



AMCIS

Admissions, Marketing and Communications
in Independent Schools



ADMISSIONS CPD WORKSHOPS

Valuable CPD • Interactive • Practical Advice • Experienced Tutors

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It is widely recognised that the role of admissions in the independent schools sector is far reaching and the skills and expertise required will often depend on the make-up of the Admissions Department. As a result, Part Two of the Diploma in School Admissions Management is structured to allow candidates to focus on the specific areas which are of key interest to them and their school.

WHAT TO EXPECT

- The individual workshops are each half a day long and facilitate group discussion and the sharing of best practice.
- The course directors have been chosen for their extensive knowledge and expertise.
- Each workshop has an optional assignment attached to it.

THE VENUE

Online via the Zoom Meetings platform

THE ASSIGNMENT

An optional assignment is attached to each workshop. However, you are nevertheless encouraged to complete the assignment for use as a working document that can be of on-going help and assistance to your school. You are given six weeks to submit each assignment. Previous successful candidates have indicated an assignment takes approximately eight to sixteen hours to complete. All aspects of the assignment are discussed during the workshop. Course directors mark your assignment and provide useful feedback.

All assignments must be submitted by the deadline in order that they are guaranteed to be marked and graded.

YOUR TIMETABLE

- International Recruitment – Thursday 16 January 2025, 09.30 – 12.30
- Recruitment, Retention and Beyond – Tues Thursday 16 January 2025, 13.30 – 16.30
- Auditing – Thursday 6 February 2025, 09.30 – 12.30
- Structuring Your Team – Thursday 6 February 2025, 13.30 – 16.30
- Event Management – Thursday 6 March 2025 09.30 – 12.30
- Statistics – Thursday 6 March 2025, 13.30 – 16.30
- The Small Print – safeguarding, policies, T&Cs, visas – Thursday 20 March 2025, 09.30 – 12.30
- The Entrance Procedure – Scholarships, Bursaries, Awards, Assessments – Thursday 20 March 2025, 13.30 – 16.30

THE COST

AMCIS Members - £115 per workshop

Non AMCIS Members - £215 per workshop

WORKSHOP CONTENT

INTERNATIONAL RECRUITMENT

- Auditing your school's status in respect of current and prospective international pupils
- Analysing what makes your school appealing to each international marketplace
- Identifying the best-fit markets for your school
- The handover of international pupils from admissions to academic staff
- Managing the visa sponsorship process (note: the legal obligations will be covered in The Small Print Workshop)

DURATION: Half day workshop

COURSE DIRECTOR: Kathy Campbell, Company Director, Pair Education



RECRUITMENT, RETENTION, AND BEYOND

- Parental expectations pre and post enrolment
- Developing parent personas
- Feeder school relationships
- Implementing a retention plan

DURATION: Half day workshop

COURSE DIRECTOR: Mary Hicks, Former Director of Admissions



WORKSHOP CONTENT

AUDITING

- Taking a critical look at your school
- Auditing you and your team
- Aligning and branding your school's communications
- Your online presence

DURATION: Half day workshop

COURSE DIRECTOR: Mary Hicks, Former Director of Admissions



STRUCTURING YOUR TEAM

- Is your team structured appropriately to deliver your department's strategic objectives?
- Explore ways to review the roles of those within your team
- Measuring 'productivity v activity' and identifying training requirements
- Explore ways in which the wider school community can support the Admissions Department
- How to engage the support of academic staff in recruitment activity

DURATION: Half day workshop

COURSE DIRECTOR: Kathy Campbell, Company Director, Pair Education



WORKSHOP CONTENT

EVENT MANAGEMENT

- Why do events?
- Planning and execution
- When pupils do the talking
- Measuring success

DURATION: Half day workshop

COURSE DIRECTOR: Mary Hicks, Former Director of Admissions

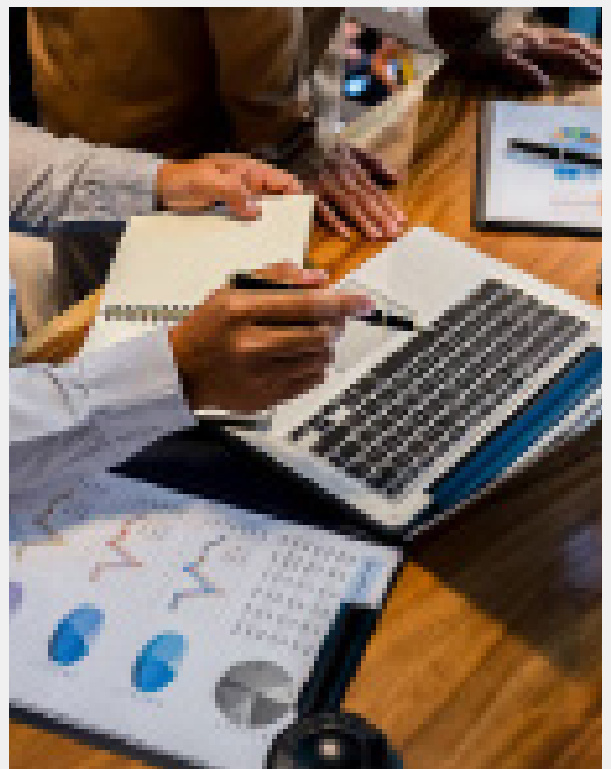


STATISTICS

- Database and dashboards
- Is our data telling us what we want to know and identifying 'red herrings'
- Gathering data that meaningfully reflects your activity and represents performance
- Predicting future results with confidence

DURATION: Half day workshop

COURSE DIRECTOR: Kathy Campbell, Company Director, Pair Education



WORKSHOP CONTENT

THE SMALL PRINT - SAFEGUARDING, POLICIES, T&Cs, VISAS

- Scrutinising policies, T&Cs, safeguarding, visas
- Sharing information and adding value
- Are your agent contracts fit for purpose?
- Where should the information be published and is it user friendly

DURATION: Half day workshop

COURSE DIRECTOR: Kathy Campbell, Company Director, Pair Education



THE ENTRANCE PROCEDURE - SCHOLARSHIPS, BURSARIES, AWARDS, ASSESSMENTS

- Does your scholarship / bursary programme support your recruitment objectives?
- How do we assess pupils? Are our entrance tests fit for purpose?
- How do you provide feedback to candidates?
- Managing disappointment and waiting lists

DURATION: Half day workshop

COURSE DIRECTOR: Mary Hicks, Former Director of Admissions



CONTACT

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