

Annexure – Admission Campaigns (Administrative Planning)

1. Basic Information

- Name of School: _____
- Location: _____
- Academic Session for Admissions: _____
- Admission Campaign Period: _____
- Prepared By: _____
- Reviewed By: _____
- Date: _____

2. Objective

- To initiate **admission campaigns strategically** for the upcoming academic session.
- To strengthen **school outreach, promotions, and inquiry management**.
- To ensure **planned student enrollment and seat availability management**.

3. Admission Planning Committee

Name	Designation	Responsibility
	Principal	Overall supervision
	Admission Coordinator	Admission planning
	Marketing / Outreach Team	Campaign promotion
	Administrative Staff	Inquiry management

4. Classes Open for Admission

Class	Total Seats	Seats Available	Admission Status

5. Outreach & Promotion Activities

Activity	Platform / Location	Responsible Person	Timeline
Social Media Campaign			
School Website Updates			
Local Newspaper Advertisement			
Banner / Hoarding Promotion			
Parent Referral Program			

6. Inquiry Management Record

Date	Parent Name	Contact Number	Class Inquiry	Follow-Up Status

7. Admission Enquiry Sources

Source	Number of Enquiries
School Website	
Social Media	
Walk-in Enquiries	
Parent Referrals	
Advertisement	

8. Admission Process Monitoring

Step	Responsible Person	Status	Remarks
Admission Form Availability			
Entrance / Interaction (if applicable)			
Document Verification			
Fee Payment			

9. Follow-Up Strategy

Inquiry Category	Action Plan	Responsible Person
Interested Parents		
Pending Admissions		
Follow-Up Calls		

10. Observations

- Admission campaigns helped **increase awareness about school programs**.
- Systematic inquiry management ensured **timely follow-up with parents**.
- Strategic outreach supported **strong enrollment planning**.

11. Documentation Maintained

- Admission inquiry records
- Promotion campaign reports

- Admission forms and verification records
- Enrollment tracking reports

Prepared By: _____

Designation: _____

Reviewed By: _____

Principal / Admission Coordinator:
