

# A Systematic Approach to Converting Walk-ins into Admissions for Schools- A guide for HR and Admin Teams





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# About the Author:



## Dr. Padmavathy Tungaturthi Managing Director TeachConnect Pvt. Ltd

**Dr. Padmavathy Tungaturthi** is a distinguished educator, thought leader, and advocate for excellence in teaching. With over two decades of experience in the field of education, she has dedicated her career to empowering teachers and enhancing student learning. Her work spans across various educational domains, including teacher training, curriculum development, and educational leadership.

As a passionate lifelong learner herself, Dr. Padmavathy has been instrumental in promoting professional development for educators. She believes in the transformative power of quality teaching and has worked tirelessly to support educators in their pursuit of excellence. Her research and writings often focus on innovative teaching strategies, holistic education, and the integration of technology in classrooms.

Dr. Padmavathy is also an active content creator, sharing her insights through articles, blogs, and videos that reach a global audience of educators. She is committed to building strong educational communities and fostering connections between teachers, students, and parents.

In her free time, Dr. Padmavathy enjoys exploring new educational trends, engaging in community service, and mentoring young teachers. Her dedication to the field of education continues to inspire countless educators and students around the world.



# Introduction

In an increasingly competitive educational landscape, converting parent walk-ins into successful school admissions is a critical task for administrators and HR teams. For parents, choosing the right school is one of the most significant decisions they make for their child. With numerous options available, schools must offer a seamless and impactful walk-in experience to stand out. This blog outlines a structured approach to achieving this goal, covering five key aspects to help educators, administrators, and HR teams optimize their admissions process while ensuring the holistic development of students.

## The Parent's Dilemma: Choosing the Right School

The decision to visit a school is not easy for parents. With countless schools offering diverse curriculums, extracurricular programs, and promises of holistic development, parents often feel overwhelmed. Walking into a school signals their serious consideration, which is why it is vital to provide them with an experience that aligns with their expectations. Schools must showcase not only their infrastructure and academic results but also their ethos, vision, and efforts to address the individual needs of each student.

# Top 5 Critical Mistakes to Avoid While Converting Walk-ins into Admissions

## 1. Lack of Preparation

Parents expect immediate answers to their queries. A disorganized front desk, unprepared staff, or unstructured interactions can leave a poor impression.

**Solution:** Train your front office staff to be welcoming, knowledgeable, and equipped to handle questions about academics, extracurricular activities, and facilities.

## 2. Not Showcasing Results Consistently

Parents seek evidence of academic success and holistic development. Schools that fail to present consistent results or avoid highlighting achievements risk losing credibility.

**Solution:** Provide a detailed record of the last three years' results, showcasing academic achievements, participation in competitions, and alumni success stories.



### 3. Ignoring Personalization

Parents appreciate schools that address their child's specific needs and potential. A generic pitch can make them feel their concerns are not being heard. Parents love personalisation.

**Solution:** Focus on how the school caters to diverse learning needs, talents, and interests. Share examples of activities designed for inclusivity and deep learning.



### 4. Lack of Parent Engagement Evidence

Parents value communication and collaboration with the school. Failing to demonstrate, how the school involves parents in the education process can be a deal-breaker.

**Solution:** Share parent testimonials, videos, and reviews that highlight how the school communicates and aligns with parents for student success.



### 5. Underutilizing Infrastructure and Ecosystem

If the school's infrastructure and environment are not properly showcased, parents may underestimate its value.

**Solution:** Organize a gallery walk highlighting grade-specific classrooms, ergonomically designed spaces, and a focus on holistic learning



# Showcasing Meaningful Events and Celebrations

## 1. Creating Grade-Specific Albums

Prepare a digital or physical album showcasing events and celebrations at the school, organized by grade. This highlights the age-appropriate and meaningful activities that students engage in throughout the year.

- **Events Aligned with Curriculum:** Ensure the events contribute to deepening the learning experience. For example, science fairs, cultural festivals, and debates can integrate academic content with hands-on experiences.
- **Gradation of Events:** Categorize events as per academic grades, ensuring they demonstrate progressive learning outcomes.
- **Holistic Development:** Use the album to emphasize how participation in events fosters skills like teamwork, creativity, and leadership.

## 2. Academic Results and Efforts to Meet Diverse Needs

Showcase the consistency in academic performance over the last three years. Highlight the measures taken by the school to achieve these results:

- Special programs for underperforming students.
- Advanced classes for high achievers.
- Differentiated teaching strategies to cater to varied learning styles and abilities.
- Student improvement is the criterion.



# Parent Engagement and Communication



## 1. Parent Testimonials and Reviews

Capture the voices of satisfied parents through audio and video testimonials. Use these to underline:

- How the school keeps parents informed and involved.
- Alignment of parent expectations with the school's vision.
- The collaborative approach toward the student's holistic development.



## 2. Vision Alignment

Clearly communicate how the school's vision aligns with that of the parents, educators, and other stakeholders. Emphasize the affiliation with respected boards, such as CBSE or IB, to underline the quality and rigor of the curriculum.





# Student Achievements and Inclusive Celebrations

## 1. Celebrating Success Across Grades

Highlight student achievements grade-wise, from academic milestones to extracurricular accolades. Showcase how the school creates inclusive opportunities for every student to shine.

## 2. Calendar of Events

Maintain and share a calendar of events designed to:

- Involve all students in school activities.
- Encourage participation in ways that enhance learning.
- Reinforce curriculum concepts through interactive and fun events.

## 3. Holistic Development

Illustrate how participating in events fosters enthusiasm, builds confidence, and deepens understanding of subjects. Show how the school revisits curriculum content through celebrations, reinforcing key concepts.



# The Power of a Gallery Walk



## 1. Grade-Specific Visual Displays

A gallery walk showcasing student work, projects, and activities helps parents visualize their child's potential journey at the school.



## 2. Infrastructure and Ecosystem

Highlight the ergonomic and aesthetic aspects of the school environment that support effective learning. Parents should see:

- Classrooms designed for collaboration and focus.
- Labs, libraries, and play areas that enhance learning experiences.
- An eco-friendly campus that instills sustainable values.



## 3. Transparency and Assurance

The gallery walk helps parents understand the school's commitment to nurturing their child's learning trajectory. Share historical milestones of the school to build trust in its consistency and future goals.

# Conclusion

Converting walk-ins into admissions is a process that requires preparation, personalization, and clear communication. By avoiding critical mistakes, showcasing results and achievements, engaging parents, and utilizing infrastructure effectively, schools can create an impactful experience for prospective families.

For HR and administrators, this systematic approach is not only about increasing admissions but also about establishing a reputation of trust and excellence. With parents feeling confident in their decision, students can thrive in an environment that fosters their holistic development.

