# **GraceWorks School-Saver Tracker Program**

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**Overall Purpose:** To maximize your expected fall tuition by providing an efficient and time-effective tool that Admissions, Business Office, and school leadership will use daily to do their jobs.

For Admissions, the Tracker program is a readily sortable table of both dates and other pertinent data (e.g. enrollment or visit status, last meaningful contact date). This Funnel table is as easy to use as it is bullet proof, and it is set up to be a powerful tool to effectively accomplish the day-to-day enrollment task.

For the business manager or office, the financial portions of the tracker allow them to know – in real time – both expected cashflow and overall financial aid / other discounts ratios, for both enrolled only, as enrolled, in process, and probable students.

For the Administrator, the powerful metrics tab provides, at a glance, four of the five key metrics for sustaining tuition income for any Christian school. All changes are recorded immediately, and the program even estimates, based on current experience, the amount of tuition forthcoming from in process and probable students – even before the business office has had a chance to fill in the final amounts.

### **Tracker in Pictures**

#### The Metrics tab

(Note: All of the following is tracked in real time)

	CashFlow																
	Thousands																
Case	May-20	June-20	July-20	August-20	September-20	October-20	November-20	December-20	January-21	February-21	March-21	April-21	May-21	June-21	July-21	August-21	Total
WORST CASE (Enrolled Only)	0	0	115	115	115	115	115	115	115	115	115	115	115	115	0	0	1,380
BEST CASE (E, PROC, PROB)	0	0	145	145	145	145	145	145	145	145	145	145	145	145	0	0	1,740

Cash flow by month, estimated and actual. Projects cash flow by both worst case (currently enrolled only), and best case (currently enrolled, plus in process, plus probable).

Lead Metrics		Goal
Total FPEs	205	250
Number Visiting At least Once	41	150
(Percent of Inquiries Visiting)	82%	60%
% of all visits who enrolled	39%	70%
(Percent of all Leads Enrolling)	32%	40%
Clean Retention	78%	93%

Four of the five lead metrics to maximize enrollment and tuition, at glance. Any changes in the funnel tab, or additional input from the business office, are picked up immediately.

### **Grade by Grade Summary**

Enrolled, In Process, Probable								
Grade	Students	FPEs	Average					
PK	3	1	48%					
K	13	11	86%					
1	10	8	76%					
2	13	10	75%					
3	20	16	80%					
4	17	14	84%					
5	14	12	84%					
6	20	17	83%					
7	29	25	86%					
8	16	14	87%					
9	21	19	91%					
10	17	14	84%					
11	15	14	93%					
12	31	30	98%					
Totals	239	205	86%					

Grade by grade summary of both projected numbers of students, as well as the number of Full Pay Equivalent units currently represented by these students. (A FPE is the cost to educate one student.) In this case, the schools receives an average of 86% of the cost to educate a student, with grade and divisional trends obvious.

(	Current Parents YTD Re-enrollment Status (Next Year's Grades)								
Grade	Enrolled	In Process	Probable	Left for Situation	Left for Cause	%Clean			
PK	0	0	0	0	0				
K	7	0	1	0	1	78%			
1	6	0	3	0	0	67%			
2	12	0	1	1	1	86%			
3	15	0	5	0	0	75%			
4	13	0	4	1	1	72%			
5	11	0	3	2	2	69%			
6	14	0	3	0	1	78%			
7	24	0	3	0	0	89%			
8	14	0	2	1	1	82%			
9	9	0	4	1	3	56%			
10	15	0	1	1	1	88%			
11	13	0	1	1	3	76%			
12	25	0	6	0	0	81%			
	178	0	37	8	14	78%			

The Metrics tab includes an up to the minute status report of current parent's enrollment status, including the very important clean retention rate. Clean retention is excluding families who moved from the calculation.

	YTD New St	udents		% of all Leads who visited		INQUIRIES ONLY		
	Total	Number	Enrolled		% of all visits	Last Connect		
Grade	Leads	Visiting			who enrolled	< 60 Days	> 60 Days	
PK	7	6	1	86%	17%	1	0	
K	6	5	4	83%	80%	1	0	
1	3	2	1	67%	50%	2	0	
2	3	2	0	67%	0%	3	0	
3	5	4	0	80%	0%	5	0	
4	1	0	0	0%		1	0	
5	2	1	0	50%	0%	2	0	
6	4	4	3	100%	75%	1	0	
7	4	3	0	75%	0%	1	0	
8	2	1	0	50%	0%	1	0	
9	9	9	5	100%	56%	1	0	
10	1	1	1	100%	100%	0	0	
11	3	3	1	100%	33%	1	0	
12	0	0	0			0	0	
Totals	50	41	16	82%	39%	20	0	

A quick and easy way to understand your new student enrollment, including the very important indicator of how dated your leads are. In this example, there are no leads with a last meaningful connection greater than 60 days.

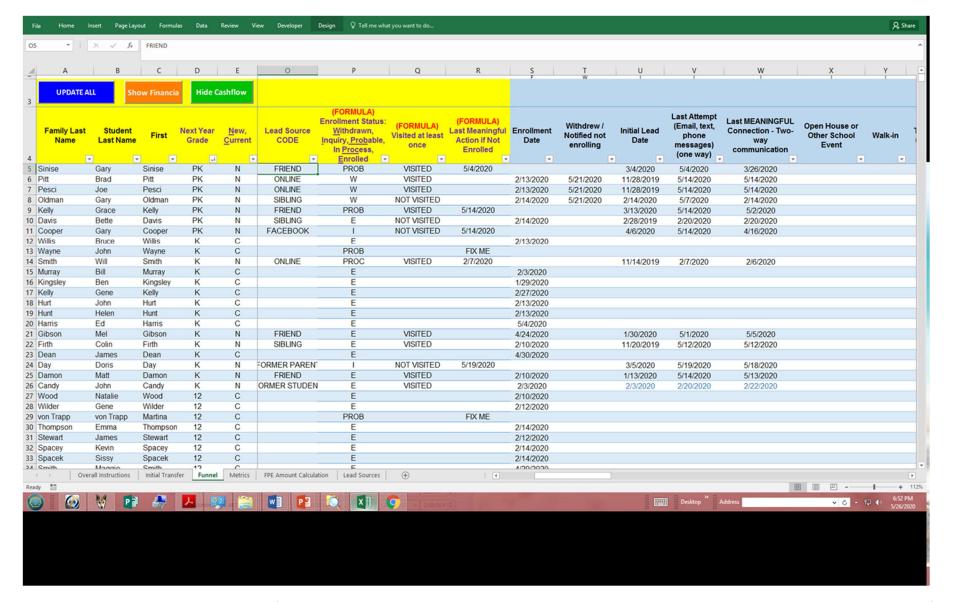
			Grade by Grade Det	ail			
	Stu	dents	Full Pay Equivalents				
Grade	Enrolled	In Process	Probable	Enrolled	In Process	<b>Probable</b>	
PK	1	0	2	0	0	1	
K	11	1	1	9	1	1	
1	7	0	3	5	0	3	
2	12	0	1	9	0	1	
3	15	0	5	11	0	5	
4	13	0	4	11	0	4	
5	11	0	3	9	0	3	
6	17	0	3	14	0	3	
7	24	1	4	20	1	4	
8	14	0	2	12	0	2	
9	14	0	7	12	0	7	
10	16	0	1	13	0	1	
11	14	0	1	13	0	1	
12	25	0	6	24	0	6	
	194	2	43	163	2	40	

Knowing that the FPE goal for this school is 250, and the Full Pay Equivalent amount (cost to educate one student) is \$8500, this table tells you at a glance:

- 1. Considering all financial aid, all discounts, all tuition levels, for Enrolled, In Process, and Probable, you are about \$700,000 short to make your current tuition income budget.
- 2. Note that the FPE number includes an estimate of what In Process and Probables are likely to pay, based on your experience with all currently enrolled students.
- 3. You also have the same information class by class, helping you make crucial decisions about adding sections, as well as how generous you can afford to be in ongoing financial aid decisions.

Not even the expensive database programs can do this in real time. These reports would take a day or more for most Christian schools. Many Christian schools couldn't do it all.

But here's the best part. Your Marketing / Admissions personnel feed the numbers on the metrics tab simply by doing their job.



Inevitably, even with the best database software, Admission Directors and Business Managers end up on a spreadsheet. We have created the mother of all great Admissions and Business Manager spreadsheets, in which the Admissions Director creates a record of existing and new parents (or uses our robust import macro), and then keeps track of common funnel dates that result in enrollment.

(And to start out, the majority of students will need only one date – date enrolled or date withdrawn. Starting the tracker program is NOT a research project, and the initial import can be done in a day.)

These funnel dates include things like: Verbal commitment to enroll, Initial inquiry, started financial aid application, date of first visit (several categories), completed financial aid application, awarded financial aid, accepted financial aid.

While these funnel date markers are based on our experience with hundreds of Christian schools, you can change the name of the columns to suit your process. In addition, you can determine if a date in a given column results in a student being classified as "Probable" or "In Process". To repeat, you decide.

Set up as a table, you can cut, paste, and even move dates safely, without changing the formulas. In addition, you can easily sort in seconds by every single category on the spreadsheet, including:

- Grade
- New or Current Student
- International Student
- Date of last meaningful contact
- Date of last non-meaningful contact (e.g. left message)
- Date application received
- Five different markers related to financial aid
- Date of first campus visit
- Five other types of campus visits

Simply by doing her / his job, the Admissions Director populates the Metric Tab in real time. The spreadsheet itself is virtually indestructible, and can be restored at any time using the "Update All" button.

Note that all the financial information, of necessity, must be on the same spreadsheet for the metrics to work. However, this data can be easily hid behind a password, accessed only by the appropriate personnel.

On the next page, great columns, is what the business office sees (by default) for the business section. As with the funnel dates, column titles can be changed, and columns can be added. The spreadsheet will ask, automatically, if the new column is an add or subtract, and adjust all other formulas accordingly.

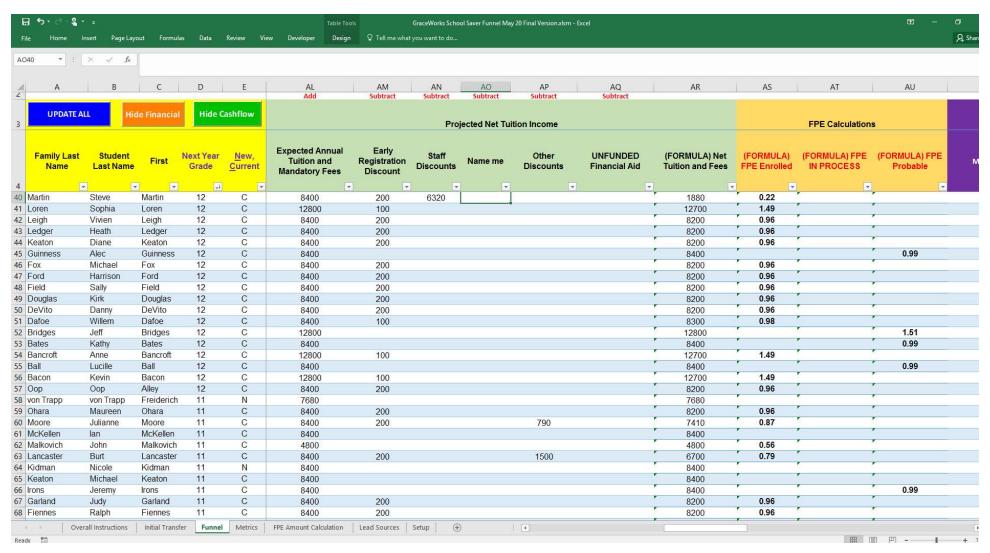
In the orange columns, you see the FPE amount for each Enrolled, In Process, and Probable student. The columns and amounts change automatically based on date input by the Admission Director and Business Director.

To emphasize, this is data that is commonly kept track of anyway, on separate spreadsheets, by the Admissions Director and Business. And never the twain shall meet ... until now. So it is not extra work. In fact, it is time saving, and it also improves effectiveness, as your Admissions personnel are tracking things that they should keep track of anyway.

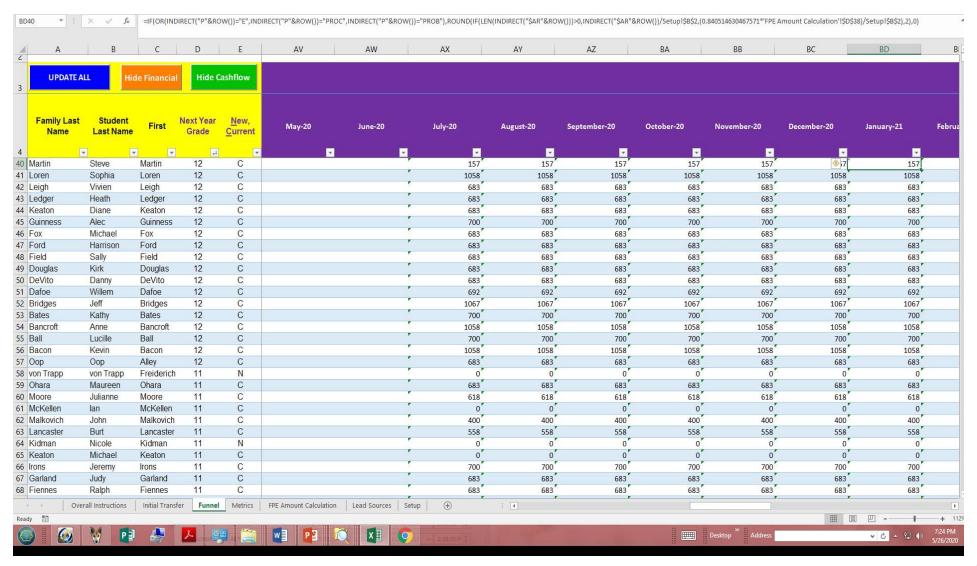
There is one other tremendously time saving aspect of the Tracker Spreadsheet: Automatic cash flow calculation (Purple columns).

Note that two entries in setup determine the automatic math, and any data entered by hand automatically trumps all formulas. This is essential for families who pay in advance, quarterly or by special arrangement. All hand entered data is automatically added to the totals on the cash flow projections – immediately.

# **Financial Section of Tracker Spreadsheet**



# **Automatic Cashflow Projection**



#### **Conclusion**

The Tracker Spreadsheet honors the way the average Admissions officer or Business Manager works, helping them to be more effective in the process. And in real time, it provides the Administrator crucial enrollment and financial information, lead metrics that even the most expensive software packages cannot provide in real time.

In normal times, such information would be incredibly powerful. In the COVID-19 crisis, this information is crucial to staffing decisions, and for some schools, whether they can in fact continue. You will not find any software program that provides this information. But if you have a brilliant Excel Programmer in your life, and about 100 hours to spare, you might be able to recreate it. But probably not.

Tracker is offered as part of GraceWorks' School Saver program, introductory pricing is \$495 to use the spreadsheet for 1 year, both school and preschool as needed.