

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 Students				% of all Leads who visited	% of all visits who enrolled	INQUIRIES ONLY	
Grade	Total Leads	Number Visiting	Enrolled			Last Connect	
						< 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 Detail							
Students				Full Pay Equivalents			
Grade	Enrolled	In Process	Probable		Enrolled	In Process	Probable
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.

<div>File Home Insert Page Layout Formulas Data Review View Developer Design Tell me what you want to do...</div> <div>OS</div> <div>FRIEND</div>																
<div>UPDATE ALL</div> <div>Show Financia</div> <div>Hide Cashflow</div>																
Family Last Name	Student Last Name	First	Next Year Grade	New, Current	Lead Source CODE	(FORMULA) Enrollment Status: Withdrawn, Inquiry, Probable, In Process, Enrolled	(FORMULA) Visited at least once	(FORMULA) Last Meaningful Action if Not Enrolled	Enrollment Date	Withdrew / Notified not enrolling	Initial Lead Date	Last Attempt (Email, text, phone messages) (one way)	Last MEANINGFUL Connection - Two-way communication	Open House or Other School Event	Walk-in	
Sinise	Gary	Sinise	PK	N	FRIEND	PROB	VISITED	5/4/2020			3/4/2020	5/4/2020	3/26/2020			
Pitt	Brad	Pitt	PK	N	ONLINE	W	VISITED		2/13/2020	5/21/2020	11/28/2019	5/14/2020	5/14/2020			
Pesci	Joe	Pesci	PK	N	ONLINE	W	VISITED		2/13/2020	5/21/2020	11/28/2019	5/14/2020	5/14/2020			
Oldman	Gary	Oldman	PK	N	SIBLING	W	NOT VISITED		2/14/2020	5/21/2020	2/14/2020	5/7/2020	2/14/2020			
Kelly	Grace	Kelly	PK	N	FRIEND	PROB	VISITED	5/14/2020			3/13/2020	5/14/2020	5/2/2020			
Davis	Bette	Davis	PK	N	SIBLING	E	NOT VISITED		2/14/2020		2/28/2019	2/20/2020	2/20/2020			
Cooper	Gary	Cooper	PK	N	FACEBOOK	I	NOT VISITED	5/14/2020			4/6/2020	5/14/2020	4/16/2020			
Willis	Bruce	Willis	K	C		E			2/13/2020							
Wayne	John	Wayne	K	C		PROB		FIX ME								
Smith	Will	Smith	K	N	ONLINE	PROC	VISITED	2/7/2020			11/14/2019	2/7/2020	2/6/2020			
Murray	Bill	Murray	K	C		E			2/3/2020							
Kingsley	Ben	Kingsley	K	C		E			1/29/2020							
Kelly	Gene	Kelly	K	C		E			2/27/2020							
Hurt	John	Hurt	K	C		E			2/13/2020							
Hunt	Helen	Hunt	K	C		E			2/13/2020							
Harris	Ed	Harris	K	C		E			5/4/2020							
Gibson	Mel	Gibson	K	N	FRIEND	E	VISITED		4/24/2020		1/30/2020	5/1/2020	5/5/2020			
Firth	Colin	Firth	K	N	SIBLING	E	VISITED		2/10/2020		11/20/2019	5/12/2020	5/12/2020			
Dean	James	Dean	K	C		E			4/30/2020							
Day	Doris	Day	K	N	FORMER PAREN	I	NOT VISITED	5/19/2020			3/5/2020	5/19/2020	5/18/2020			
Damon	Matt	Damon	K	N	FRIEND	E	VISITED		2/10/2020		1/13/2020	5/14/2020	5/13/2020			
Candy	John	Candy	K	N	ORMER STUDEN	E	VISITED		2/3/2020		2/3/2020	2/20/2020	2/22/2020			
Wood	Natalie	Wood	12	C		E			2/10/2020							
Wilder	Gene	Wilder	12	C		E			2/12/2020							
von Trapp	von Trapp	Martina	12	C		PROB		FIX ME								
Thompson	Emma	Thompson	12	C		E			2/14/2020							
Stewart	James	Stewart	12	C		E			2/12/2020							
Spacey	Kevin	Spacey	12	C		E			2/14/2020							
Spacek	Sissy	Spacek	12	C		E			2/14/2020							
Smith	Maggie	Smith	12	C		E			4/20/2020							

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

GraceWorks School Saver Funnel May 20 Final Version.xlsm - Excel															
Table Tools					Tell me what you want to do...										
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					AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	
					Add	Subtract	Subtract	Subtract	Subtract	Subtract					
UPDATE ALL Hide Financial Hide Cashflow					Projected Net Tuition Income							FPE Calculations			
Family Last Name	Student Last Name	First	Next Year Grade	New, Current	Expected Annual Tuition and Mandatory Fees	Early Registration Discount	Staff Discounts	Name me	Other Discounts	UNFUNDED Financial Aid	(FORMULA) Net Tuition and Fees	(FORMULA) FPE Enrolled	(FORMULA) FPE IN PROCESS	(FORMULA) FPE Probable	
40	Martin	Steve	Martin	12	C	8400	200	6320			1880	0.22			
41	Loren	Sophia	Loren	12	C	12800	100				12700	1.49			
42	Leigh	Vivien	Leigh	12	C	8400	200				8200	0.96			
43	Ledger	Heath	Ledger	12	C	8400	200				8200	0.96			
44	Keaton	Diane	Keaton	12	C	8400	200				8200	0.96			
45	Guinness	Alec	Guinness	12	C	8400					8400			0.99	
46	Fox	Michael	Fox	12	C	8400	200				8200	0.96			
47	Ford	Harrison	Ford	12	C	8400	200				8200	0.96			
48	Field	Sally	Field	12	C	8400	200				8200	0.96			
49	Douglas	Kirk	Douglas	12	C	8400	200				8200	0.96			
50	DeVito	Danny	DeVito	12	C	8400	200				8200	0.96			
51	Dafoe	Willem	Dafoe	12	C	8400	100				8300	0.98			
52	Bridges	Jeff	Bridges	12	C	12800					12800			1.51	
53	Bates	Kathy	Bates	12	C	8400					8400			0.99	
54	Bancroft	Anne	Bancroft	12	C	12800	100				12700	1.49			
55	Ball	Lucille	Ball	12	C	8400					8400			0.99	
56	Bacon	Kevin	Bacon	12	C	12800	100				12700	1.49			
57	Oop	Oop	Alley	12	C	8400	200				8200	0.96			
58	von Trapp	von Trapp	Freiderich	11	N	7680					7680				
59	Ohara	Maureen	Ohara	11	C	8400	200				8200	0.96			
60	Moore	Julianne	Moore	11	C	8400	200		790		7410	0.87			
61	McKellen	Ian	McKellen	11	C	8400					8400				
62	Malkovich	John	Malkovich	11	C	4800					4800	0.56			
63	Lancaster	Burt	Lancaster	11	C	8400	200		1500		6700	0.79			
64	Kidman	Nicole	Kidman	11	N	8400					8400				
65	Keaton	Michael	Keaton	11	C	8400					8400				
66	Irons	Jeremy	Irons	11	C	8400					8400			0.99	
67	Garland	Judy	Garland	11	C	8400	200				8200	0.96			
68	Fiennes	Ralph	Fiennes	11	C	8400	200				8200	0.96			

Automatic Cashflow Projection

=IF(OR(INDIRECT("P"&ROW())="E",INDIRECT("P"&ROW())="PROC",INDIRECT("P"&ROW())="PROB"),ROUND(IF(LEN(INDIRECT("SAR"&ROW()))>0,INDIRECT("SAR"&ROW())/Setup!\$B\$2,(0.840514630467571**FPE Amount Calculation!\$D\$38)/Setup!\$B\$2),2),0)															
	A	B	C	D	E	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE
2															
3	UPDATE ALL	Hide Financial	Hide Cashflow												
4	Family Last Name	Student Last Name	First	Next Year Grade	New, Current	May-20	June-20	July-20	August-20	September-20	October-20	November-20	December-20	January-21	February-21
40	Martin	Steve	Martin	12	C			157	157	157	157	157	157	157	157
41	Loren	Sophia	Loren	12	C			1058	1058	1058	1058	1058	1058	1058	1058
42	Leigh	Vivien	Leigh	12	C			683	683	683	683	683	683	683	683
43	Ledger	Heath	Ledger	12	C			683	683	683	683	683	683	683	683
44	Keaton	Diane	Keaton	12	C			683	683	683	683	683	683	683	683
45	Guinness	Alec	Guinness	12	C			700	700	700	700	700	700	700	700
46	Fox	Michael	Fox	12	C			683	683	683	683	683	683	683	683
47	Ford	Harrison	Ford	12	C			683	683	683	683	683	683	683	683
48	Field	Sally	Field	12	C			683	683	683	683	683	683	683	683
49	Douglas	Kirk	Douglas	12	C			683	683	683	683	683	683	683	683
50	DeVito	Danny	DeVito	12	C			683	683	683	683	683	683	683	683
51	Dafoe	Willem	Dafoe	12	C			692	692	692	692	692	692	692	692
52	Bridges	Jeff	Bridges	12	C			1067	1067	1067	1067	1067	1067	1067	1067
53	Bates	Kathy	Bates	12	C			700	700	700	700	700	700	700	700
54	Bancroft	Anne	Bancroft	12	C			1058	1058	1058	1058	1058	1058	1058	1058
55	Ball	Lucille	Ball	12	C			700	700	700	700	700	700	700	700
56	Bacon	Kevin	Bacon	12	C			1058	1058	1058	1058	1058	1058	1058	1058
57	Oop	Oop	Alley	12	C			683	683	683	683	683	683	683	683
58	von Trapp	von Trapp	Freiderich	11	N			0	0	0	0	0	0	0	0
59	Ohara	Maureen	Ohara	11	C			683	683	683	683	683	683	683	683
60	Moore	Julianne	Moore	11	C			618	618	618	618	618	618	618	618
61	McKellen	Ian	McKellen	11	C			0	0	0	0	0	0	0	0
62	Malkovich	John	Malkovich	11	C			400	400	400	400	400	400	400	400
63	Lancaster	Burt	Lancaster	11	C			558	558	558	558	558	558	558	558
64	Kidman	Nicole	Kidman	11	N			0	0	0	0	0	0	0	0
65	Keaton	Michael	Keaton	11	C			0	0	0	0	0	0	0	0
66	Irons	Jeremy	Irons	11	C			700	700	700	700	700	700	700	700
67	Garland	Judy	Garland	11	C			683	683	683	683	683	683	683	683
68	Fiennes	Ralph	Fiennes	11	C			683	683	683	683	683	683	683	683

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.