

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?





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?





What differentiates the best school admissions from the rest during

this time where all admissions processes are online?





Very clear communication

&

Personalization





Story







What are practical ways to implement this differentiation?





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.





Notes



An internal note was added.



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

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





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









Notes



An internal note was added.



We have a new student! 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

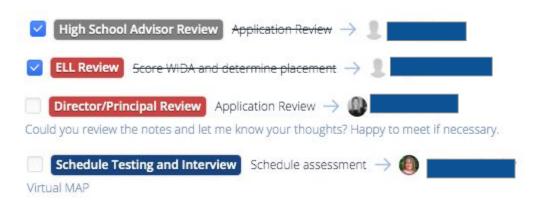






Tasks

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.

















Tags

used to ensure Admissions can easily see helpful information.



Wait-listed	Male	Grade 4	Feb 5, 2020	• Needs Visa - Tourist (90 Day) • Agent • ELL 20-21 • 20-21 New Expat	1821306
Admitted	Female	Grade 7	Jan 8, 2021	Parent Work VisaDependent Visa	1821406





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.







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	2	© 1	







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.





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 <u>bekah.dawson@ois.edu.my</u>
- The recordings will be available after the conference

Tweet Us @FariaEduGroup #FEGTechConf

