PeerSphere
Professionally Hosted Peer Learning Communities

Session 1 Summaries

Marketing & Admissions

Date: October 29, 2024
Hosts: Kathy Burns, Lena Gidwani

Messaging Using Authenticity

Authentic messaging builds trust among students and educators. When communications reflect the genuine experiences of the school community, they resonate more deeply. Using relatable stories and local contexts fosters a stronger connection, making messages more impactful. Resource: Jamie King's Ad Week Article: "Does Your Brand Have an Intellectual Alibi?"

Messaging for Your Identity

Aligning messaging with your school's identity enhances relatability and engagement. This identity-driven approach fosters a sense of belonging within the school community. Resource: Apptegy: The Comprehensive Guide to School Marketing, offering practical strategies to enhance marketing efforts, focusing on effective messaging and storytelling.

Messaging and Measurement:

Evaluating the effectiveness of messaging and collecting feedback is essential for continuous improvement, ensuring campaigns remain effective and relevant, ultimately promoting a more effective marketing approach.Resource: InspirED SparkCast Podcast: "Strengthening MarCom', highlighting actionable strategies for improving enrollment and retention.

Additional Resources

* Session 1 Slide Deck
* Session 1 Recording
* Jamie King's Ad Week article, Does your Brand Have an Intellectual Alibi?
* Apptegy: The Comprehensive Guide to School Marketing
* SparkCast Podcast, Strengthening MarCom in Small Private Schools

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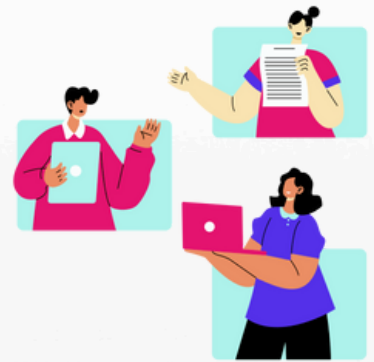
Session 2 Summaries

Marketing & Admissions

Date: November 12, 2024
Hosts: Kathy Burns, Lena Gidwani

Peer Group Landscape

We analyzed survey results that we sent to our members highlighting the distribution and effectiveness of resources between Chinese and Western social media platforms, identifying notable trends and schools' interests in expanding their presence on certain platforms.

Chinese Social Media Platforms

We then discussed various Chinese social media platforms, such as WeChat, Douyin, Weibo, Xiaohongshu (Little Red Book), and Bilibili, comparing their demographics, usage, and Western equivalents, emphasizing the importance of understanding platform-specific strategies and user behavior while keeping mind our changing demographics.

Reflection on survey results

Discussion In our breakout rooms we reflected on the survey results, discussed how admissions and marketing offices should work together on a SM strategy, offered tips for both Western and Chinese social media platforms and shared social media strategies on how to address the changing demographics.

Additional Resources

* Session 2 Slide Deck
* Session 2 Recording
* Western VS Chinese media
* Top Chinese social media platform
* Xiaohongshu Playbook

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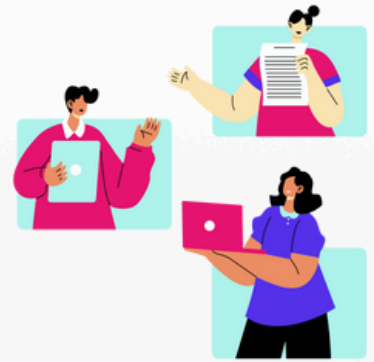
Session 3 Summaries

Marketing & Admissions

Date: November 26, 2024
Hosts: Kathy Burns, Lena Gidwani

Using AI Responsibly

We discussed methods for leveraging generative AI safely and responsibly, emphasizing the importance of understanding the ethical implications and best practices for integrating AI into various contexts.

Introduction to AI Tools

The session included a detailed introduction to several AI tools, such as ChatGPT, Poe, Perplexity, Napkin AI, Gamma, and Ideogram. Each tool's potential applications and benefits were explored, providing participants with a comprehensive overview of how these technologies can be utilized.

Demonstrations of AI Tools

The presentation featured demonstrations of these AI applications, showcasing their functionalities and practical uses. Silky Vyas, our guest speaker and AI expert, shared valuable insights and tips on how to effectively use these tools, inspiring attendees to immediately apply them to enhance their efficiency in their respective roles.
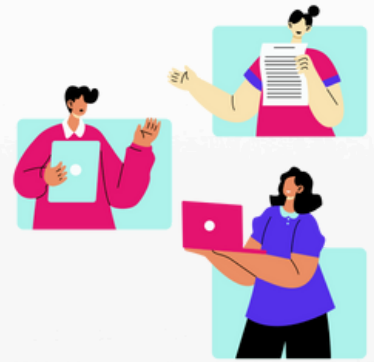
Additional Resources

* Session 3 Slide Deck
* Session 3 Recording
* Resource 1
* Resource 2
* Resource 3
* Resource 4
* Resource 5

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Session 4 Summaries

Marketing & Admissions

Date: December 3, 2024
Hosts: Kathy Burns, Lena Gidwani

Structuring Campaigns

A refresher on what to consider when creating a campaign, including objective, key components, tools, and measuring effectiveness.

Helpful Resources

As we do with each presentation, we provide helpful links to resources that supports our topic for further investigation if the members choose to do so.

Sharing Ideas

We spent time sharing campaigns that have worked for our schools by summarizing their objective, the summary of the idea, and its measurements. Many ideas were shared and documented ranging from social media to parent outreach, program promotion, increasing attendance at Open Days, etc.

Additional Resources

* Session 4 Slide Deck
* Session 3 Recording
* School Marketing Campaign Ideas
* If you private school enrolment is hurting , this information will fill your classes
* The MADness Padcast
* Key components of a campaign

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