

# 2022

## K-12 Trends Report

### The Power of Harnessing Technology in the K-12 Private and Independent Student Lifecycle

We surveyed over 300 independent and private school decision makers on how schools are managing student search, admissions, enrollment, financial aid, student information management, communications, and advancement.

The goals of this study were to better understand the landscape as well as current and longer-term trends among independent, parochial, and boarding schools. The following are just some of the key highlights from the study.

## Search

The first stage of the student lifecycle is rich with opportunities for schools to best market themselves.

### Marketing Methods Used by Schools with Increased Enrollment

- 63% Digital Advertising
- 61% Auxiliary Programs
- 21% Inbound Ad Campaigns

38% of schools say they are excellent/very good at using data/tech for marketing and advertising

### Maximizing Marketing

If schools can maximize their efforts at the first stage of the student lifecycle, search, by effectively marketing to families, they have set themselves up for success.

## Application and Enrollment

Student life starts here.



39% of schools who self-identify as early technology adopters enrolled 101-500 new students

4 in 10 schools intend to invest more in admission and enrollment next year



### Retention

21% Schools reporting a decrease in returning students

18% Schools reporting an increase in returning students

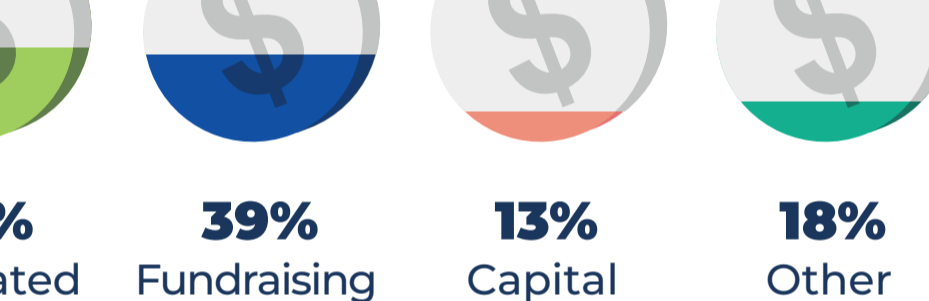
### Turn Interest Into Enrollment

When the admissions process is streamlined through the effective use of technology, families and staff feel supported and confident when moving from the admissions to the enrollment and re-enrollment phases.

## Financial Aid

In this stage of the student lifecycle, financial aid is a top lever for enticing new families to enroll.

The average financial aid award of schools surveyed covers about 40% of tuition



### Financial Aid Funding



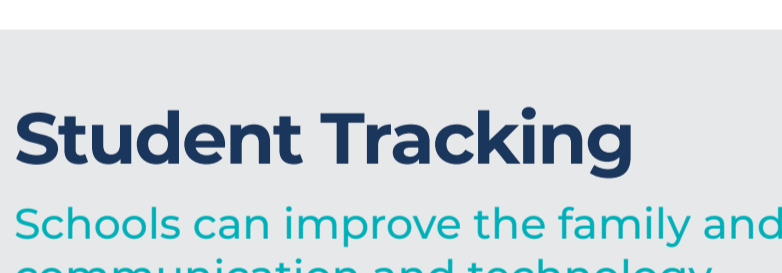
- 60% Operating budget
- 42% Dedicated fundraising initiatives
- 39% Fundraising budget
- 13% Capital campaign
- 18% Other

## Tuition, Billing, and Payments

Digital payment processing is proven to save time for school staff, increase participation in auxiliary programs, and decrease data input error.

Less than 50% of schools offer online payments for school trips, cafeteria meal plans, school stores, and athletics.

Only 7% of the families at schools that offer online tuition payments are still paying by cash or physical check.



## Student Tracking

Schools can improve the family and student experience through communication and technology.

4.5 Weekly average number of texts and emails

The top three most effective methods of communication among schools are email (76%), text message (28%), and parent portal (27%).



## Donations and Fundraising

Fundraising, development, and programming don't end at graduation.

10% of school revenue comes from fundraising

39% use fundraising budgets to fund financial aid



4 in 10 schools saw an increase in fundraising revenue during the 2021-2022 school year

## Operations

Supporting all phases of the student lifecycle.

Over 60% of survey respondents reported an increase in operating budget

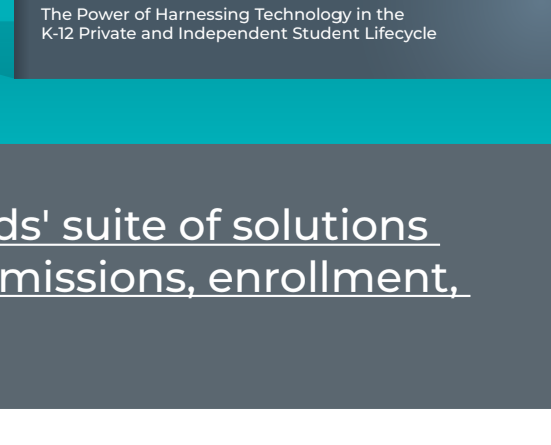


33% of schools still use Excel for accounting



46% of schools reported an increase in paid staff

Read the full K-12 Trends Report



Find out how the Community Brands' suite of solutions can help you reach your goals in admissions, enrollment, financial aid, and more.