

## Notes from the Facebook Live Event - Virtual Admissions

### Website

Don't assume that prospective families know you're still open for business. Temporarily adjust your website's navigation, wording, and inquiry and tour forms to create a seamless experience for prospects and reflect your current practices.

- Are your campus visitation policies prominent?
- Is there a clear message that your Admission Office is still operating, albeit from a distance?
- Do your admission inquiry, tour, and process pages reflect that you're still accepting and reviewing applications?
- Is it clear how you want families to contact you with questions?

### Assessments

- Move to in-house created assessments if you have traditionally been using third-party assessment companies that have canceled future test dates.
- Deliver these as worksheets to be completed and uploaded to the student's admission file or through virtual assessment tools such as [Edmodo](#), [Quizizz](#), [Quizlet](#), or [Survey Monkey](#). Your existing learning management system may also have this function, or you can use Google Forms.
- If you use the [Gesell Screening](#) for early childhood assessments, discuss with your early childhood administrators and team if you can replicate this in the child's home using a tool such as Zoom, which is currently offering free accounts to K-12 schools.
- Other assessment ideas for younger students that came in from participants included STAR, IXL math), writing prompts, and Pearson assessments.

### Virtual Event Ideas

- **Division-specific faculty and administrator Q&A panels** - give participants the option to submit their questions anonymously and in advance, but take live questions as well.
- **Student Hangouts** - ask students in various leadership positions to host a Google Hangout for prospective students so they can share their virtual learning experiences and field questions about "typical" student life at your school.
- **Virtual Tours** - Request access to campus twice per week so you give live, guided tours of your campus facilities using a tool such as Facebook Live, IGTV, or Skype. You can also capture panoramic photos and video footage using your SmartPhone and piece

together an authentic guided recorded campus tour. Be sure to intersperse still photos that showcase your students and teachers in their classroom environments and co-curricular activities. Google also offers a free tour creator at <https://arvr.google.com/tourcreator/>.

- **Host an Online Revisit Day** - Invite key administrators and a few loyal students and parents to host a virtual Revisit Day. Create and distribute an agenda that includes an update for admitted families about your school's COVID-19 response; an overview of "need to know" items for the remainder of the spring; and the opportunity for admitted families to participate in a Q&A with your school's representatives.
- **Offer Admissions Chat Hours** - Each weekday, offer "Chat Hours" for your prospective and newly-admitted families using software such as Chatra.io or Olark.com. Note that Chatra.io has a multilingual feature that would benefit your international families.

## Tools to Implement Digital Initiatives

### Panels

- Zoom - free for K-12s right now <https://zoom.us/docs/ent/school-verification.html>
- Google Hangouts
- GoToWebinar/Meeting - free 7 day trial (up to 100 attendees)

### Tours

- Google Tour Creator: <https://arvr.google.com/tourcreator/>
- ICEF Virtual Reality Tours: <https://www.icef.com/solutions/icef-media-virtual-reality/>
- Facebook Live
- IGTV
- Skype
- YouTube (students) <https://www.thinkwithgoogle.com/marketing-resources/hosting-virtual-events/>
- See two examples from schools below in the "Participant Ideas and Samples" section

### Chat

- Olark.com (free trial + \$12/month (starting))
- Chatra.io (multilingual - free one 1 person)
- Pure Chat (recommended by a participant)

### Scanning Apps

- TurboScan
- Genius Scan Free
- Adobe Scan Digital PDF Scanner

### Ideas and Sample Shared by Participants

- Virtual Story Time (check copyright rules)
- Yard Signs



- Virtual Play Dates
- Coffee Hour with area admissions directors using Zoom
- Invite already enrolled new students to weekly virtual chapels and shabbats; send out morning prayer daily
- Coffee Talk using Zoom, etc., for prospective families
- PeerPalschools.com to connect parent ambassadors with prospective parents
  - <https://wns-laparents.org/?fbclid=IwAR3kzaZ0Zf6yBMweSK21EMdENNT2wgx50lgjHBk8K-gIXH9avLQcmxkn3so#/>
- Virtual Tour from Trident Academy
  - <https://tridentacademy.com/admissions/admissions-process/>
- Virtual Tour from International School of Denver
  - <https://www.isdenver.org/uploaded/tour/index.html>