



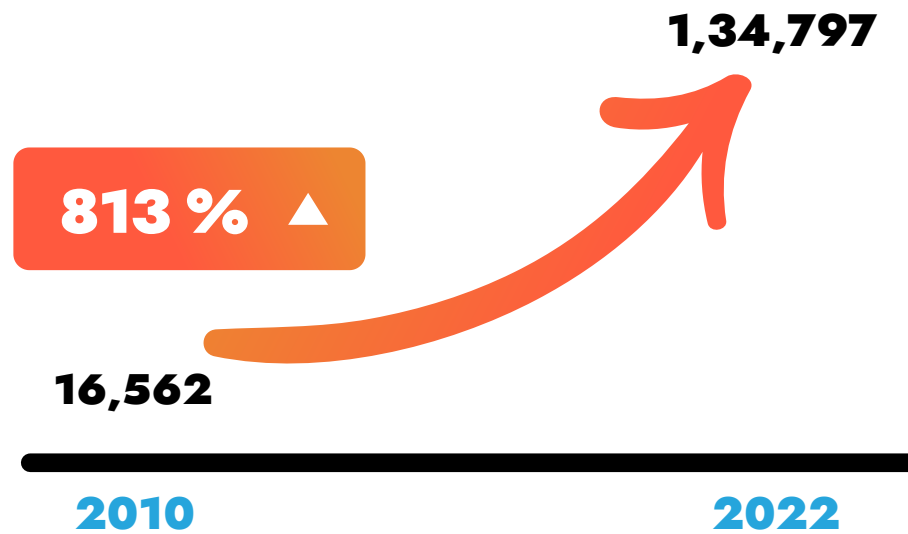
# CHANGING PARENTS' PERCEPTION

Why Parents Think Your School is Not Academically Focused & How Can You Change Their Minds

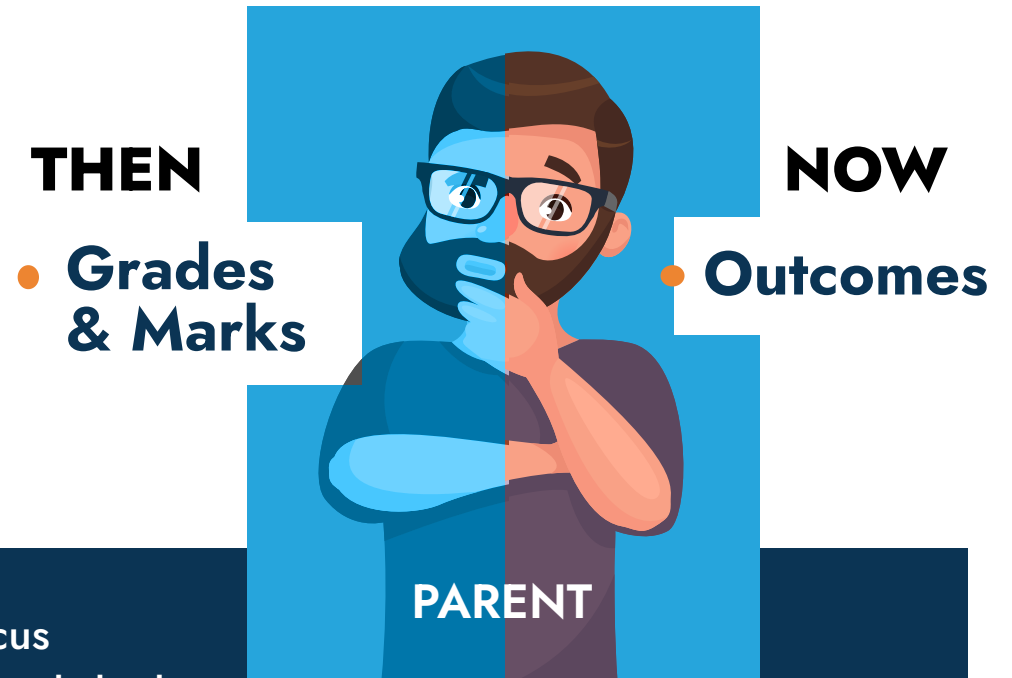
# WHY THE MISCONCEPTION?

A decade ago, the formula for school success was fairly simple. Good grades = Good School. But this status quo has changed in recent years.

## Students Scoring 90% + marks (CBSE)



## New Definition of Success in the Last 10 Years



As high board scores became common and the focus shifted from 'marks-only' to 'holistic education', schools had to change their definition of success. Most schools today talk about holistic education, innovative learning environment, extracurriculars and more.

**YET SOMETHING MAJOR WAS LOST IN THE TRANSLATION.**



## PROBLEM

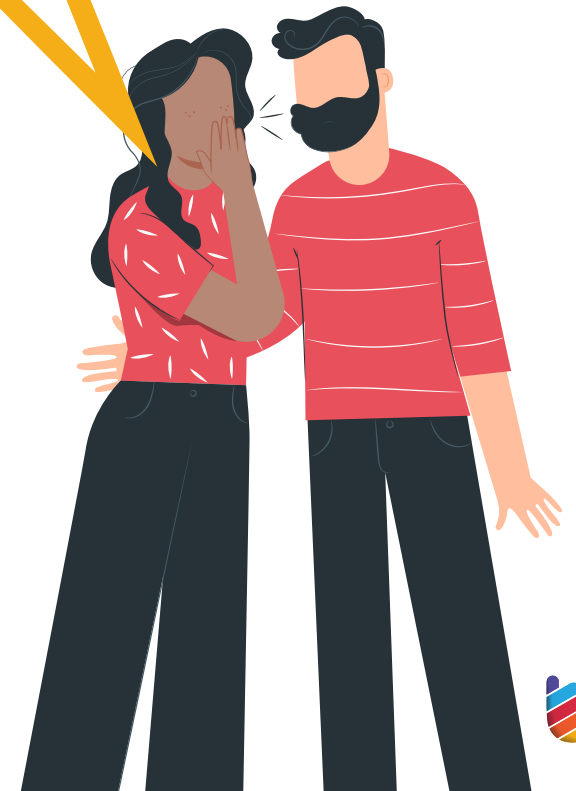
# PARENTS VS THE SCHOOL

WHAT PARENTS THINK

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

"All these activities and project work is good for younger grades. My son needs to crack competitive entrance exams. This school is not focused on that at all."

"I don't understand all the new-age experimental learning things. Seems like a waste of time."

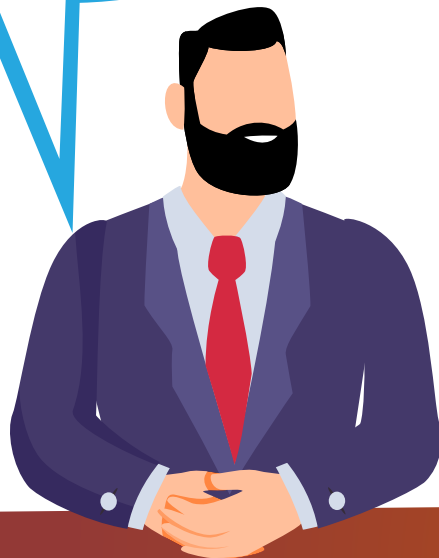


# PROBLEM

# PARENTS VS THE SCHOOL

WHAT SCHOOLS THINK

"All these years they complained about kids being under tremendous pressure because we focused on marks. Now they think we are not focused on marks. There is no winning here!"



PRINCIPAL

"I specialise in child psychology and pedagogy. But these parents think these science-backed teaching strategies are experimental. How do I prove to them that it works?"



TEACHER

"Holistic education is the buzz. Every school is doing it. How do I tell parents that holistic education includes academics?"



MANAGEMENT



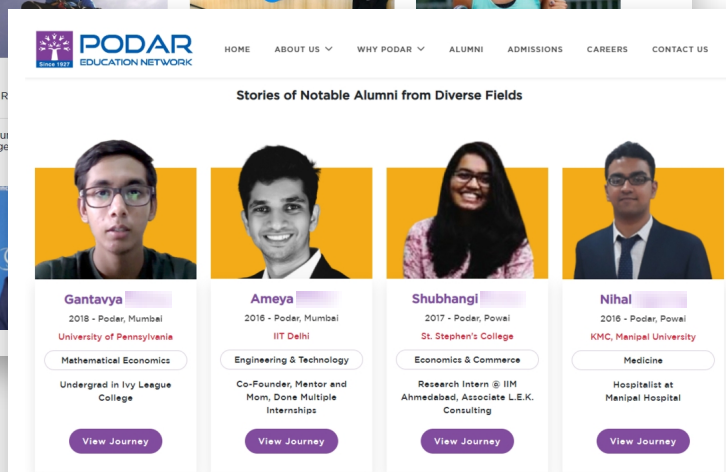
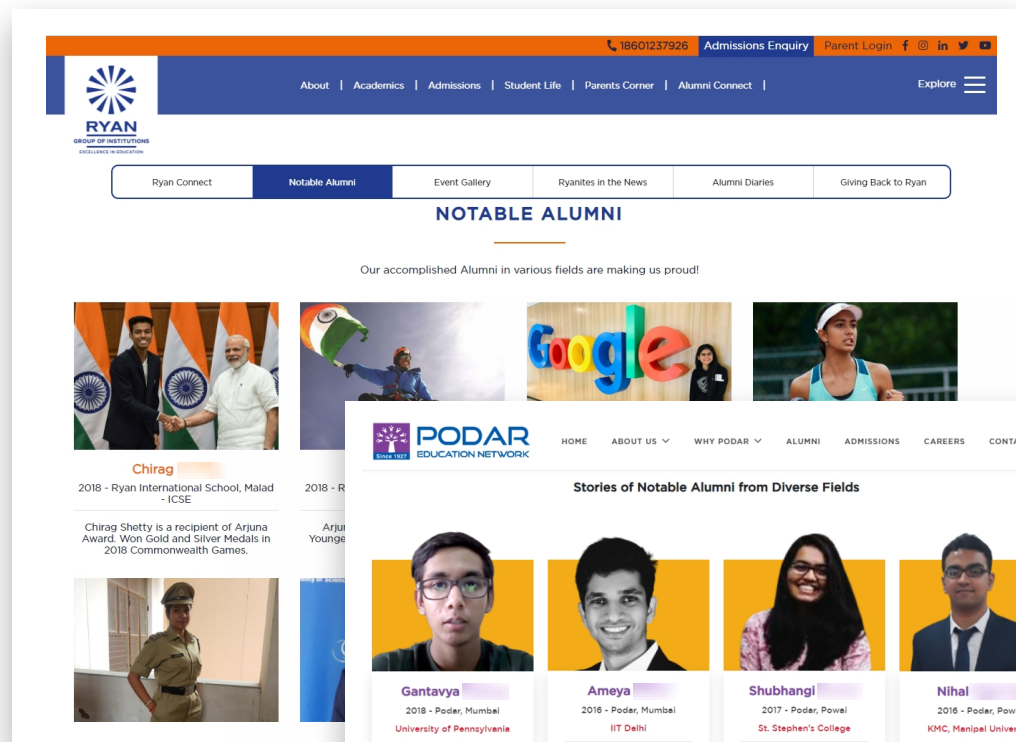
# ONE SOLUTION TO SHOW THEM ALL!

Parents think your school is not academically focused because they don't see the outcomes of the education you provide. They see the infrastructure and facilities and hear about the learning innovations and activities for students. But they don't see the end result - where all this leads to.

**Show parents proof of your school's success. Show them your Alumni Success Stories!**

*Here are a few ways you can show parents your success stories -*

## SCHOOL WEBSITE

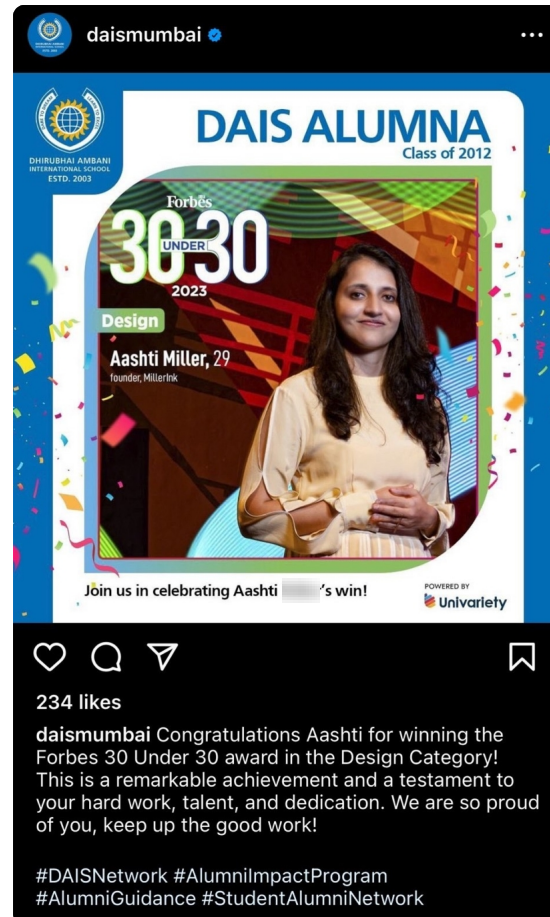


Show your successful alumni on your school's website with their academic achievements and success stories.

Your website should be a gateway for parents to see proof of your school's academic excellence.



# SOCIAL MEDIA



Recognise and celebrate your Alumni's success stories and achievements on your school's social media. When parents see social media posts like these regularly, it will remind them of your school's credibility.



## GOOGLE REVIEWS



Raghav Joshi



I spent 10 years in this school. From excellent education, teachers that make time for individual students, to providing the right counselling and guidance, they do it all. I am very grateful to be an alumnus of this school.

The First thing that we do before making any major decision is look for reviews. So do parents! Alumni reviews are great at changing parents' misconceptions about your school.

## MARKETING AND ADMISSION VIDEOS



Your Alumni speaking about their experiences in school with regard to academic and learning support can be very effective for your marketing and admission. You can use such videos for advertisements, show parents during admission counselling sessions, and more.

# CAMPUS TOURS

**SUCCESSFUL JOURNEY**  
DIVYANSH [REDACTED] at Oakridge

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

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



**DIVYANSH GUIDES OUR STUDENTS ON**

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

DIVYANSH'S VIDEO

POWERED BY Univarsity

**SUCCESSFUL JOURNEY**  
Soumya [REDACTED] at Ryan

<p><b>2005</b> CLASS 1</p>  <p><b>FASTEST LEARNER</b> 1<sup>st</sup> Prize in Spell Bee</p>	<p><b>2008</b> CLASS 4</p>  <p><b>YOUNG ATHLETE</b> Participated in State Level Swimming</p>	<p><b>2011</b> GRADE 7</p>  <p><b>EXTRA CURRICULAR</b> 1<sup>st</sup> Prize in Elocution Competition</p>	<p><b>2014</b> GRADE 10</p>  <p><b>LEADERSHIP QUALITY</b> School Captain</p>	<p><b>2016</b> GRADE 12</p>  <p><b>TOP COLLEGE ADMISSION</b> Scholarship worth \$ 23000</p>
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**LIFE AFTER RYAN**

Hans Raj College, Delhi - English Literature  
COLUMBIA UNIVERSITY  
Columbia University, New York - MA Film Studies

**SOUMYA GUIDES OUR STUDENTS ON**

- Preparing for Boards
- Choosing English Literature
- Cracking IVY Leagues

SOUMYA'S VIDEO

POWERED BY Univarsity

When parents visit your school, they want to see a glimpse of their child's future and how your school can help them achieve success. Showing parents the journeys of Alumni with extracurricular activities, academic achievements, and career success will have a positive impact on parents.





# HOW DO YOU DO IT?

Now while your Alumni are a potential solution to all your parent-related problems, there's a catch. They are no longer with you. You don't know where they are, what they have achieved, and whether they would want to associate with your school.

But we've got your back!

## STEPS TO GETTING YOUR ALUMNI ONBOARD

1

COLLECT ALUMNI  
INFORMATION



2

ENGAGE  
MEANINGFULLY



3

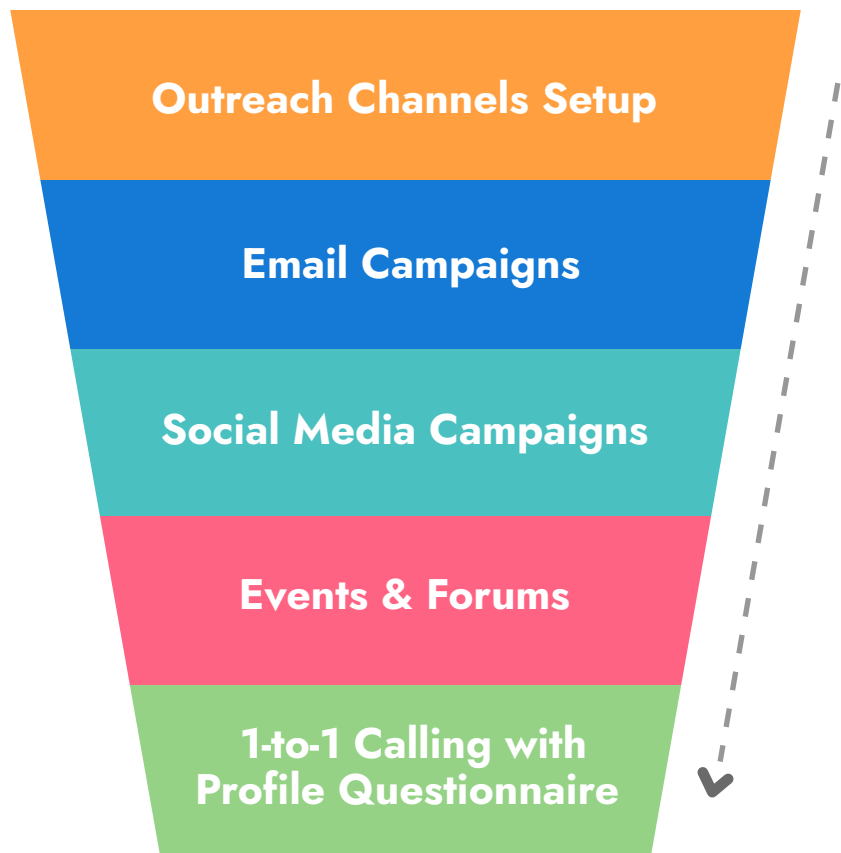
UTILISE  
YOUR ASSETS



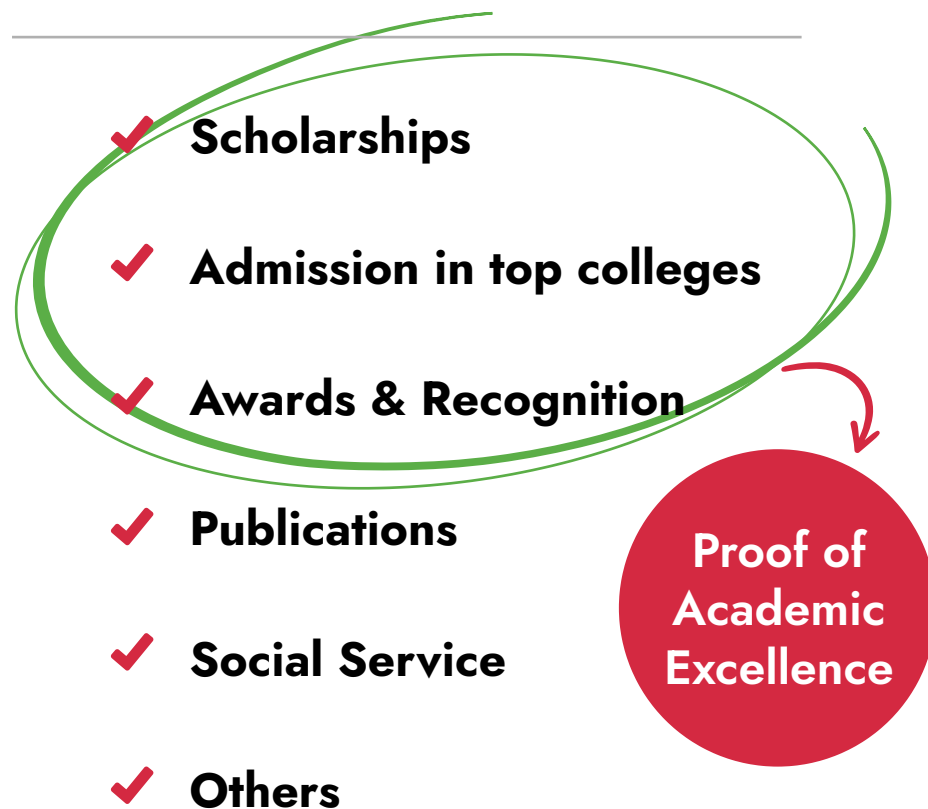
1

# Collect & Analyze Alumni's Information and Achievements

## Deep Data Collection Process



## Achievements Analyzed



# 2

# Engage with Alumni with Meaningful Benefits

Following the mantra "Give to Get"

1



NETWORKING

2



LEARNING & DEVELOPMENT



3



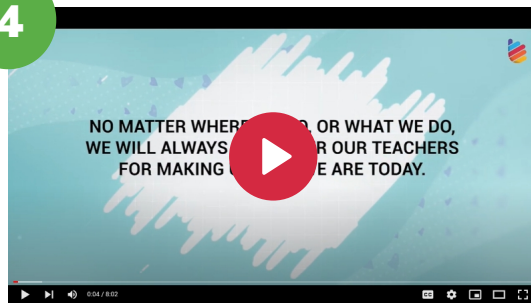
RECOGNITION

5



BENEFITS

4



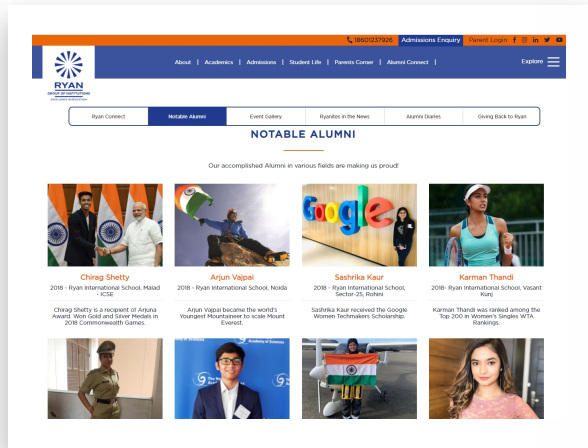
NOSTALGIA



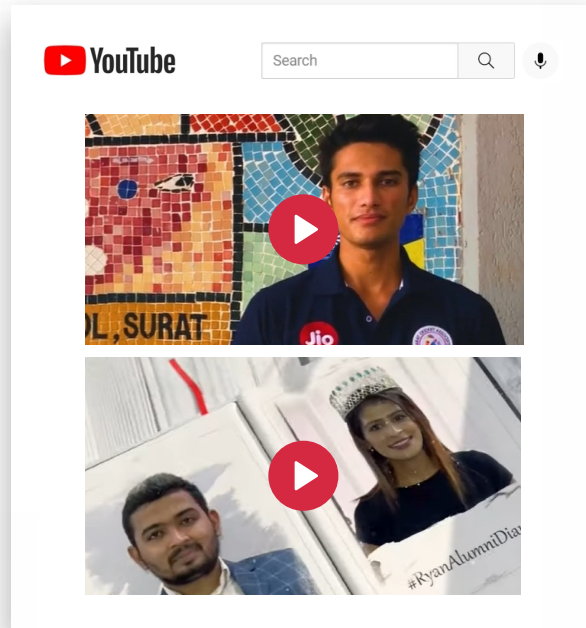
# 3

# Utilise Your Alumni for Your School Success

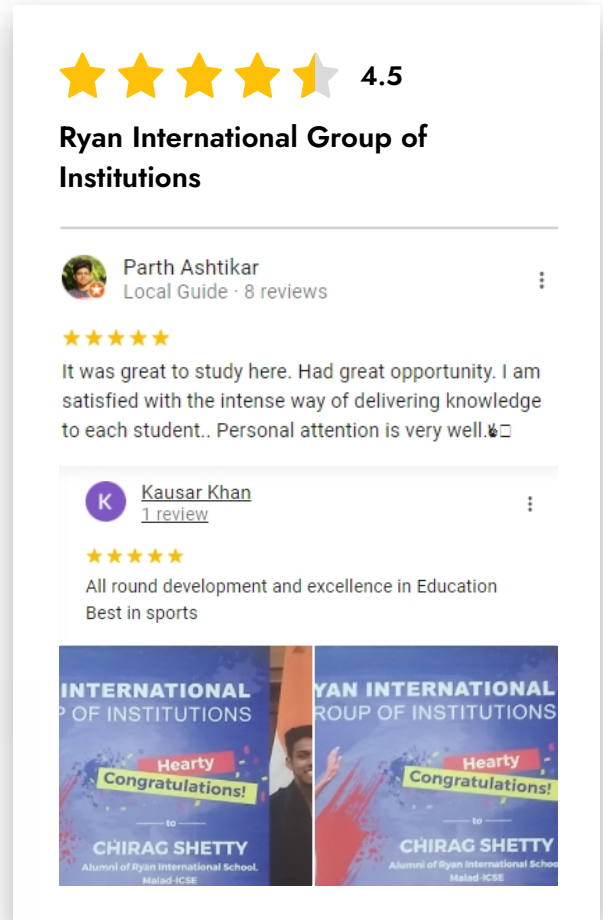
## Website



## Social Media



## Google Reviews



## Marketing Collateral



## School Tour



**Alumni can be your school's greatest assets if utilised properly. But getting them onboard is the real feat.**

**Don't worry! We will accept this challenge on your behalf.**

**TALK TO US ABOUT YOUR ALUMNI**

