Ravenna Admit®

Using Data to Drive Admissions Event Success

Admissions events are critical touchpoints where prospective families form their first impressions. Data can dramatically enhance the effectiveness of these events in three key phases.

1. Pre-Event Preparation:

- Analyze past attendance and engagement to determine the best timing, format, and content for your event.
- Segment your audience to tailor messages—if many registrants are interested in the arts, feature student performances or arts integration strategies.
- Use data to anticipate questions and concerns (e.g., tuition trends, college placement rates).

2. During the Event:

- Share key data points that align with your school's story. For example, highlight your school's college matriculation list to demonstrate academic outcomes.
- Incorporate data visually—use slides or posters to display stats on student success, extracurricular participation, or diversity.
- Train your admissions team to use data to answer questions meaningfully without overwhelming families.

3. Post-Event Follow-Up:

- Track metrics like event RSVPs, attendance, and post-event applications or inquiries.
- Use those insights to segment follow-up communications. For example, send targeted emails with program-specific information based on interests shared at registration.
- Survey attendees to collect feedback and build a stronger data set for future planning.

Power Up Your Admissions Events with Data from Ravenna®

Learn More

VenturEd Solutions™