

Inquiries are Down and Applications are Up in the Education Industry

DC, UNITED STATES, January 29, 2025 /EINPresswire.com/ -- Inquiries are Down and Applications are Up in the Education Industry

The admissions funnel for private and independent schools is undergoing a significant transformation. As families increasingly rely on digital resources to make informed decisions, many are bypassing traditional inquiry forms and moving straight to applications. This shift is reshaping how schools approach admissions and marketing, presenting both challenges and opportunities for the education industry.



A New Admissions Landscape

Admissions and marketing directors nationwide are reporting a notable trend: parents are skipping the inquiry stage and submitting applications as their first point of contact. This departure from the traditional admissions funnel—where inquiries lead to tours and then applications—has prompted schools to rethink their strategies.

“Parents are doing their research online first and bypassing the inquiry stage altogether,” says [Mike Agosto](#), Director of Admissions & Enrollment Management at Plymouth Meeting Friends School. “While it can feel surprising at first, this shift presents a golden opportunity for schools to connect with families in new ways.”

What’s Driving the Change?

Several factors are contributing to this evolution in the admissions process:

Information at Their Fingertips: Parents now have access to a wealth of online resources, including school websites, social media, parent reviews, and forums.

Convenience is Key: Busy parents appreciate the ability to research schools on their own time, without the need for lengthy inquiry forms.

Building Trust Online: Families want to get a feel for a school's culture and values before reaching out directly.

How Schools Are Adapting

To meet the needs of today's tech-savvy parents, schools are focusing on creating engaging, authentic content that showcases their unique value. Key strategies include:

Storytelling Through Content: Leveraging virtual tours, social media posts, and website content to highlight a school's community and culture.

Authenticity is Key: Showcasing behind-the-scenes moments, student takeovers, and teacher spotlights to build trust with prospective families.

Social Proof Matters: Encouraging parents to leave reviews and share their experiences, providing a realistic picture of the school.

Creative Admissions Events: Offering low-pressure events like small group tours, evening tours, or "Sip & See" gatherings to make it easier for parents to engage.

"Parents want to see the heart and soul of our school, the 'why' behind what we do," adds Agosto. "Let's show them exactly that, and welcome them into our school community, even if they arrive at the application stage a little differently than before."

Looking Ahead

As the education industry continues to evolve, schools that embrace these changes and prioritize authentic, digital-first engagement will be well-positioned to attract and retain families. By meeting parents where they are—online and ready to apply—schools can turn this shift into a strategic advantage.

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Trevor Waddington

Truth Tree

+1 301-570-4292

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