

The 90-day school admissions *checklist*

For international and private schools in Saudi Arabia and the UAE. Work through one block a fortnight and tick each item when it is done.

WEEKS 1-2

Baseline

- ☐ Pull last cycle's figures by stage, year group and source
- ☐ Write one definition for each stage, from enquiry to re-enrolment
- ☐ Send a test enquiry through every route and time the personal reply
- ☐ Search for each campus on a phone: Google, Maps and directories
- ☐ Mark the stage with the largest drop against last cycle

WEEKS 3-4

Visibility

- ☐ Keep one accurate Google Maps profile per campus, under the school's real name
- ☐ Add admissions hours, an answered phone number and the campus admissions page
- ☐ Claim and correct every directory listing
- ☐ Match fee, curriculum and rating pages to the regulator's published data
- ☐ Start one source-of-truth sheet for names, fees, curriculum and contacts

WEEKS 5-6

Enquiry

- ☐ Name an owner and a deputy for every enquiry
- ☐ Write a reply standard and measure it every week
- ☐ Set up an automatic acknowledgement that says what happens next
- ☐ Write reply templates that answer the question and offer visit dates
- ☐ Arrange cover for weekends and school breaks
- ☐ Cut the form to contact details, year group, start date and campus

WEEKS 7-8

Visits

- ☐ Build a booking page for the next open morning
- ☐ Send a confirmation with a calendar invitation, then a reminder
- ☐ Record each family's year group, start date and questions
- ☐ Follow up every visiting family personally the same week
- ☐ Offer another date to every family that booked and did not come

WEEKS 9-10

Offer and re-enrolment

- ☐ Agree one offer pack with the Bursar: fees, deadline, documents, contact
- ☐ Check fee figures against the website and regulator listings
- ☐ Set and publish the re-enrolment deadline and fee notice date
- ☐ Plan a conversation with every family that has not confirmed
- ☐ Record reasons for leaving by year group

WEEKS 11-13

Campaign and review

- ☐ Promote the next open morning through the channels your families report
- ☐ Track every enquiry and booking by source
- ☐ Compare each stage with the same weeks last cycle
- ☐ Write a one-page summary for the Head of School or the board
- ☐ Choose the focus for the next quarter