety of methods, including webinars, user-group presentations, professional development and trainings, conference speaking sessions, and more. Speaking on a wide range of admissions-related subjects and through different formats allows Robin and Tracy to answer questions, receive feedback, and tailor their future presentations to best address the concerns schools are voicing.

Diocesan and District Initiatives

Archdiocese/District	Presentation/Workshop Topic
Boston	Continuous Enrollment consultations, pilot program launch
San Antonio	User-group meeting: "Enrollment 101: Is Continuous Enrollment Right for You, and How You Can Streamline Your Returning Student Packs"
Camden	Admissions workshop, virtual professional development day
Dallas	"Is Continuous Enrollment Right for Your School?"
Fort Worth	"The Continuous Enrollment Model: Is It Right for Your School?"
Orlando	Virtual workshop: "Professional Development Workshop for Administrative Assistants – Updating your Admissions Process"
Richmond	Series of virtual presentations: "Making the Most of Your New Application Queue" and "Using Your Checklist to Automate Emails While Keeping Them Personal"

Additional Presentations

Conference/Organization	Presentation Topic
NAES Biennial Conference	"Admissions Data 101: Learn the Stats and Metrics You Need to Meet Your Goals"
NCEA Annual Conference	4 hours of post-conference sessions: "Workflows That Work: Using Your Checklists & Automated Emails" and "Creating a Lead Nurturing Email Sequence"
NCEA	"Five Strategies to Boost Enrollment TODAY"
Partners in Mission	"Don't Let your Prospects Die on the Vine," "Rolling Out the Red Carpet via Technology," "Making Your List and Checking It Twice"

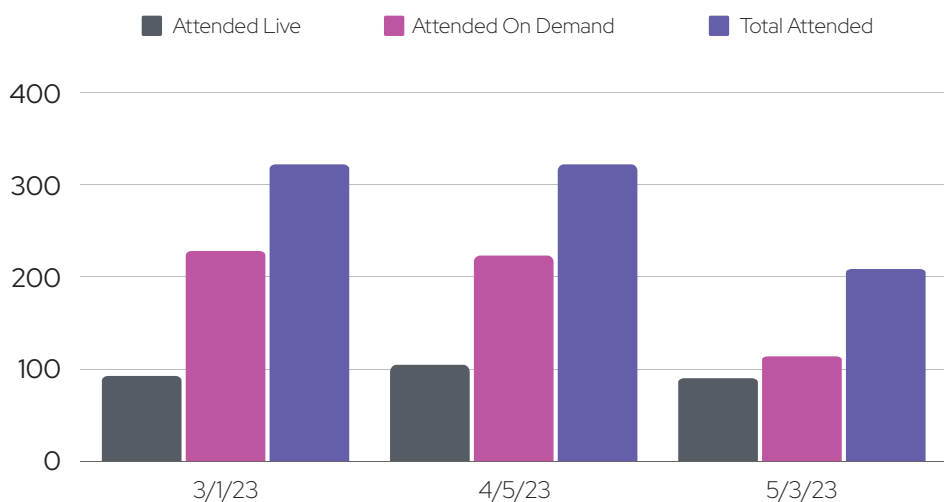


Lunch and Learns

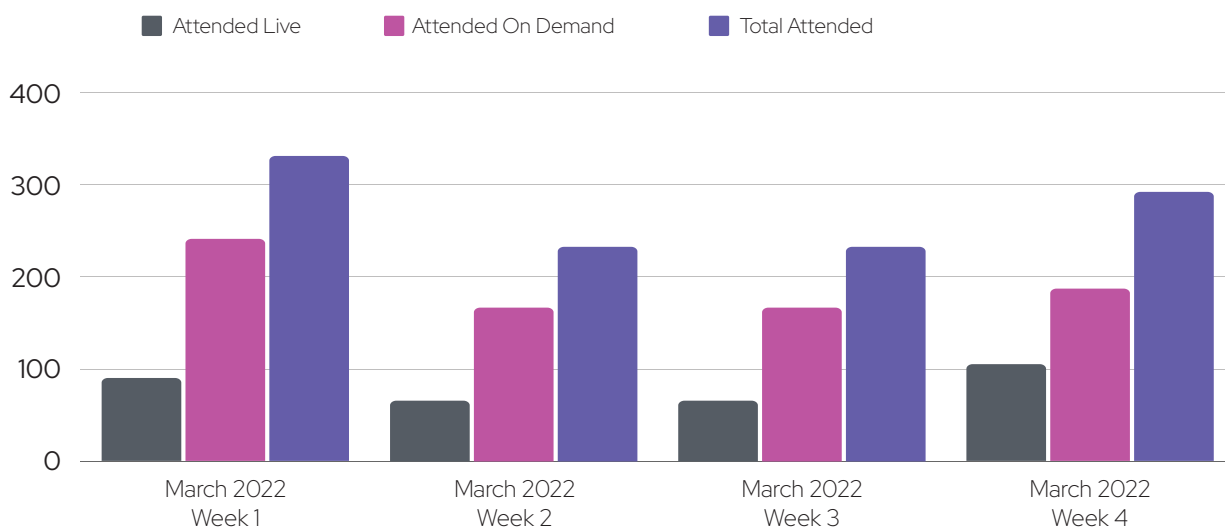
Robin and Tracy quickly identified short “lunch and learn” webinars as one of the best methods to efficiently share best practices on a variety of enrollment topics with large numbers of FACTS users. These 30-minute webinars began in the spring of 2022, and with over 2,200 attendees and a 45% uptick in attendance between the first and second webinar series, they have continued through 2023 and 2024.

Offering the webinars on demand via the FACTS website also makes them available to an even larger audience. Enrollment professionals can access the trainings on their own time – and many take advantage of this. In fact, 60–65% of the total viewers for lunch and learns consistently watch the sessions on demand.

Spring 2023 Lunch and Learn Attendance



Spring 2022 Lunch and Learn Attendance



Sample Lunch and Learn Session Topics

Five Emails to Own and Use Right Away: How to Give Your Prospects Exactly What They Need

Don't Let Your Prospects Die on the Vine: How to Keep Them Alive with Simple Effective Emails

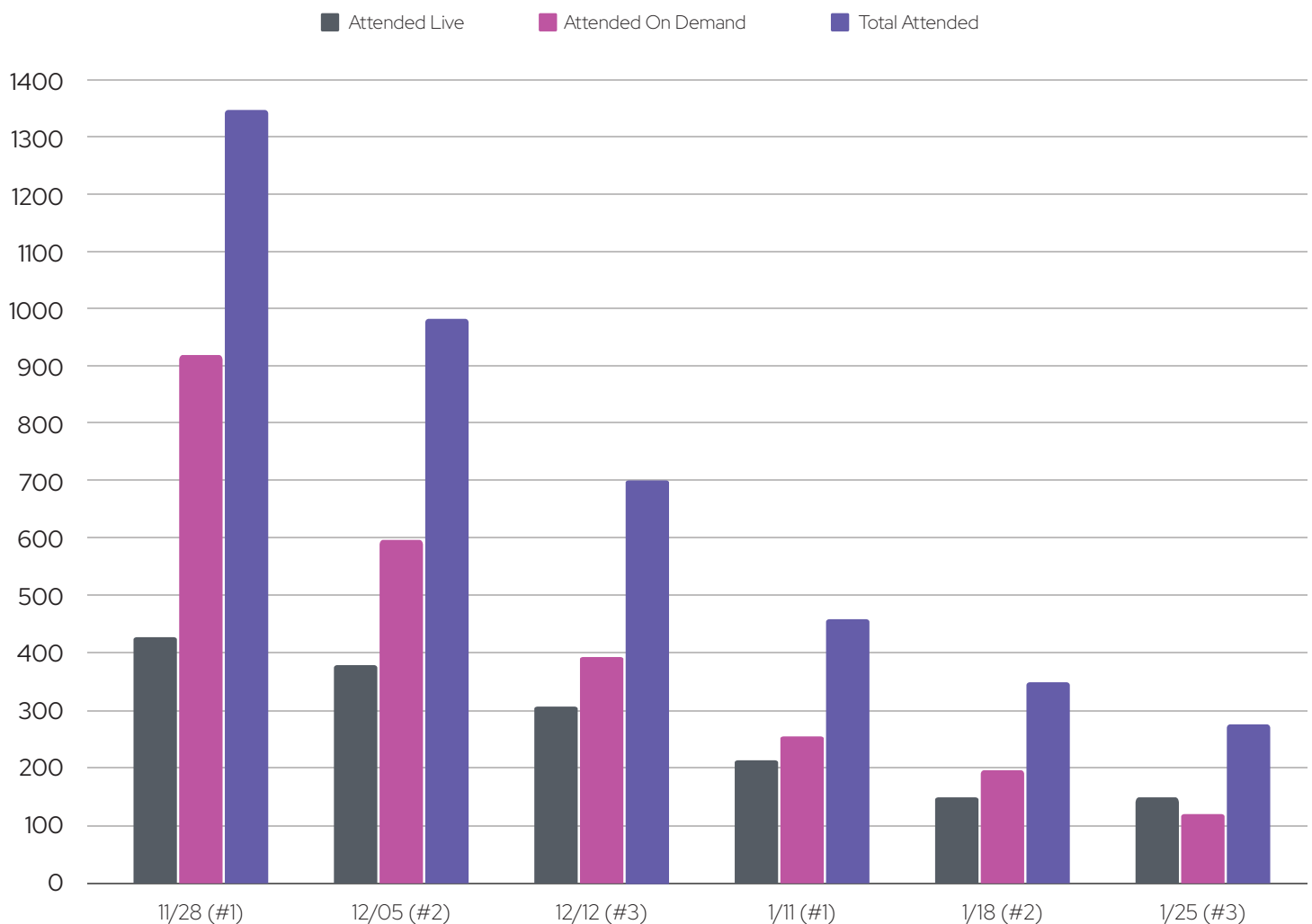
Four Reports You Can't Live Without in Admissions

Navigating Your Admissions & Enrollment Queue: How to Prioritize, Organize, and Maximize

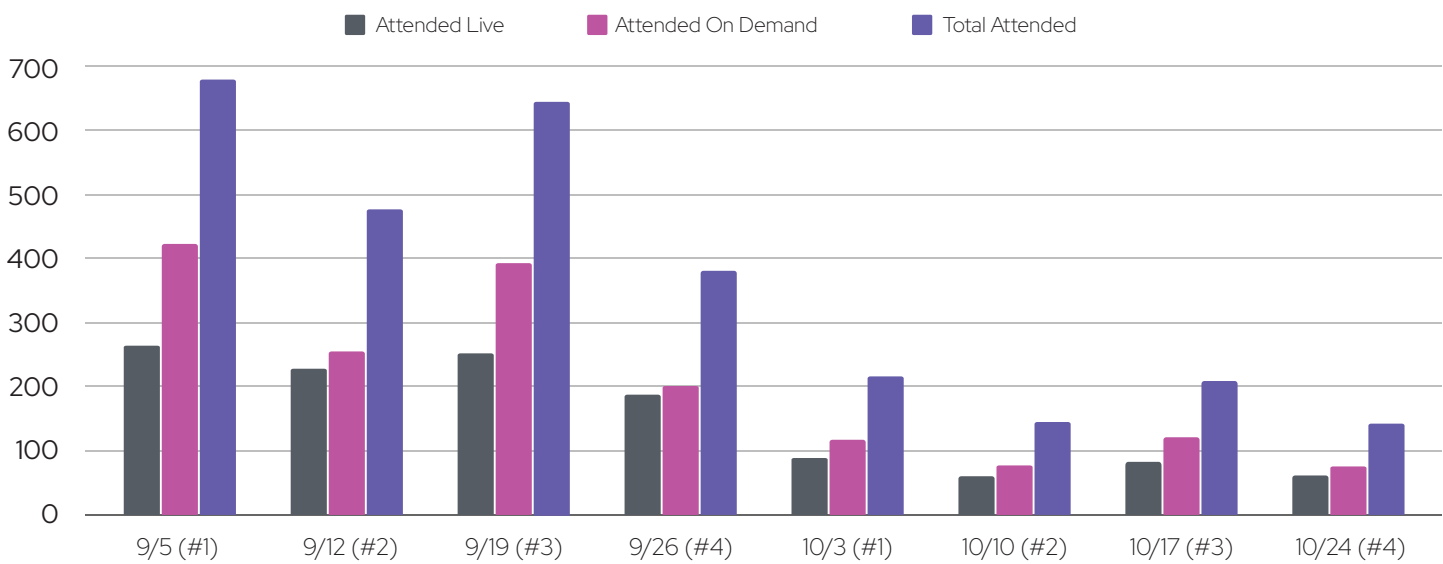
Application and Enrollment Refresher Trainings

In addition to providing valuable information year-round, the Enrollment Management Specialists provide targeted help to schools during the times they need it most. For many schools, the start of a new school year and re-enrollment can be especially challenging. Whether schools are onboarding new admissions professionals, have just started working with FACTS, or simply need to review best practices, Robin and Tracy offer thoughtful webinar series to guide schools through the entire enrollment process. Started in late 2021, they continue to host these trainings throughout the year, averaging over 3000 viewers per series between live and on demand attendees.

Winter '24 Enrollment Refresher Trainings



Fall '23 Inquiry & Application Refresher Trainings



Sample Enrollment Refresher Session Topics

Inquiry Management	Processing Returning Student Reenrollment
Connecting with New Prospects	Utilizing Portfolios, Recommendations, & Uploads

Access these and other webinars on demand at <https://factsmgt.com/webinars/>.

School Impacts

While quantitative data is important to gauge successes and plan for the future, there’s nothing more important to FACTS than hearing directly from schools. Since creating the Enrollment Management Specialist positions and giving schools access to work directly with Robin and Tracy, we’ve received an overwhelming amount of positive feedback. Having worked in enrollment themselves, Robin and Tracy bring a depth of understanding to their roles and are committed to helping schools create admissions and enrollment strategies that benefit the entire school community. Here are just a few of the positive testimonials we’ve received about our Enrollment Management Specialists:

“

FACTS is so powerful! When we first onboarded last fall, we were so incredibly overwhelmed. Now that we have a year under our belts, discovering these tips and the depth of features offered is invaluable and will make us so much more effective in what we do. Please keep these sessions going!

”

- Ashley Hardy, Director, St. Petersburg Primary

I have benefited tremendously from the webinars that are available through FACTS. I've supplemented my viewing with one-on-one consultations with Robin Parrish, and she's been an amazing resource for me. I've become aware of features that my predecessor hadn't explored that have saved our team a lot of time. I've especially appreciated the way that Robin has followed up with me after a consultation. I'm looking forward to more to come as I round out my first full year in this role!

- Laura Aldag, Director of Enrollment, Tree of Life Christian Schools

I want to thank FACTS for investing in these new roles of Enrollment Management Specialist. I cannot articulate how helpful they have already been to my role as Admissions Director. Engaging in pertinent conversations, the live Q and As, and easy access to the Enrollment Specialists have propelled my progress tremendously. I scheduled a call to review my application and receive input from Robin Parrish, and that service was advantageous and user-friendly. One of the best things about it was communicating in "admissions" lingo with someone familiar on both sides as an admissions director and with knowledge of FACTS. This support you have put in for us as FACTS clients, specifically in admissions, is invaluable.

- Lisa Edwards, Admissions Director, Coastal Christian High School

The live webinars...were exactly what we needed, exactly WHEN we needed them. We were almost ready to abandon our plans for online progression from paper admissions applications. Then we participated in these A&E webinars and realized we could do it! With our redesigned online enrollment packets, we have been able to incorporate seven different forms we used to email parents yearly outside the reenrollment packet. Our packets didn't use many user-defined fields and had no conditional questions and were, frankly, a bit of a mess. With the ability to allow parents to upload documents, we saved so MUCH time, effort, and energy. In previous summers, three staff would take all summer to chase down these forms, often up to the very first day of school! This year, our offers went out to new families in early March. What a wonderful feeling and burden lifted off the admissions and registrar teams.

- Jane Hartway, Registrar and Admissions, Woodinville Montessori

Looking Ahead

While they've experienced great success so far, our Enrollment Management Specialists have no plans to rest on their laurels. Lunch and learns are already planned for the next few months, covering topics like creating reports from enrollment packets and strategies to fill your final seats, and the next series of Refresher Trainings is always just around the corner.

Robin and Tracy are also hard at work at developing new types of training sessions throughout 2024 and 2025. They hope to begin offering Pop-up Trainings covering a wide range of quick fixes that admissions professionals can immediately put into action, from how to best utilize Canva to create elements for emails and packets to how to write an outstanding offer letter. They're also hoping to offer collaborative discussions, where FACTS users from across the country can talk about enrollment topics like how to make the most of the summer months and the benefits of Instagram marketing. Combined with ongoing discussions on our community platform, FACTS^SPACE, it's safe to say that Robin and Tracy will continue to share their admissions expertise with the FACTS community.

Creating new positions like our Enrollment Management Specialists is only one of the ways that FACTS continues to find new methods to better serve our schools. With great success so far, we look forward to further growing and developing these roles to offer even more support to the FACTS community and help schools face challenges with confidence.

