

30-Day School Admissions Launch Checklist

A practical checklist to help you launch a complete school admissions process in 30 days.

How to Use This Checklist

- Work week by week. Don't try to perfect everything at once
 - Assign an owner for each task
 - Keep everything in one place (avoid spreadsheets and email chaos)
 - Focus on "live and working" over "perfect and delayed"
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Week 1 – Build the Foundation

Define Your Admissions Flow

- List your admissions stages (Inquiry → Application → Review → Interview → Decision → Enrollment)
- Define what "complete" means at each stage
- Set response time expectations (e.g., reply within 24–48 hours)

Create Your Application Form

- Collect basic student information
- Collect parent/guardian contact details
- Add required documents (ID, transcripts, etc.)
- Include consent/privacy acknowledgment
- Test the form before publishing

Set Up Communication Basics

- Create a confirmation email for new applications
- Draft a "next steps" email template
- Define your main communication channel (email or platform)

Week 2 – Organize Applications & Ownership

Centralize Applications

- Store all applications in one system (no scattered files)
- Create a simple status system (e.g.: New, In Review, Interview, Accepted, Rejected)
- Ensure all team members can access the same data

Assign Responsibilities

- Assign one owner per stage (e.g. review, interview, communication)
- Define handoff points between team members
- Document who makes (any) final decisions

Prepare Document Handling

- Create a checklist of required documents
- Define how missing documents are tracked
- Standardize file naming and storage

Week 3 – Interviews & Decision Flow

Set Up Interview Process

- Define interview format (in-person / online / phone)
- Create a simple interview evaluation sheet
- Prepare 5–7 standard questions
- Train staff on what to look for (fit, readiness, expectations)

Create Decision Criteria

- Define acceptance criteria
- Define waitlist criteria
- Define rejection criteria
- Align decision-making across your team

Prepare Decision Communication

- Draft acceptance email
- Draft rejection email
- Draft waitlist email
- Include clear next steps for families

Week 4 – Finalize & Launch

Test the Full Journey

- Submit a test application

- Move it through every stage
- Check communication timing and clarity
- Fix friction points

Prepare Enrollment Handoff

- Define what happens after acceptance
- Prepare enrollment forms or agreements
- Set up tuition/payment tracking
- Ensure student records are created automatically

Launch Admissions Publicly

- Publish your application form
- Add admissions info to your website
- Notify your network (email, social, community)
- Start tracking inquiries and conversions

Ongoing (After Day 30)

- Review applications weekly
- Track conversion rates (Inquiry → Application → Enrollment)
- Identify bottlenecks and delays
- Improve communication clarity
- Reuse and refine your system for the next cycle

Quick Reality Check

If you can say “yes” to these, you’re ready:

- Families can apply without confusion
- Your team knows who does what
- You can see where every applicant stands
- You can respond quickly and consistently
- You can move accepted students into enrollment, smoothly

Final Note

A working admissions process beats a perfect one.
So, launch first, improve as you go.