

Managing Data: The Tapestry Of Covid-19 Admissions

Bekah Dawson
Oasis International School - Kuala Lumpur

Faria Education Technology Conference
March 1-5, 2021



Agenda

- Introduction
- Overview
- Story
- Method
- Feedback / Q&A



Introduction



Bekah Dawson

Director of School Advancement
**Oasis International School -
Kuala Lumpur**

- Proud Southern Californian
- Proud wannabe Malaysian
- Big fan of 'Deep Work'
- Passionate about people & good food



Oasis International School Kuala Lumpur

Founded in 2018

~270 students

Less than 7 weeks
on campus
for the 20-21
academic year

Back on campus
Monday!



Oasis International School Kuala Lumpur



Poll

What is your role?

Does your school use OpenApply?

Does your school maximize the use of OpenApply?

Chat

What are the technology platforms your school uses?



Overview

What differentiates the best school admissions from the rest during
this time where all admissions processes are online?

&

What are practical ways to implement this differentiation?



Overview

What differentiates the best school admissions from the rest during this time where all admissions processes are online?



Overview

Very clear communication

&

Personalization



Story



Overview

What are practical ways to implement this differentiation?



Method

Notes

serves as the primary means of communication to the family and the most important part of that personalization facet. Using the Notes feature ensures that all departments see the same information and know what has been shared with the family. Information that can be found in Notes includes application review from all departments, assessment and interview results, and communication regarding next steps for the family.



Method

Notes



An internal note was added.



Erin Macleod

To: bekah.mooney@ois.edu.my, jessica.hale@ois.edu.my

[REDACTED] is coming from an accredited American school and will have sufficient credits to continue as a 10th grade student for the second semester of the 20-21 school year. However, the timetable provided only lists a four day school week. Bekah, can you confirm with the family that the school only operated 4 days a week? If not, can you please have the family upload an updated timetable that lists out the full week of courses? I will need this to determine credits as he has 9 credits per year listed but we only accept up to 8 transfer credits per year. I will need to calculate the time spent in each course to determine credit. Thanks!



A note was sent to [REDACTED]



To: bekah.mooney@ois.edu.my, christina.parsley@ois.edu.my

Dear Ms. Dawson,

We have landed safely in Kuala Lumpur and now we are undergoing the quarantine period for 10 days started from 20/2 and will end on 2/3/2021. I will contact the school ASAP regarding Ilmam's assessment

Thank you
[REDACTED]



Method

Notes



An internal note was added.

To: jessica.hale@ois.edu.my, finance@ois.edu.my, linda.ho@ois.edu.my, jeremy.anderson@ois.edu.my, munyee.tee@ois.edu.my, hsguidance@ois.edu.my, izzah.zulkiply@ois.edu.my, beulah.benjamin@ois.edu.my, marc.shuffin@ois.edu.my, christina.parsley@ois.edu.my, joseph.fambro@ois.edu.my, cheryl.woo@ois.edu.my, pauline.liew@ois.edu.my
Dear OIS Community,

We have a new student [REDACTED] will be entering Grade 9 with a target start date of April 12, 2021. [REDACTED] moving from Ritsumeikan Uji Junior High School in Japan with a passport country of Japan. [REDACTED]
MAP/WIDA scores are as follows:

MAP Math - 83rd percentile

Overall WIDA - 5.9

Listening - 5.6

Speaking - 6.0

Writing - 6.0

Reading - 5.9

Oral Language - 5.8

Literacy - 5.9

[Show less](#)







Bekah Dawson



Method

Tasks

used to denote an application review by particular departments and additionally allows Admissions to clearly see if prospective students have been scheduled for assessment or if different departments have given any approval or comments regarding enrollment.

- High School Advisor Review** Application Review →  [Redacted]
 - ELL Review** Score WIDA and determine placement →  [Redacted]
 - Director/Principal Review** Application Review →  [Redacted]
- Could you review the notes and let me know your thoughts? Happy to meet if necessary.
- Schedule Testing and Interview** Schedule assessment →  [Redacted]
- Virtual MAP

Mon, Dec 21, 2020  0

Thu, Feb 18, 2021  0

Tue, Feb 23, 2021  1

Mon, Feb 22, 2021  0





Method

Tags

used to ensure Admissions can easily see helpful information.

<input type="checkbox"/>	Enrolled	Female	 [Redacted]	Grade 3	Sep 7, 2020	<ul style="list-style-type: none"> MM2H Full Tuition Option 20-21 Flex Learner 	1819104	Jan 11, 2021
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<input type="checkbox"/>	Wait-listed	Male	 [Redacted]	Grade 4	Feb 5, 2020	<ul style="list-style-type: none"> Needs Visa - Tourist (90 Day) Agent ELL 20-21 20-21 New Expat 	1821306	
<input type="checkbox"/>	Admitted	Female	 [Redacted]	Grade 7	Jan 8, 2021	<ul style="list-style-type: none"> Parent Work Visa Dependent Visa 	1821406	



Method

Interviews

tracks applicant's assessment date and sends email notifications to parents through OpenApply regarding the assessment time, with a Google Meet or Zoom link included.



Interview

Feb 26, 2021 - 2:15 pm

Oasis International School - Kuala Lumpur | Scheduler: Bekah Dawson | Host: Christina Parsley

Reschedule




Complete



Method

Source Campaigns

tracks enrollments from different source campaigns from online events and prevents families from receiving wrong information or missing promotions.

Campaign Name	Source	Total Visitors	Date Created	Unique URL (copy and share)
Feb4VF	Virtual Forum	38	January 26, 2021	https://oasis.openapply.com/roi?c_campaign=35   




[Redacted Name]
 K5 Age 5 (60 mo.) by 31 AUG 2020 Enquiries
 Source Campaigns: Virtual Forum - Feb4VF



Method

Internal Notifications

helps the Admissions Department to **automatically** communicate with other departments and, consequently, to communicate timely and clearly to families.

			Sacramento	Academic Year), tag: ELL 20-21, ELLTASA 20-21, EIP 20-21	
HS Counselor	Applicants/Students	0 ↻	Erin Macleod	Form Submission: Application for Admission at Oasis International School - KL; Completed Checklist: Upload 3 Years of School Academic Transcripts (School Records) with English Translation [required before testing]; Completed Checklist: Upload Current School's Academic Calendar (with number of school days) [required before testing]; Completed Checklist: Upload the Student's High School Class Schedule/Timetable [required before testing]; Enrollment Year: Aug 2021 - Jun 2022 (2021-22 Academic Year); Programme/Years: High School	📧 📄 🗑️
		~ ↻	Pauline	Status: Admitted; Enrollment Year: Aug 2020 - Jun 2021 (2020-21)	



Overview Reminder

These methods are all practical ways to implement the differentiation between ***existing*** admissions and ***excellent*** admissions by focusing on ***very*** clear communication & personalization.



Feedback

What are ways that your school is upholding or advancing clear communication and personalization during this time?



Q&A



Thank you!

- Have questions? Email me at bekah.dawson@ois.edu.my
- The recordings will be available after the conference

Tweet Us @FariaEduGroup #FEGTechConf

