

# RESPONDING TO CHANGING PARENT PRIORITIES

*with*

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# Responding to changing parent priorities



- How have parental priorities and expectations changed and what are the implications?
- What do today's parents value?
- What knowledge, tools and support do we need to help meet these changing needs?

# How have things changed?



Academics still  
valued



Traditions remain  
important



Prestige less  
important



**Focus shifted to**



Pastoral care,  
mental health,  
resilience, diversity



Online safety, use of  
phones



Innovation and  
forward thinking



Soft skills

# Who are today's parents?

- Technologically savvy
- Time poor, knowledge rich
- Blended families
- More aware of ROI
- More vocal
- More engaged







# What are the implications?



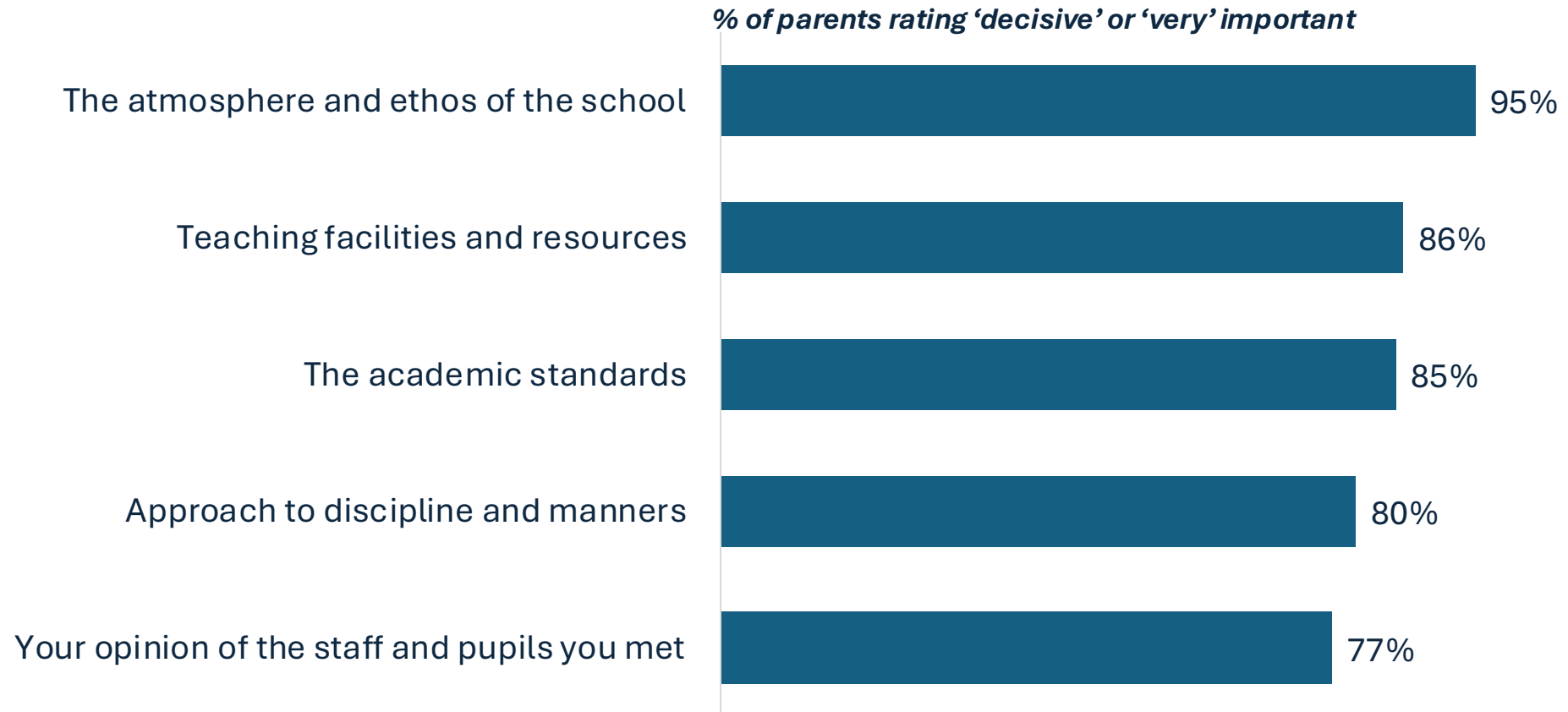
More information wanted and expected

Accessing information from multiple sources

Dealing with several family members

First rate and individual customer service needed

# The most important reasons for choosing a school



# Be the parent

- Huge decision
- Put yourselves in their shoes
- Everyone an individual



# How do we respond? KNOWLEDGE

01

Know  
yourselves

02

Know your  
market

03

Know your  
competitors

04

Use the  
experts



# Know yourself

- Be clear and comfortable in who you are and what you offer
- Have a clear brand and identity
- Be authentic



# Know your market

- Do your research
- Use your data
- Survey, survey and survey again
- Understand your local community





# Know your competitors

- Do your research
- Keep up to date
- Build links



# Use your experts



Focus on what you need  
to know



Build a team of experts

# How do we respond? ENGAGE

01

Engage your  
community

02

Engage your  
feeders

03

Engage externally



# Engage your community

- Do your research
- Survey, survey and survey again!
- Ensure consistent messaging across the community



# Engage your feeders

- Know your feeder market
- Ask their views
- Engage them in the life of the school
- Inform and update





# Engage your local community

- Develop strong outreach and partnerships
- Involve the local community – invite them in
- Share your resources







**BE AWARE AND AGILE**



# All in it together

- Admissions is everyone's job
- Inform and educate
- Involve
- Share and support







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