Enrollment Success Toolkit

by **POSSIP**

Empowering schools to strengthen family engagement & enrollment. Join 1,000+ schools trusting Possip to partner in strengthening family engagement and enrollment.

What this Toolkit Includes:

1. <u>Planning guide</u> to help you map backwards from enrollment goals.
2. <u>Quick-tips</u> to increase new school enrollment.
3. <u>Research insights</u> on retention of families and students.
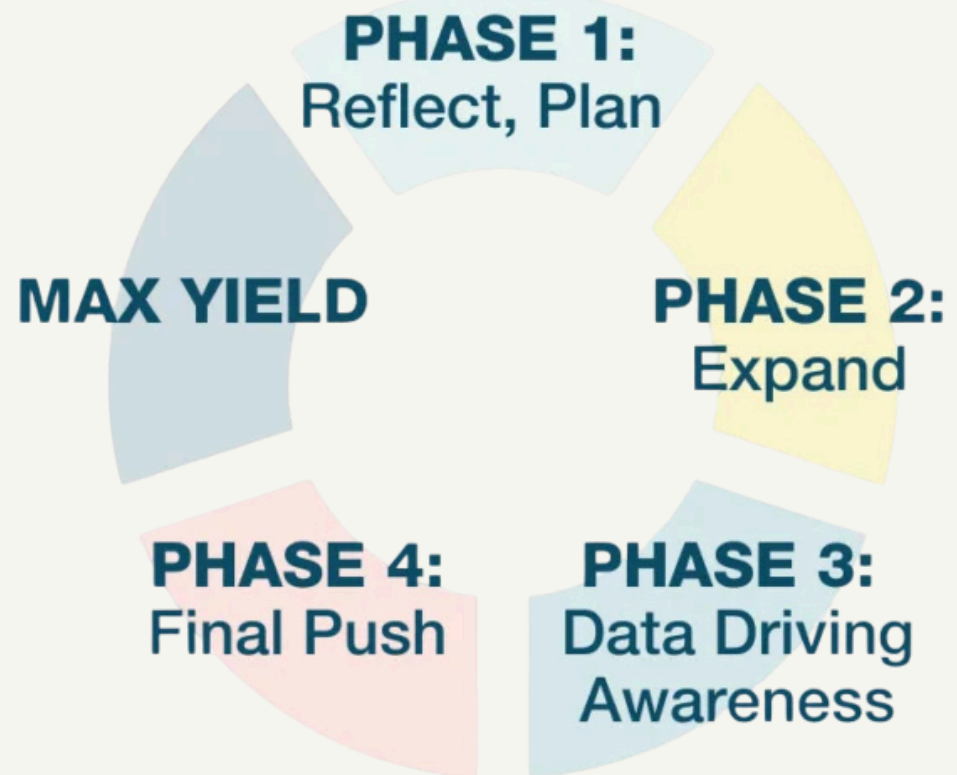4. <u>Key solutions</u> you can act on.

**Explore the full package here:
<u>Enrollment Success Toolkit</u>**

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Backwards Planning Guide

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Start by working backwards from your enrollment goals.

Use the Maximize Enrollment Planning Guide to:
- Identify target number of students for the year
- Map key milestones (application deadlines, outreach campaigns, orientation)
- Align your family engagement activities with those milestones

PHASE 1: Reflect, Plan

PHASE 2: Expand

PHASE 3: Data Driving Awareness

PHASE 4: Final Push

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Access the full guide here: Maximize Enrollment Planning Guide

Four Tips to Increase School Enrollment

1) Simplify your enrollment process to reduce friction

2) Personalize communications to families early & often

3) Highlight the school's unique value proposition & outcomes

4) Follow up swiftly with newly-accepted families to prevent "summer melt"

Read more: Tips to Increase School Enrollment

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Research & Insights on Retention

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INSIGHT #1:

Early risk-indicators of withdrawal can be identified through family surveys and engagement data

INSIGHT #2:

Engaging newly-accepted families during the pre-school summer months reduces dropout/melt

Read more:
Research on Keeping Families and Students Enrolled

Solutions You Can Deploy

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Enrollment Success Packages by Possip:

Family and School Retention Risk Analysis

- Identify at-risk families early
- Use real-time sentiment data
- Get expert action plans to boost retention

Withdrawn Family Outreach

- SMS outreach for high response rates
- Understand key reasons families leave
- Build data-backed retention strategies

Newly Accepted Family Engagement

- Onboarding survey + melt prevention check-ins
- Build early trust with families
- Track engagement with simple dashboards

Sign up here:
Enrollment Success Toolkit

Start Increasing Enrollment Today

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Your Next Steps

1. Review your enrollment targets and processes
2. Identify the solution areas above you want to prioritize
3. Download and share the Planning Guide and Tip Resources
4. Book a demo with the Possip team to explore how the full Enrollment Success package can support you.

**Explore the full package here:
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For questions or to schedule a demo, visit Possip's website.

Thank you for your commitment to family engagement and student success.