

Disclaimer:

For privacy and confidentiality reasons, the client's/ institution's name has been intentionally blurred.

White Paper

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This whitepaper represents our understanding & recommendation for the school, which we have acquired over several meetings. It will be shared with other members of our team so that everyone has the same understanding of the school. We are sharing this whitepaper so that you can give feedback and cross-check that have we correctly perceived everything or not. Please let us know if we have any understandings that are inaccurate. We will make the necessary changes and re-share it again.

OUR UNDERSTANDING

_____ is located at _____ on the outskirts of the city. It is run by _____ and is active for the last 40 years imparting knowledge and education. _____ started its journey by opening the _____ which is affiliated with _____ and is very known for its Education. With the onset of the successors, the technology era demanded a new age of school which resulted in the amendment of the _____ Board to the CBSE Board. Away from _____, this new era led to the construction of the world school, _____ which was an initiative by their heir, wanted to take along the Indian values. Therefore, their core values are _____ and _____.

The school targets to have 500 students, so to establish itself and its position in the market, however, in the current scenario, it has 352 students, out of which, 121 are girls and 232 are boys.

MAJOR CHALLENGES

After discussing with the school stakeholders & representatives. We are listing down a few challenges.

Location

The school is located on the outskirts of _____, and much near to _____, which is a rural place. Its proximity to rural areas is one of the major concerns for various reasons. However, one of the reasons for this concern is the traveling experience of 4-5km from an urban area to the school is awful and uncomfortable, leading to the dilution of the brand.

Aspirational Composition of Students

Since the school's location is a challenge in itself, the aspirational composition of school strength is also a challenge, as students from urban areas must be in greater strength.

Team Saarthi did research and concluded that there must be an ingenious strategy for rural area students. The targeted areas are [REDACTED] mainly, then [REDACTED], and lastly, [REDACTED], as the population of these areas is the highest. So, the school needs to be very specific about the composition of rural students. There are only two category students the school has to admit. Firstly, students belonging to a well-off family, in terms of financial status, are those who are capable of affording the school. Secondly, the students who are academically smart. These two categories can actually let the school have the creamy layer of rural areas.

To meet the aspirations of having an equal positioning as to urban schools, then having an ambiance of the convent and English language in school can do wonders. As this context is very important, we would like to discuss this in both the absence and presence sense of English-speaking culture.

Before moving ahead, the prime thing that we must have clarity about is the emotional value of the English-speaking or Convent culture is civilized and intelligent. Notwithstanding, we are not claiming this is an actual and factual truth, however, the emphasis is on the emotional value of English as a language.

Presence of English-Speaking Culture :

- *On a positive note, if the English-speaking culture exists, Then, from the perspective of rural parents, the school becomes their aspiration. Also, from the perspective of the school, the process of admitting creamy students who belong to a well-off family or are academically smart. As, in this scenario, English-speaking culture works as a filtration, to filter out the desired students.*

- *From the perspective of the urban parents, if they are comparing with other schools, and getting the same English-speaking culture in [redacted] with 10-15% lesser fees as compared to other urban schools. Then, they will be ready to take the pain to travel such kilometres, because receiving such qualities in one school at lower fees will create a value proposition and become a reason to opt.*

Absence of English-Speaking Culture :

- *If the school does not have English speaking culture, then from the perspective of Urban parents, the school has no appealing reason to attract them. The main cause behind it would be the presence of local language or Hindi with fees almost equal to other urban schools. On this additional note, the location of the school is already a challenge, and yet the parents are not even getting a desirable culture, hence, leaving them in the position to not opt for [redacted].*
- *Now, from the viewpoint of rural parents, for them, the school is already expensive and in this case, the value of the school is similar to other rural schools located in their vicinity. So, for them as well, no attractive reason to pay more. Hence, they will opt for local schools only.*

So, the significance of English-speaking culture must be the prime priority for the school. Going forward from here, we need to mind that there is no packaging without the product. The product of the school should be experiential, and in this case, it is the English-speaking and convent culture, that has to be a real experience for the parents and children who visit it.

RECOMMENDATIONS

When we are saying English or Convent culture, it means it must reflect through Spoken English

Since we have decided to put emphasis on English-speaking culture. There are a few recommendations for the same that can do magic for the school in the discourse of the composition of students' strengths.

Reflection of English-Speaking Culture

The beginning of having a desirable and amicable school experience for parents and children begins from the main gate only. The school must have qualified guards, in the sense that they are capable of making basic greeting gestures. Also, they must be presentable which has to reflect from their neat and clean uniform.

All touch points / human interactions must be in place and needs to be fluent in verbal communication through the English language. Moreover, there must be a rule that says the English language must be the primary mode of communication for any parent, student, official, or anybody irrespective of their background and stature. For any reason, if they are unable to speak it, then only the school representatives should switch to Hindi, in order to converse with them.

Association with the British Council

Besides all of this, the school should somehow get the affiliation or any kind of association with the British Council. This can easily lure the parents and children because of the fact that the British Council is a reputed international organisation for cultural relations and educational opportunities. The name itself is enough to attract aspirants and prospects.

Emphasis on English Language Lab

For this matter, the English Language lab should be part of our weekly content on social media for marketing purposes. Where we will talk more about it in various manners.

Also, It is highly recommended that the school must dedicate 3-4 days with 1 or 2 classes in the English Language lab for students. The school should treat pre-primary and primary students as their most important target, because of their availability. Such students are an easy way of reflecting on the English-speaking culture through their actions when they give it back to society. Each appreciation and admiration from society will only let more such aspirant parents and children join

In addition to this, the structure of the lab should be larger and full of more resources, such as PCs, audio-video facilities in different accents(American, British, Indian) to have a better understanding of each, projectors, audiobooks, tutorials systems, and some print resources such as newspapers, books, and magazines. More resources can be a greater means for parents and students to sense that they are receiving what they were yearning for.

After School Free English Classes :

After school hours, giving free English classes to students must be the prime importance for the school. This will be reflective of the school's culture and its dedication to fostering students' learning. Such actions by the school can truly form a positive position in the minds of the parents.

Highly qualified Faculty :

Providing high-quality faculty to students can easily compel parents and students to join the community of [REDACTED] because everyone has the desire to be studied by the finest teachers. So, the school must hire well-qualified staff to attract a wide range of prospective students.

The academic performance of the school is not merely dependent on students but most of it is because of its dedicated and delighted team. Teachers must feel respected and experience the proper culture of the school, but the most important thing is that they must be happy and feel attached to the school, and are willing to walk an extra mile for their students. Taking this fact into consideration, here are some recommendations.

Timely Salaries and Happy Culture :

To maintain fine quality teachers, it is crucial that the school pay the teachers well or at least pay them at par. It keeps teachers motivated and blissful toward their work. Their motivation is as important as students' performance. Also, one of the main concerns that schools must take into consideration is that every teacher gets timely payment. Moreover, the school should be aware of the teachers who cannot afford late payments, like outstation faculty, they should be on top priority and have given timely payments.

Besides, the school should hire two economically feasible interns, who are knowledgeable in basic computer skills and MS Office for admin-related work so that the teachers don't get extra work apart from their core expectations. This can save the teachers' energy and give them some deserving time for themselves. As a result of this practice, the work of the admin and the mental health of teachers will not compromise.

Break the ice between Departments :

For the school to excel in its category, it is of utmost importance that the whole school work as a team and not in isolation. Therefore, it is one of the recommendations that some ice-breaking activities must be organised by the school authorities where, faculty, administration, support, and transportation staff, all departments come together in one place and remove all the imperative hesitations that exist among the different departments.

School shouldn't call Faculty before time :

It is highly recommended that the school shouldn't call faculty earlier or before time. As most of the teachers are female and the school must consider the fact that as a female they have their kids as well to look after. Therefore, this routine has to be improvised, because it can do wonders on different levels for the school. It will keep teachers happy, satisfied, and enthusiastic about their work and school, which is the ultimate need to procure better results in all terms.

Installation of Complaint Cum Suggestion Box :

The school must install a complaint cum suggestion box inside the school premises, exclusively for staff and parents, in which they will drop their complaints and suggestions. This decision of having this box will help the school in many ways, like knowing and understanding their expectations and grievances, a proper procedure can be done by school authorities to solve them. Ultimately, this leads to the school's positive improvements and makes parents and staff satisfied with the school.

Students Retention Rate :

It is a kind recommendation that the school should first admit students up to class 5th, and let these students get promoted to further classes. The reason for this is it will help the school to maintain its student retention rate as well as carrying culture becomes easy for the school. This can effortlessly attract urban and suburban parents and students, who see the academic and result-oriented aspects closely.

Feedback Forms :

The school must let parents fill out feedback forms after exiting the school from a visit. For better and honest feedback from parents, this form-filling counter must be outside the school. This will help the school to have a better understanding of the parent's expectations and foster the school's improvisations.

Reduce the Burden of Classes 10th and 12th :

When it comes to better academic results, it is always recommended that the burden of extra unnecessary sports and co-curricular activities should be reduced from classes 10th and 12th, which have to appear in Board Exams. The contemplation and exercise of this practice must begin from class 9th and should start reflecting in senior secondary classes. Lessening their burden while keeping their participation active, will keep students fresh and focused at the same time. Consequently, students will do better in exams, leading to the fine academic results of the school.

This Whitepaper is School Saarthi's understanding of the school. We request you not to share it with other marketing agencies.

Submitted by:



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