

Built for School Groups. Designed to Scale.

Admissions visibility
across your entire
network of schools.



A Message from Our Product Director



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OpenApply

School groups are growing rapidly. New campuses are opening, schools are joining larger networks, and admissions teams are increasingly responsible for pipelines that span multiple schools and regions.

Yet many admissions systems were originally designed with a single school in mind.

At OpenApply, we have spent years working closely with school groups to understand how admissions operates at scale. One challenge appears consistently: gaining reliable visibility across multiple schools without relying on spreadsheets, fragmented systems, or manual reporting.

Our School Group capabilities were developed to address this challenge. The School Group Dashboard provides group leaders with a shared view of admissions activity across their network, helping teams monitor pipelines, identify trends, and coordinate more effectively between campuses.

How the platform continues to evolve is just as important. Many of the capabilities described in this brochure have been shaped directly through feedback from the school groups we work with, shared through our product portal and feature request platform.

In many ways, the school groups we partner with are not simply customers, but co-creators of the platform.

I hope this brochure gives you a clearer view of how OpenApply supports modern school groups and the admissions teams who power them.

OpenApply's Admissions, Marketing, and Advancement Platform

OpenApply goes beyond admissions to support the full student lifecycle — from lead generation and marketing to enrolment and re-enrolment, and on to advancement, including alumni engagement and fundraising.

The platform provides teams with a structured system for managing applications, communicating with families, and monitoring pipeline activity in real time.

End-to-End Admissions Management

Admissions teams can manage the full application journey within one system, including:

Enquiry capture and prospect management

Group wide system configuration

Customisable forms and admissions checklists

Data & reporting across all schools

Online applications and document submission

Enrolment and re-enrolment management

Flexible fee management

Internal application review workflows

Interview and assessment coordination

Workflow Automation

OpenApply automates routine admissions tasks through configurable workflows such as:

Automated document checklists

Dynamic checklists adapt to each applicant's status and programme, so parents always know exactly what's needed next, reducing back-and-forth and accelerating completion rates.

Event registration and attendance tracking

tracking Self-service sign-up for tours and open days, synced to your admin calendar. Fill open days faster and eliminate scheduling admin, with Google Calendar, iCal, and Outlook integration built in.

Application status tracking

Real-time applicant pipeline visibility for staff and a live progress view for parents. Fewer inbound queries, faster decisions, and a transparent experience that builds family confidence.

Alumni engagement and fundraising management

Automated alumni outreach sequences with donation tracking and volunteer hour recording, turning graduates into active community members and prioritising the relationships most likely to give back.

Parent notifications and reminders

Personalised, trigger-based notifications sent automatically at every stage, saving admissions teams 10+ hours of manual work per cycle and keeping families engaged without chasing.

Application and enrolment payments

Online fee collection via Stripe, PayPal, CyberSource, and more, in 110+ currencies. Reduce payment delays and give finance teams clean reconciliation reports from day one.

CRM and email campaign workflows

Automated multi-email drip campaigns with lead scoring and source tracking. Nurture prospective families from first enquiry to enrolment and measure exactly which channels drive results.

Communication and Engagement

Admissions teams can communicate directly with families through the platform, keeping communication history connected to each applicant record.

Reporting and Admissions Insights

Real-time admissions data allows schools to monitor pipeline activity, review admissions trends, and uncover actionable insights.

For school groups, this structured data also enables visibility across multiple campuses, supporting more informed decision-making and strategic planning.

Designed for School Groups

School groups operate differently from individual schools.

Admissions activity is distributed across multiple campuses, while leadership requires visibility across the organisation.

OpenApply supports both perspectives by providing admissions infrastructure that operates at both the **school level and the group level**.

Individual campuses manage their own pipelines, while group leadership gains a consolidated view of admissions performance across the organisation.

At the centre of these capabilities is the **School Group Dashboard**.



openapply.com




The School Group Dashboard




The **School Group Dashboard** provides a shared view of admissions activity across multiple schools.

Instead of switching between school accounts, group users can access a single dashboard that brings together key admissions insights.


Group-level insights include:




Admissions pipeline activity across schools



Enrolment data aggregated across the organisation

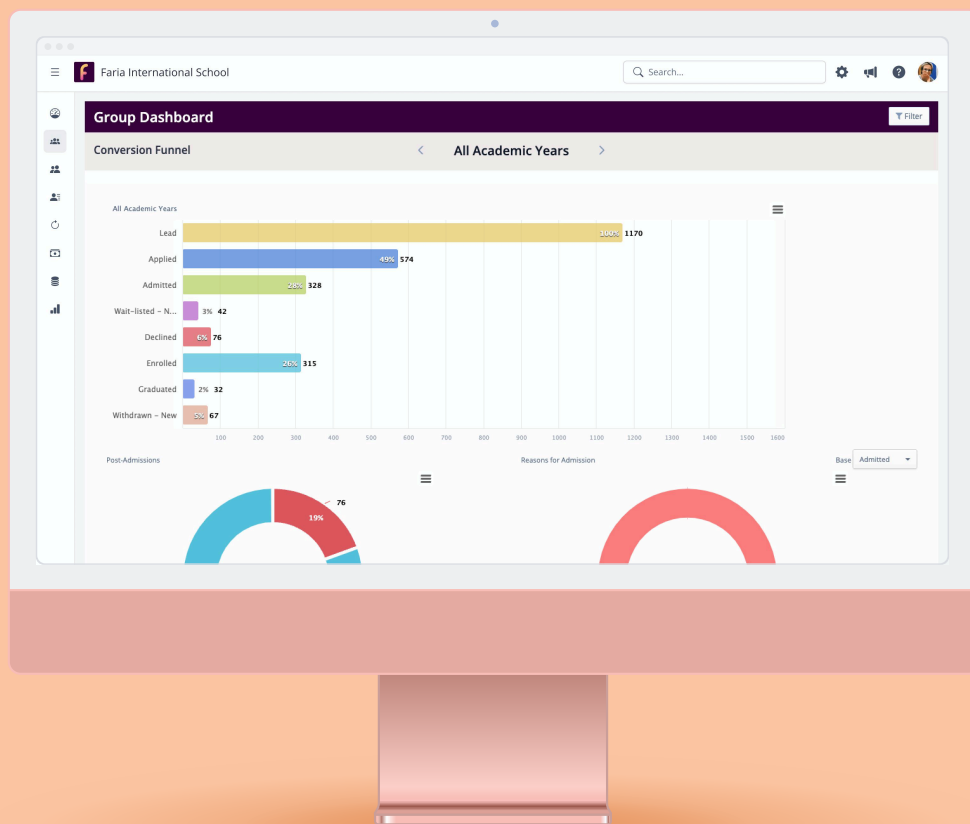


Application checklist progress across campuses



Geographic insights into applicant distribution

Recent updates have expanded group-level analytics and established a clearer structure for monitoring admissions data across schools.





Cross-School Visibility

For school groups, admissions insight becomes significantly more valuable when it can be viewed across multiple schools.

Group leaders can analyse trends across campuses, identify differences in admissions activity, and maintain a clearer understanding of pipeline performance across the organisation.

Upcoming enhancements will introduce deeper comparison-based insights, including the ability to review admissions metrics side by side across schools.

These developments are informed directly by ongoing collaboration and feedback from school group leaders.



Alignment Without Losing Campus Identity

School groups must balance alignment across their organisation with the operational independence of individual campuses.

OpenApply supports this balance by providing shared infrastructure while allowing schools to configure their own workflows and forms.

Admissions teams can customise application forms and workflows while still operating within a platform that provides group-level visibility.

This approach enables coordinated infrastructure without forcing identical processes across every school.



Infrastructure for Multi-School Organisations

School groups often operate with a variety of systems across campuses.

Schools may use different student information systems, payment providers, or communication tools.

OpenApply supports this complexity by enabling each school to operate within its own environment while contributing admissions data to a shared group-level view.

Role-based permissions ensure that users across the organisation can access the information relevant to their responsibilities.



Shaped by School Groups

OpenApply evolves through ongoing collaboration with the schools and school groups who use the platform.

Many capabilities described in this brochure were shaped directly through conversations with admissions leaders and administrators.

School groups can follow product development through the OpenApply product portal, where new releases and updates are published, and where customers can share feedback, upvote ideas, and contribute feature requests.

This collaborative approach ensures that OpenApply continues to evolve alongside the needs of modern school groups.

How School Groups Use OpenApply



School groups use OpenApply to coordinate admissions activity across their network of schools.

Common use cases included:

Monitoring Pipeline Health

Admissions leaders can review live pipeline activity across multiple schools in one environment.

Coordinating Admissions Strategy

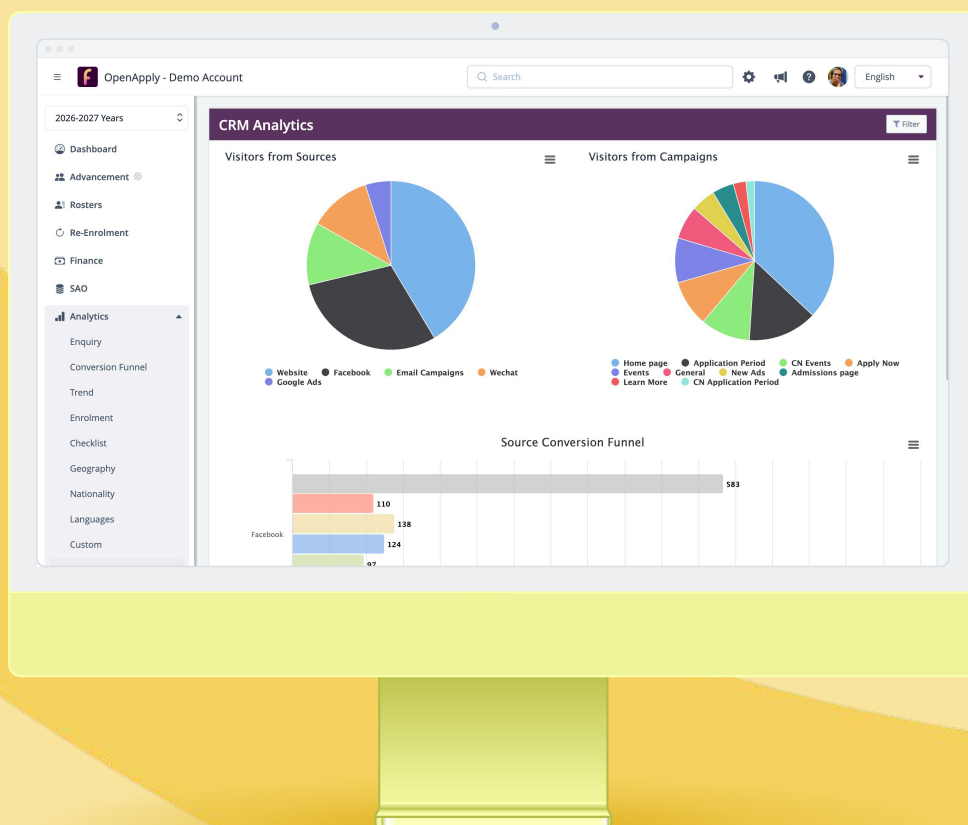
Group leadership can review admissions trends across campuses and align strategy.

Understanding Recruitment Markets

Geographic insights allow schools to observe where prospective families are coming from.

Supporting Leadership Reporting

Admissions data can be reviewed and exported across schools to support leadership and board discussions.



Why School Groups Choose OpenApply



School groups choose OpenApply because it supports both campus-level operations and group-level oversight.

Key advantages include:

Group-Level Admissions Visibility

A shared view of admissions activity across schools.

End-to-End Admissions Management

One platform for managing the full admissions lifecycle, from enquiry to enrolment and beyond.

Flexibility for Individual Schools

Schools can configure workflows to suit their local needs.

Infrastructure That Supports Growth

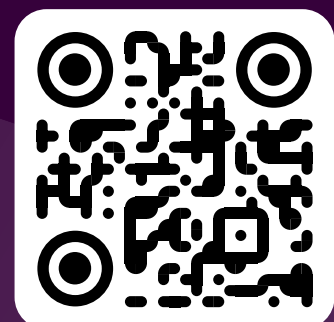
Infrastructure That Supports Growth
OpenApply scales as organisations expand their network of schools.

Continuous Product Evolution

The platform evolves through collaboration with the school groups who use it.

Explore OpenApply for School Groups

Discover how school groups manage admissions across their network of schools.



[Request a School Group Demo](#)



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