



The Admission Funnel: How to Streamline the Private School Admission Process

By Weldon Burge

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...

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