THE ENROLLMENT ALIGNMENT AUDIT™

The 3-Layer Diagnostic I Use Before Fixing Any School's Admissions

Most schools want more admissions.
But very few know **where** the enrollment leak is happening.

This framework shows exactly that - in less than 45 minutes.

LAYER 1 - The Parent Journey Scan (PJS)

Where schools lose parents before they lose admissions.

I examine the parent's experience **step by step**:

1. **Gate Anxiety Points**
   – How the guard speaks
   – First impression of the campus
   – Noise, chaos, waiting time

2. **Front Office Reliability**
   – Greeting → Tone → Clarity

      – Whether parents feel *welcomed* or *processed*

3. **Tour Energy & Emotional Connect**
   – Does the parent "feel" the school?
   – Or is it just information + infrastructure?

4. **Follow-Up Quality**
   – Speed, empathy, clarity
   – 85% of conversions happen here — and most schools fail here.

Output: A simple heat map of "Drop-Off" moments that kill admissions.

LAYER 2 - The Academic Promise Match (APM)

Does the inside match the outside?

Here, I compare **what the school claims**
 vs. **what the classrooms actually show**:

1. **Pedagogy Visibility**
   – Is there structure?
   – Is learning measurable?
   – Are children engaged or just occupied?

2. **Teacher Capability & Confidence**
   – Tone, clarity, command
   – Ability to simplify concepts

– Classroom culture (calm or chaotic)

3. **Child Experience Check**
   – Emotional safety indicators
   – Curiosity → Opportunity → Response time
   – Peer interaction patterns

If the brochure and the classroom don't tell the same story, parents feel it instantly.

Output: A Promise - Reality Gap Report.

LAYER 3 - The Silent Churn Dashboard (SCD)

The invisible indicators that predict admissions decline a year in advance.

These reveal *why* the numbers are actually dropping:

1. **Referral Decline**
   – If current parents stop recommending you, the market already knows something.

2. **Teacher Turnover Trend**
   – Every teacher exit is a learning loss.
   – Every new hire resets parent confidence.

3. **Complaint Pattern Analysis**
   – Not the number - the nature of complaints.

– They always point to the real leak.

4. **"What's New This Year?" Parent Question**
   – The single greatest warning sign of a stagnant school.

Output: A 12-month Early-Warning Enrollment Map.

"Admissions don't grow because you market harder. They grow because your inside story finally matches your outside promise."