

# Private School Admissions 101: Guide for Small Schools

## 1. Define Your School's Mission & Values

Clearly develop your school's mission and educational philosophy to attract like-minded families, then find the channels to best communicate this story.

## 2. Create Clear Admissions Materials

Update your website, brochures, and application forms with key details, including tuition, curriculum, financial aid offerings, and key deadlines.

## 3. Set Admission Criteria & Process

Determine the academic, behavioral, and extracurricular criteria for applicants. Then, map out each stage—application, interview, financial aid, selection, and enrollment—along with the team members responsible for each step.

## 4. Communicate & Outreach

Use emails, social media, and events to reach prospective families and develop personal relationships.

## 5. Inform Decisions with Detailed Reporting

Gain insights into your school's admissions pipeline with real-time, year-to-date funnel statistics, providing insights into where each applicant is in the process.



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Starter gives teams the  
tools to expand admissions  
resources and deliver better  
applicant experiences.**

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