

WHAT PARENTS THINK

Addressing Parents' Misconceptions
About Your School through Alumni
Insights



Students receive their report cards based on their performance at the end of the academic year. But who evaluates your school's performance? Of course - parents!

SCHOOL PROGRESS REPORT

- Infrastructure - 4/5
- Academics - 3/5
- Teachers - 3/5
- Administration - 2/5
- Safety - 3/5
- Transport facilities - 1/5
- Student Success 3/5

What parents think about your school may not always be what you expect. Considering they only interact with schools during occasional PTA meetings or school events, their assessment of the school may often be inaccurate or biased.

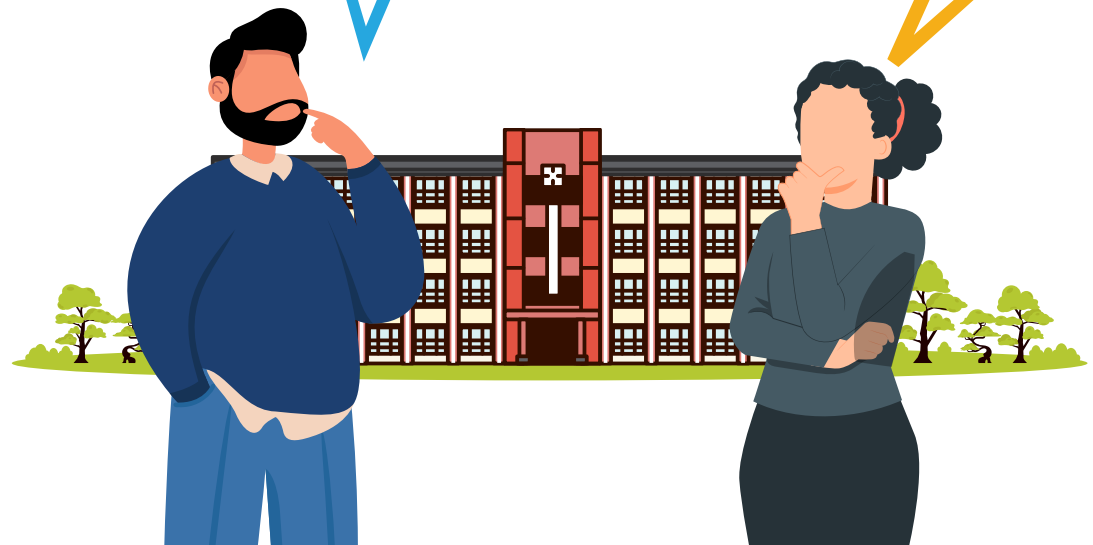
LOOKING AT A BEAUTIFUL SCHOOL BUILDING

What Schools Expect Parents to Think

"Oh they have a new school building. I am sure my child will have a better classroom experience here."

What Parents Actually Think

"They have spent so much money on this building! And yet I have to pay additional fees for every extracurricular my child participates in."



It's crucial to address parents' concerns and misconceptions about your school. Unhappy parents may consider a transfer, leave negative reviews, and influence other prospective parents.

Luckily, you have a secret weapon who can come to your aid in changing parents' opinions. It's your **Alumni!** Let's dive into it!

5 COMMON MISCONCEPTIONS PARENTS HAVE AND HOW TO ADDRESS THEM

- 1 All Schools are the Same!
- 2 The school is not academically focused.
- 3 Indian curricula are academically more adept than international curricula.
- 4 International Curriculum is only useful for studying abroad.
- 5 Changing schools to get admission into Top Colleges.



1 All Schools are the Same!

"All these schools say the same thing. They are the same"

(Managed By: Sarba Sarbangan Sarjana Mission)

ADMISSION OPEN SESSION 2022-23
Kg 1 to Std. 9th




Salient Features

- Digital & Smart Classes
- Computer & Library Facility
- Toys, Large Play Area
- Class Room Equipped with Education
- Sports/Games/Slider/See-Saw
- CCTV Camera in School Campus
- Teaching Through Live Examples

Panchrukhi, Near Kharni More, NH-2 Barwadda- Rajganj Road, Dhanbad
Web : www.ipdhanbad.in, e-mail:ipdhanbad@rediffmail.com, Mob : 9204655906, 9234309601

ABC PUBLIC SCHOOL **100% RESULT**
Celebrating 50th Year Of Academic Excellence

100% RESULT IN CBSE-XII EXAMINATION (SESSION 2019-20)

OUR COMMERCE TOPPERS	Total No. of Students Appeared Commerce: 26 Science: 43	OUR SCIENCE TOPPERS
 Khushi 40.91%  Sarboshi 48.77%  Satish 47.17%	Students Passed 69 Total Pass % 100 Above 80% 54 Above 90% 25	 Kavya 40.91%  Satvik 48.77%  Sarita 47.17%  Priya 40.91%  Pratik 47.17%  Rahul 47.17%  Harshini 40.91%  Ansh 47.17%  Anusha 47.17%  Aarti 46.12%  Karik 40.91%  Ajay 47.17%  Anjali 47.17%  Harsh 46.12%  Karika 40.91%

ADMISSIONS OPEN

SOLUTION

Alumni achievements and their success journeys can provide unique stories that schools can use for their marketing.

WALL OF FAME

2017
Shruti Kalia
Actress
Now Studying Music at Trinity College, Dublin

2018
Chandan Shah
House Captain
Now Studying Law at O.P.J.S. Global University

ON AN AVERAGE, OUR STUDENTS GET GUIDED BY OVER 30 ALUMNI EVERY WEEK

Some of the companies our Students are working at

Microsoft Apple CNN
Adobe Google Infosys
amazon TATA Deloitte.

OVER 100 COLLEGE ADMISSION CASE STUDIES OF OUR ALUMNI ARE AVAILABLE TO OUR STUDENTS

Christ University OR Oxford University

1000 CHALLENGERS HAVE MADE IT TO THE WORLD'S TOP UNIVERSITIES. YOUR CHILD COULD BENEFIT.

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179

OUR STUDENTS GOT SCHOLARSHIPS WORTH \$4 MILLION IN THE PAST 5 YEARS



2 The school is not academically focused.

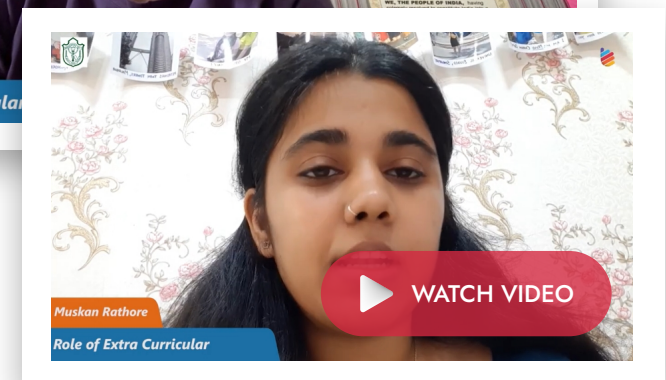


“All they talk about is some extracurricular, event or excursion. Nobody is talking about academics and marks - things that matter!”

Check these videos of Alumni talking about why extracurriculars and a good profile is important for college admission today.

SOLUTION

Ask your Alumni to share their experiences during school. They are best placed to show parents that Top Colleges prefer students with a holistic profile - not just marks.



3

Indian curricula are academically more adept than international curricula.

“Studying in CBSE or SSC prepares students to face tough competitive exams. I am not so sure about IB or Cambridge.”



SOLUTION

Schools that offer international curricula can show parents the journey of their Alumni - their achievements, admission into prestigious colleges, and career successes.

SUCCESSFUL JOURNEY
DIVYANSH SAKSENA at Oakridge

2007 GRADE 1	2010 GRADE 4	2013 GRADE 7	2017 GRADE 11	2018 GRADE 12
 CREATIVITY THROUGH ART 1 st Prize in Painting	 CONFIDENCE ON STAGE Played 'Birbal' in School Play	 TEAM SPIRIT ON FIELD Junior Football Captain	 LEADERSHIP QUALITY Chosen as Head Boy	 ACADEMIC SUCCESS School Topper in 12th Board

LIFE AFTER OAKRIDGE


GRADUATED - 2022
Major in Economics & Management
MS in IEOR
University of California, Berkeley, USA


Login to the Oakridge Alumni System to Receive Inspiration & Guidance

DIVYANSH GUIDES OUR STUDENTS ON

- Preparing for Boards
- Studying in US
- Cracking Entrance Exams

DIVYANSH'S VIDEO



POWERED BY




4

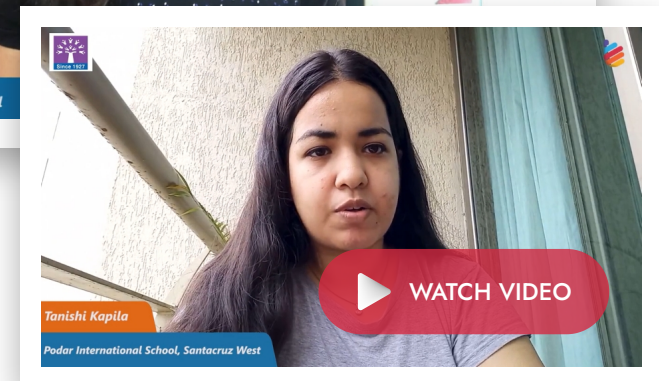
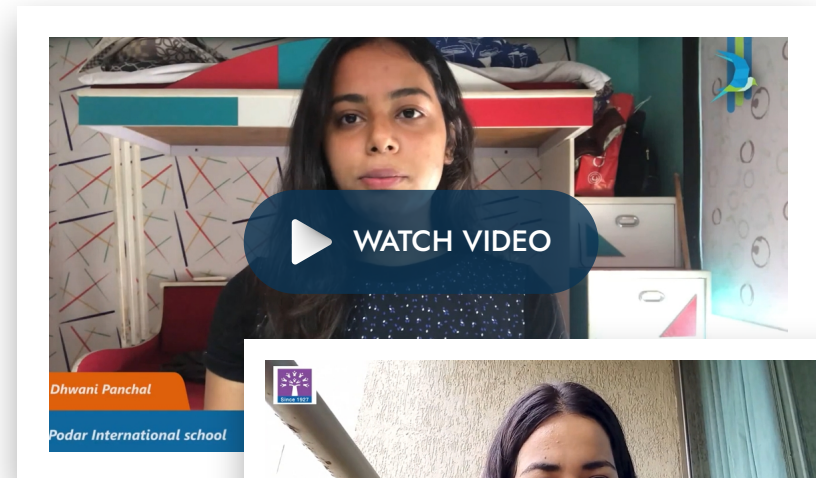
International Curriculum is only useful for studying abroad.



“My child wants to study in India. An international curriculum is not going to help.”

SOLUTION

A video library of such Alumni sharing their experiences about college admissions will allow parents to gain insights directly from the source.



Check these videos of Podar International's Alumni on how IB curriculum helped during admission in Top Indian Colleges.



5 Changing schools to get admission into Top Colleges.

"We should think about changing schools after 10th. The other school has better coaching opportunities."



SOLUTION

Show parents the success stories of students who completed their education in your school and why they value studying there.



Check this video of an Alumni on why she chose to stay in DPS, Nagpur for grade 11 & 12.



Parents' misconceptions and misinformation about your school can be many. But Alumni experiences and stories can have a huge impact in changing their perspective.

Your Alumni play a crucial role in addressing parents' concerns about schools.



Firsthand Experience

- As former students, they know about the school's culture, academic environment, and quality of education



Real & Authentic Message

- Since alumni are already out of the school system, their opinions are more credible in parents' eyes



Inspiring Stories

- Alumni success stories will motivate parents to aspire the same for their children

**You can make all the claims, but parents only believe in the proof!
It's time for your school to show them your success stories.**

To Show Parents Your Alumni Success Stories

CONNECT WITH US