

Rewriting the rule book for Admissions and Marketing in a time of hyper-fragmentation



ROYAL HIGH SCHOOL
BATH

GDST
GIRLS' DAY SCHOOL TRUST

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Will we be driven by the established rhythm of the admissions process, or has the tune changed?

Are we using digital channels to talk to prospective students in a way that is appropriate and personal?

Have we worked on updating our admissions journey and how do we make sure we stand out from the crowd?

Will we be driven by the established rhythm of the admissions process, or has the tune changed?



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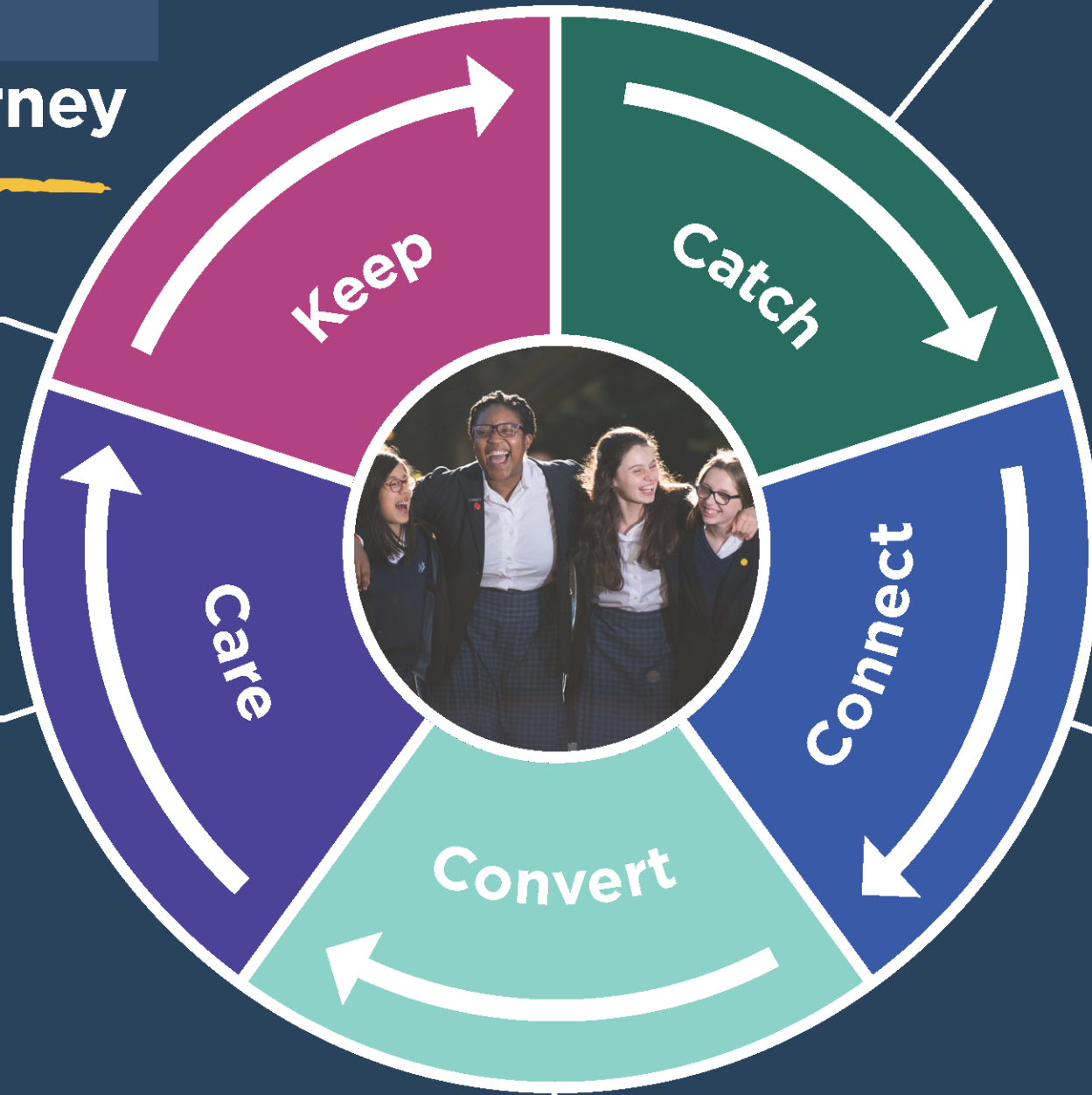


Student's Journey



Reconnect
Recall
Refer

Communicate
Engage
Settle



Target
Communicate
Contact

Meet
Tour
Apply

Register
Offer
Accept

Are we using digital channels to talk to prospective students in a way that is appropriate and personal?



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Catch

Digital first

- market complex
- website first
- data-led, digital
- data capture (GDPR)
- analytics GA4

Relationships

- feeder schools
- taster sessions and masterclasses
- inward investment agencies

Advertising

- local, supportive
- redirect offline spend online
- directories and comparison sites



Have we worked on updating our admissions journey and how do we make sure we stand out from the crowd?



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Connect

Open Events

- in person
- online

Touring

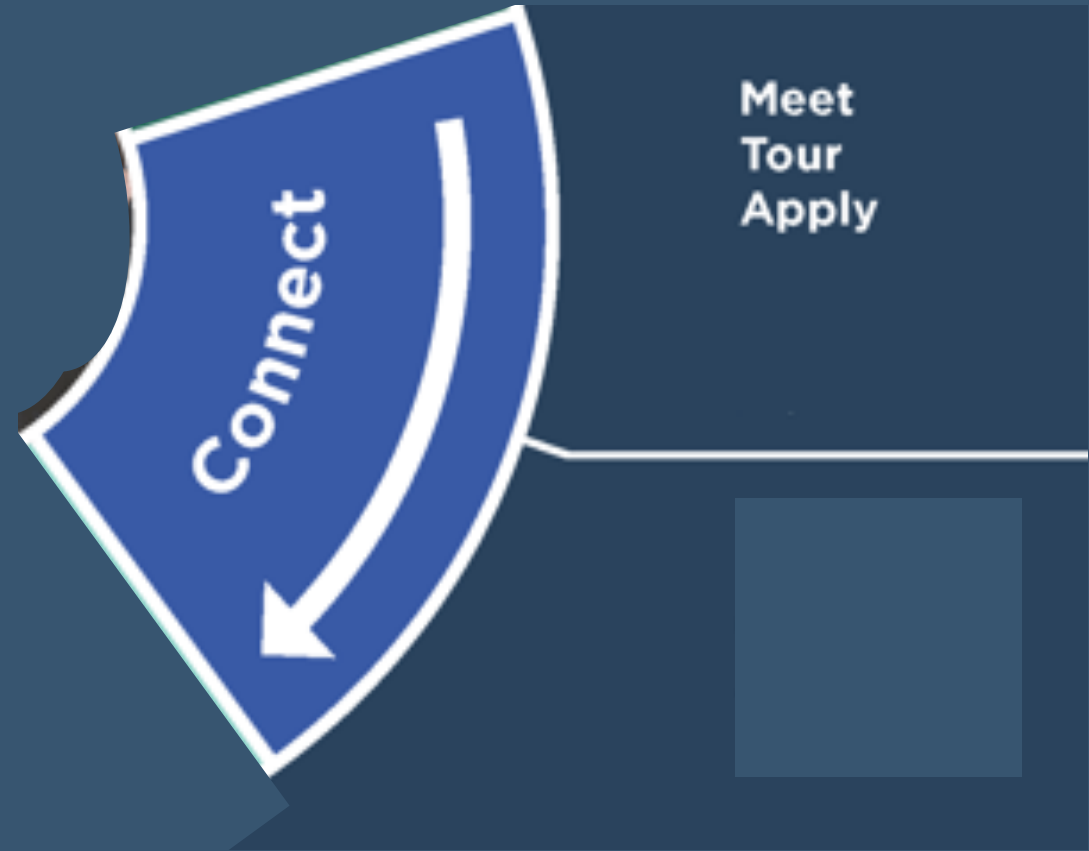
- in school experiences
- virtual tours
- student voice

Follow up

- personal touch
- student led

Apply

- digital first
- customer journey online



Convert

Registration

- online
- customer journey

Assessment

- process
- in person
- agents

Stay in touch

- nurture
- newsletters and reminders
- KiT events
- follow up
- build your community



Care

Welcome

- events
- parent forums
- school events

Communications

- newsletter
- focus groups

Retention

- HoDs
- events
- agents



Communicate
Engage
Settle

Keep

Reconnect

- alumnae
- mentoring network
- GDST Network
- student bridge

Recall

- communication
- advocacy
- newsletters



Reconnect
Recall
Refer

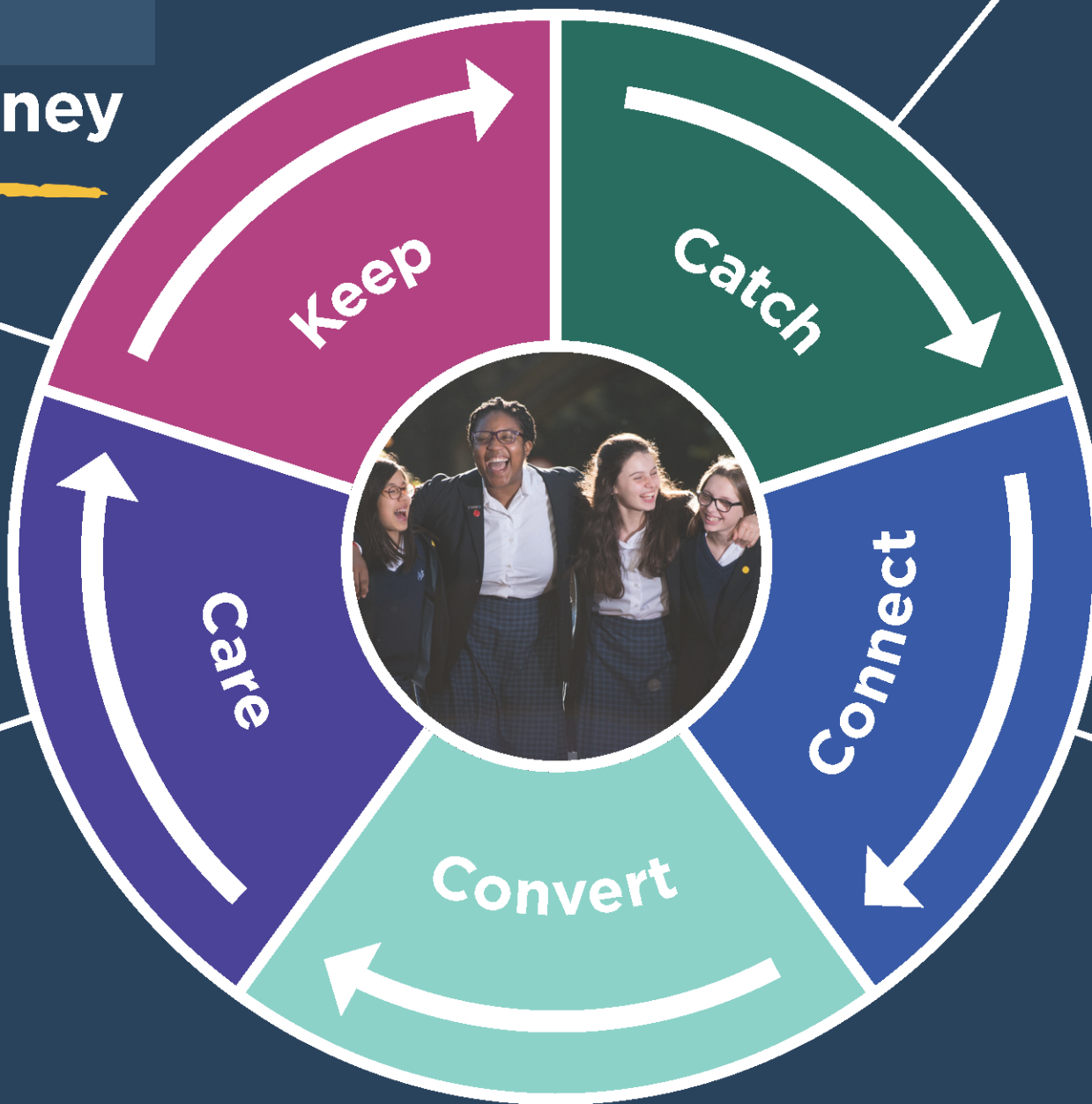
Student's Journey

Reconnect
Recall
Refer

- ▶ Alumnae Activity
- ▶ GDST Network
- ▶ Friends and Association
- ▶ Third party intermediaries

Communicate
Engage
Settle

- ▶ Parents (Firefly & Comms)
- ▶ Girls (Pastoral/Academic)
- ▶ Welcome Events
- ▶ Parent Forum
- ▶ Information Evenings
- ▶ School Events



Target
Communicate
Contact

- ▶ Website
- ▶ Social Media
- ▶ Advertising/Directories
- ▶ Sponsorship & Exhibitions
- ▶ Primary & Prep Liaison
- ▶ Outreach activity
- ▶ Online & offline

Meet
Tour
Apply

- ▶ Open Days
- ▶ Taster Days
- ▶ Masterclasses and Outreach
- ▶ Special events

Register
Offer
Accept

- ▶ Newsletters and reminders
- ▶ Follow up post-event
- ▶ Thank you/Birthday cards
- ▶ Assessment Days



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New Rules

Know your customer

Understand the students who thrive in your school

Find your storytellers and use their voice

Keep it personal and work on relationships

INVEST IN DIGITAL EXPERTISE





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