Managing Data: The Tapestry Of Covid-19 Admissions

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Oasis International School - Kuala Lumpur

Faria Education Technology Conference
March 1-5, 2021
Agenda

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

• 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!

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Oasis International School
Kuala Lumpur

canvas

GSuite

OpenApply
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?
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
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.

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

Erin Macleod

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

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 Islamn’s assessment.

Thank you

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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, muryee.tee@ois.edu.my, hsguidance@ois.edu.my, izzah.zulkifly@ois.edu.my, beulah.benjamin@ois.edu.my, marc.shufflin@ois.edu.my, christina.parsley@ois.edu.my, joseph.lambro@ois.edu.my, cheryl.woo@ois.edu.my, pauline.liw@ois.edu.my

Dear OIS Community,

We have a new student who will be entering Grade 9 with a target start date of April 12, 2021. Moving from Ritsumeikan Uji Junior High School in Japan with a passport country of Japan, 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
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.
# Method

Tags used to ensure Admissions can easily see helpful information.

<table>
<thead>
<tr>
<th>Status</th>
<th>Gender</th>
<th>Grade</th>
<th>Date</th>
<th>Notes</th>
<th>ID</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrolled</td>
<td>Female</td>
<td>3rd</td>
<td>Sep 7, 2020</td>
<td>- MM2H - Full Tuition Option 20-21 - Flex Learner</td>
<td>1819104</td>
<td>Jan 11, 2021</td>
</tr>
<tr>
<td>Wait-listed</td>
<td>Male</td>
<td>4th</td>
<td>Feb 5, 2020</td>
<td>- Needs Visa - Tourist (90 Day) - Agent - ELL 20-21 - 20-21 New Expat</td>
<td>1821306</td>
<td></td>
</tr>
<tr>
<td>Admitted</td>
<td>Female</td>
<td>7th</td>
<td>Jan 8, 2021</td>
<td>- Parent Work Visa - Dependent Visa</td>
<td>1821406</td>
<td></td>
</tr>
</tbody>
</table>
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.
Method

Source Campaigns

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

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Source</th>
<th>Total Visitors</th>
<th>Date Created</th>
<th>Unique URL (copy and share)</th>
</tr>
</thead>
</table>

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Method

Internal Notifications helps the Admissions Department to *automatically* communicate with other departments and, consequently, to communicate timely and clearly to families.
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.
What are ways that your school is upholding or advancing clear communication and personalization during this time?
Thank you!

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

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