

Turn Family Interest Into Completed Enrollment

2,605
Applications

Prospective families connect with your school through several channels – events, referrals, digital and social media ads, or community outreach. SchoolMint Recruitment helps your team **bring all that interest together into the first CRM designed to connect K-12 student recruitment and enrollment**. Understand where each family is in the enrollment journey and take the right next step. Your team can track, nurture, and convert prospective families in a single system and clearly **see which recruitment efforts drive interest, nurture family interest, and turn more interest into enrollment**.



A CRM Built for K-12

Replace scattered spreadsheets, inboxes, and notes with one connected place to manage prospective family interest. Track engagement, automate follow-up, and see where attention is needed so your team can stay organized and guide families toward the next step in the enrollment journey.



Connect Outreach to ROI

See which campaigns and lead sources generate interest, move families forward, and contribute to completed enrollments. Clearer marketing ROI helps your team invest with purpose, adjust what is not working, and make every marketing dollar work harder.



Nurture Family Interest Into Action

Keep prospective families engaged with timely email, text, and automated follow-up. Consistent outreach helps your team reduce missed opportunities, guide families toward enrollment, and scale recruitment without adding strain.



Connect Recruitment to Enrollment

Because SchoolMint Recruitment is built into SchoolMint Enroll, teams can manage the journey from inquiry through enrollment without duplicate data entry or disconnected reporting. Staff gain a more complete view of each family's progress, while leaders can rely on connected data to guide decisions and improve outcomes.



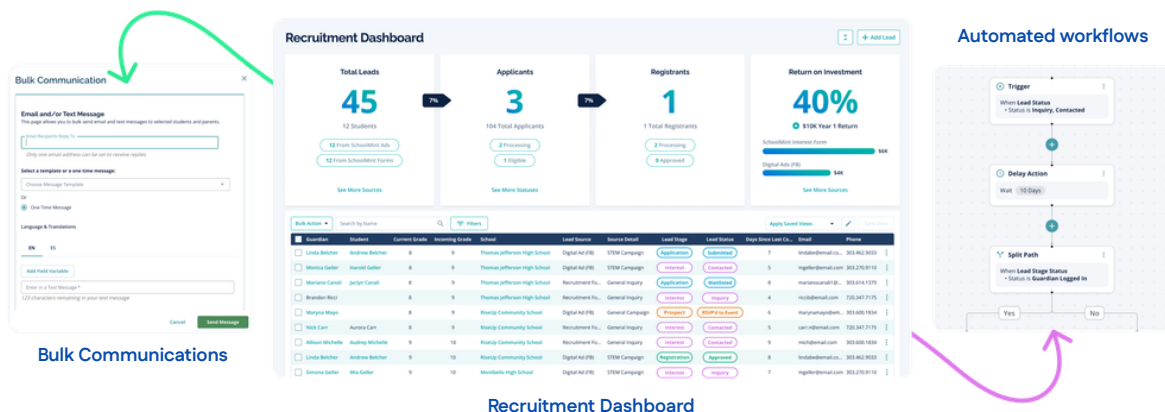
Through our partnership with SchoolMint and the implementation of SchoolMint Recruitment, we are excited to strengthen how we track and support family engagement, giving us greater visibility into how families move from initial interest to enrollment and helping us connect more students with the programs that inspire them.



Jon Wren, Magnet Director
Metro Nashville Public Schools



SchoolMint Recruitment is part of the SchoolMint Enrollment Growth Platform, helping schools, districts, and CMOs capture family interest, strengthen follow-up, and connect recruitment activity to enrollment outcomes. With Pro and Premium offerings, organizations can choose the level of recruitment functionality, configurability, and flexibility that best fits their needs. Features and capabilities vary by offering.



Track, Manage, and Nurture Family Interest

Capture interest, deliver timely follow-up, understand what drives results, and guide more families toward enrollment. **Key features include:**

- **Lead Tracking:** Gather prospective family information from digital advertising, events, referrals, and website forms in one dashboard for a clear and organized view of recruitment activity.
- **Streamlined Communications:** Use bulk email, text messaging, automated campaigns, and personalized follow-up to stay connected with families and maintain momentum throughout their decision-making journey.
- **Lead Attribution:** Connect each inquiry to its source to understand which campaigns and outreach efforts are generating the strongest response and where to focus future investment.
- **Lead Nurturing:** Boost your conversion rates. Identify where families may be getting stuck and use automatic workflows to nurture them through your funnel.

Track and Calculate Marketing ROI

View a single dashboard that connects recruitment, marketing, and enrollment data to help your teams understand performance, plan ahead, and make smarter investment decisions. **Key reporting features include:**

- **Full Enrollment Funnel:** Quickly view how many students are in each stage of the funnel without piecing together data from separate reports. View results by lead source to gain a clearer picture of enrollment progress and performance.
- **Funnel Conversion:** Calculate conversion rates from leads to applicants and from applicants to registrants. See where families are moving forward, where they are dropping off, and how effectively each stage of the funnel is performing.
- **Return on Investment:** Calculate the return generated by enrolled students based on enrollment outcomes and applicable per-student funding. Compare channel performance to identify which investments are driving the strongest enrollment results and greatest return.



Connect Your Recruitment Activity to Enrollment Results with SchoolMint Recruitment