



24-25 Enrollment Strategy

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Marketing Strategy



Website Updates

- Updated content and testimonials
- Easier navigation
- Increased high school content
- Easier and more interactive user experience for enrollment in English and Spanish
- <https://eastbayia.org/>

► Materials and Advertisements

- Materials unique to each site to target different interests and goals
- Banners - in front of campuses and on highway
- Bus advertisements on targeted routes
- Targeted postcard mailing (assessing cost)

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Engagement Strategies



► Info Sessions and Tours

- Offering 2 tours/month at each site
- One information session/month at each site (alternating in-person and virtual)
- Adding student-led tours for 8th-grade students
- Moving Bridge Day earlier in season
- Special information session for current Lower School families
- Parent-hosted event for 5th-grade Montclair families in December

► Outreach and Communication

- Monthly newsletter to all families who have applied but not enrolled in past two years and to new applicants
- Comprehensive outreach to families who sign up for tour, including additional links and resources before and after the tour

► Initial success

- We opened our enrollment window over a month earlier than Oakland Enrolls
- So far this year... 45 families signed up for tours/info session compared to 18 at this time last year

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Current Student Experience Analysis



► Leadership Team Steps

- Guiding question: What is challenging about adapting to EBIA?
- Leadership Team Action Steps
 - Student shadows
 - Staff and student empathy interviews
 - Interim Panorama survey
 - Exit interviews