

SIMS Registration & Admissions for independent schools

Streamline the entire admissions process

Track every enquiry

Forecast prospective pupil numbers

Measure the effectiveness of marketing activities

Reduce administration time

Who benefits?



Headteachers



Bursars



Marketing
Directors



Registrars and
Administrators

SIMS INDEPENDENT

Streamline the entire admissions process and successfully target potential pupils

It's more important than ever to raise your school's profile as parents navigate a crowded marketplace to choose the best education for their child. SIMS streamlines admissions so you can track progress right from the first contact, understand which marketing strategies are working, and have the information you need for business forecasting.

SIMS Registration & Admissions helps you measure the success of your marketing and target activity where it will have the greatest impact on increasing pupil numbers. You can also ensure you're advertising in the right publications and sending successful mailings by being able to record and compare where enquirers heard about your school.

Parents may register interest years before their child is due to start school and you can store that information, not only to help with forecasting, but also so that you can build up communications over that time, through newsletters and invites to school events, strengthening their sense of attachment and loyalty to your school.



“ With SIMS Registration & Admissions, we now have a fully-integrated admissions database which means we're speaking the same language as the teaching staff and sharing the same information. This helps us all to work together so much more collaboratively. As a result, we also have more time to focus on providing an excellent customer service to prospective parents. ”

Felicity Larter, Schools Registrar,
Stamford Endowed Schools

Key benefits

Measure the effectiveness of your marketing

Find out exactly which marketing activities generate the most interest to assist you in targeting future marketing campaigns. The wealth of data in SIMS can be used to access geographic and other information to monitor where pupils are coming from, including local patterns or wider trends that could affect prospective pupil numbers.

See the whole picture

Monitor the success of the conversion of enquiries by tracking every enquiry right through to the child arriving at school to understand what attracts pupils to your school. Entrance exam results for each admissions group can also be compared – helping to spot changes in standards on entry – which can help with planning before pupils even arrive.

Reduce administration time

Significantly reduce staff administration by importing enquiries and applications from your website and set instant reminders for key dates. Once the applicant has accepted their place, this information is immediately available in SIMS to produce bills, timetables, class lists, reports and much more, avoiding the need to manually re-key information.

Instantly access all the details you need

All interactions between the school and the applicant can be recorded and tracked from initial enquiry, subsequent visits, interviews and correspondence, right through to acceptance and admittance – eliminating the mountain of paperwork associated with a manual process.

Supports forecasting and budget planning

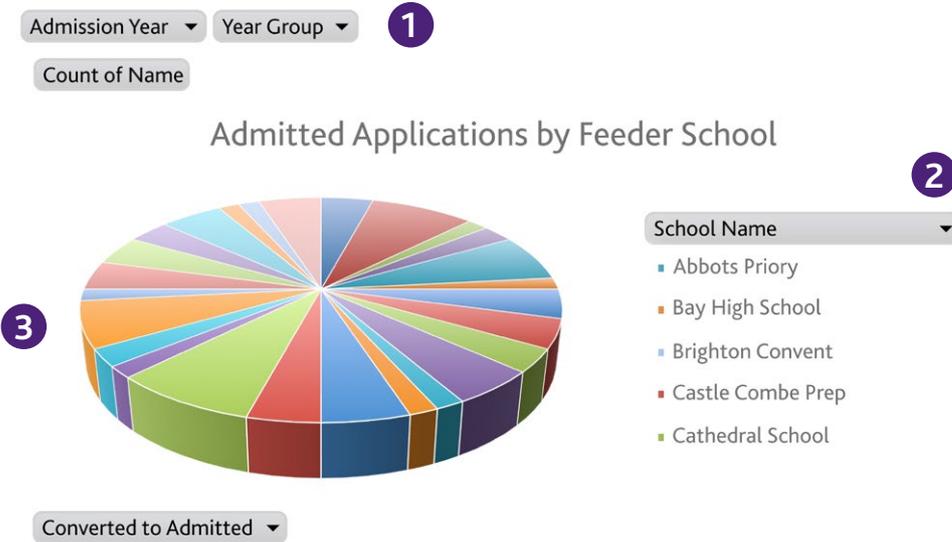
Receive precise forecasting of prospective pupil numbers at all stages of the admissions process, helping you to accurately project future revenue. Spot any local patterns or wider trends that could affect prospective pupil numbers.

Engage more effectively with prospective parents

Keep prospective parents up to date at different stages of the admissions process. Monitor which parents have attended an open day or taster day and, if required, generate invitation letters automatically to encourage them to do so, to help increase the number visiting your school.

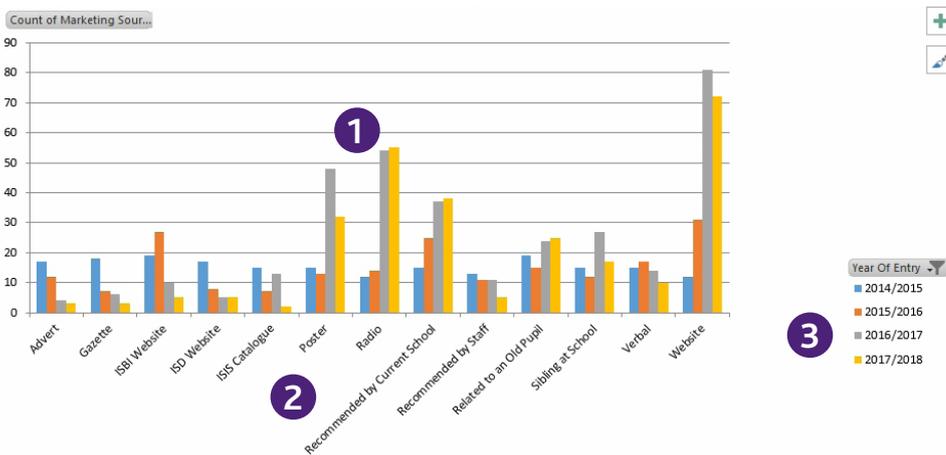
Intuitive analysis in SIMS Registration & Admissions

Analysis of successful applications by feeder school



1. Filter the data by admission year and year group.
2. View the full list of all the feeder schools.
3. Drill down into your data to find out pupil information.

Analysis of successful marketing activity



1. Find out exactly which marketing activities generate interest to help you achieve the greatest return on investment.
2. Analyse by marketing channel, eg: by publication, radio advertising, online advertising and website.
3. Set different coloured bars to help you compare results year-by-year.

"We consistently exceed the published benchmarks for converting parental enquiries into pupils joining the school. The data we gather on parents from the first point of contact is central to us achieving this, now and in the future."

Sheila Hallsworth, Director of Communications and Admissions, Sir William Perkins's School

"SIMS has allowed us to retain a highly personalised approach to our admissions process."

Lesley Smith, SIMS Data Manager, Trinity School

RELATED PRODUCTS

SIMS Discover provides further graphical analysis of where prospective pupils live, helping you to target more effectively. www.capita-independent.co.uk/sims-discover

Use SIMS InTouch with SIMS Registration and Admissions for streamlined communications with prospective parents at different stages of the admissions process www.capita-independent.co.uk/sims-intouch

FIND OUT MORE

Call **+44 (0)1285 647459** to speak to the Capita SIMS Independent school team, email us at info@capita-independent.co.uk or visit www.capita-independent.co.uk/products/sims-registration-admissions-independent-schools

Your questions answered

Will SIMS Registration & Admissions permit me to follow our school entrance criteria?

Yes. SIMS Registration & Admissions is designed with the ability to map to schools' own entrance criteria within SIMS. Schools are also able to define their own application statuses.

Will SIMS Registration & Admissions produce analysis reports?

SIMS Registration & Admissions includes more than 100 reports and also enables you to design other reports easily. All reports can be exported to Microsoft Excel and Word. The SIMS Independent consultancy team can assist your school in report writing, as required.

What type of analysis can SIMS Registration & Admissions provide?

Schools can access detailed analysis throughout the admissions process for informed decision-making including marketing source, postcode, catchment area, nationality, reasons for withdrawals, for example:

- feeder school analysis highlights schools on which to target future marketing activity and provides intelligence on the proportion of conversions for each feeder school
- details of conversion rates of visits to the school vs applications helps to identify the success of individual marketing activities
- post code or nationality analysis details allow you to see where parental enquiries/ applications are coming from
- record and analyse the pupils that have come through an international agency, and receive future pupil projection reports.



Who benefits and how?



HEADTEACHERS

Headteachers have an instant forecast of their future intake whether this is projected pupil numbers, a post code analysis or which feeder schools successful applicants are coming from.

BURSARS

Stay firmly in control of budget planning with an accurate projection of future revenue, and increase incoming revenue with the ability to produce bills as soon as the applicant's place has been accepted.

MARKETING DIRECTORS

Target your marketing activity where it will have the greatest impact on increasing pupil numbers, accurately track its effectiveness and achieve the greatest return on investment, which can be based on evidence gathered from past activities.

REGISTRARS AND ADMINISTRATORS

View all interactions between the school and the applicant and track progress from initial enquiry, subsequent visits, interviews and correspondence – to acceptance and admittance. You can also generate and store templates, logos and letters with your school's design and branding.

Want to know more about SIMS Registration & Admissions?

Telephone: **+44 (0)1285 647459**

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