

Enrollment

Marketing

Awareness of school through reputation, marketing, word of mouth, or community presence.

Prospects

Families seek more information, attend tours, explore programs, or begin applications.

Inquiries

Students are accepted. The district has demonstrated value, fit, and trust.

Admissions

Families commit. Registration is completed, and funding/deposit follows the student.

Enrollment

Families remain enrolled, speak positively about the district, and become community ambassadors.

Retention/Alumni

Awareness/Interest

People discover your brand and begin to understand what you offer.

Familiarity/Intent

Prospects visit website, attend events, follow content, and begin considering you as a viable option.

Evaluate

Messaging, proof points, outcomes, reputation, and differentiation influence decisions.

Purchase/Convert

The decision is made. The buyer takes action and commits.

Loyalty/Advocacy

Satisfied customers stay, renew, and recommend you to others. Retention/referrals fuel growth.

