



Ravenna Admissions: How Ventana School Enhanced Its Admissions Process and Elevated the Family Experience



At A Glance

School: Ventana School, Los Altos, California

Grade Levels: Pre K–5

Enrollment: 178 students

Current Platform: Ravenna Admissions (Premium Subscription)

Key Outcomes:

- **6.5% growth in total applications**
- **91% application completion rate**, up from 80% the previous year
- **19.2% increase in completed applications**
- **Fully unified admissions process in one system**, eliminating fragmented tools and manual coordination
- **A clear, guided experience for families, with real-time visibility into every step of the process.** *"It's easy to navigate Ravenna," as one family noted.*



Welcoming Journey

Each year, many families — often applying to independent schools for the first time — move through Ventana School's admissions journey, making a clear and welcoming process essential.

As a Reggio Emilia – inspired pre-school and elementary program outside San Francisco, Ventana places deep value on relationships, community, and thoughtful experiences. The admissions process is no exception. It is a high-touch journey that sets the tone for a family's entire relationship with the school.

Bringing Everything into One Place

With Ravenna Starter, Ventana built a strong foundation for managing admissions and supporting families throughout the application process. As the school's enrollment strategy evolved, it introduced additional touchpoints—including interview scheduling and virtual meetings—which meant families moved between Ravenna, Calendly, and Zoom, while staff coordinated those activities through spreadsheets and manual tracking.

"Internally, we were also doing a lot of manual work just to keep everything moving," said **CJ Liu**, Director of Enrollment.

As Ventana looked to further simplify and unify the admissions experience, their success with Ravenna's Starter subscription led them to expand into Ravenna Premium, bringing the full journey into a single, connected system.

Today, applications, interview scheduling, communications, and tracking all live in one place in Ravenna. Staff manage availability directly in the system, and families move through each step with clear visibility into their progress.



For families, especially those going through this for the first time, having everything in one place makes a huge difference. They just log in and see exactly where they are.

—CJ Liu, Director of Enrollment Management;
Ventana School

The shift also streamlined daily work for the admissions team, replacing manual coordination with automated workflows and real-time updates.

"Now everything happens right away, and we know exactly where each family is," Liu said.

Driving Real Results

With a more connected and intuitive process in place, Ventana saw meaningful improvements across admissions, driving measurable growth:

**total
applications grew**

6.5%

**application
completion rate rose to**

91%

**completed
applications increased**

19.2%

As total applications continued to rise, even more families successfully moved through the process, reaching key milestones like interviews on time through a clearer, more guided experience. Real-time visibility strengthened accuracy across the team while giving families immediate confirmation at each step, creating a smooth, confident journey from start to finish.

Families now benefit from a centralized experience where they can schedule interviews, track progress, and receive timely, relevant communication in one place, bringing greater clarity and ease throughout the process.

Feedback reflects the impact. One family noted, "To be honest, I really enjoyed every part of the admissions process. It was one of the best experiences we've had with Ventana among all the schools we considered. It's easy to navigate Ravenna. Booking tours, scheduling interviews, and signing up for playgroups was all straightforward and user-friendly."

By simplifying workflows and bringing systems together, Ventana created a more seamless admissions experience for both staff and families, one that is connected, cohesive, and efficient.

As Ventana continues to grow, their solution positions the team to welcome each new class with the same care and attention that defines the school's mission, with Ravenna supporting their enrollment goals every step of the way.

**Simplify Admissions.
Strengthen Enrollment.
Support Every Family.**

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