CASE STUDY

THE ISLAND SCHOOL

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CLIENT SUMMARY

The Island School offers a 100 day transformative educational journey for high school sophomores and juniors from around the globe. Opening in 1999 with just 22 students, the school has successfully grown into a world renowned multi-program semester-abroad school. Using both the campus and the surrounding ocean as their laboratory, they teach students how to live sustainably in the twenty-first century.

PROJECT SUMMARY

Start: June 2017

Work Proposal: +250 hours

**Platforms:** Salesforce, Salesforce Communities, Stripe, Squarespace

THE CHALLENGE

The Island School is a popular semester program that implements a selection process that goes beyond a simple grades-based approach. Instead it looks at multiple points of information regarding their applicant including essays, recommendations, transcripts, follow up interviews, and media-based submissions. Given the unique nature of a semester-abroad school, the comprehensive application process, and the program's popularity (receiving many times more applications that slots available), the Admissions team is forced to focus too much effort on the logistics of completing applications.

ONLINE APPLICATION

Using a multi-stage application process, potential students are guided to completion conversion with a mobile responsive UX that provides real-time feedback on progress.

Built upon a customized Salesforce Community, and integrated with Stripe, the Admissions Team is able to accept application fees, track progress for the current application cycle, and compare the current cycle against historical trends.
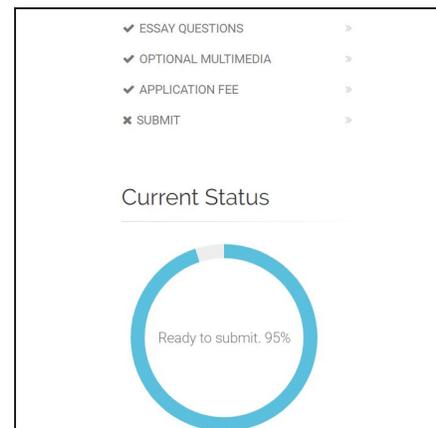
COMMUNICATION PROCESSING

Salesforce

GSuite Gmail

School Regsitrar
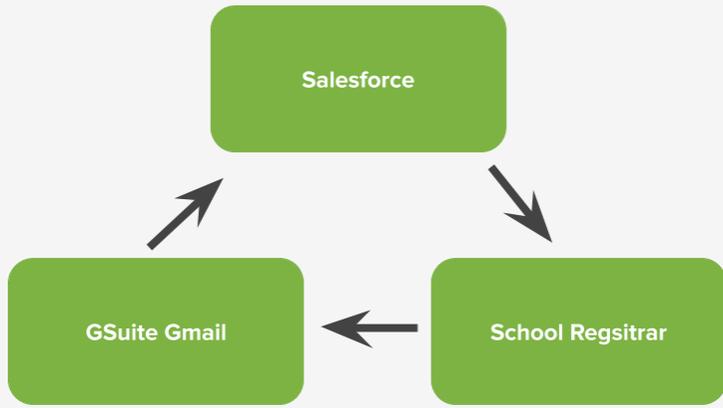
Requests for recommendations and transcripts are automated via the Salesforce UI, allowing the Admissions team to confirm quickly confirm validity of all communications before being sent.

More importantly, responses to requests are subject to an automated flow that it as able to associate both the text and potential attachments to the particular application.

"ISSAP (Island School Student Application Portal) was a complete game changer for us. We're spending more time doing the work an Admissions team should be doing, and so much less simply shuffling papers."

Taylor Hoffman

DIRECTOR OF EXTERNAL AFFAIRS

COMMITTEE REVIEW

The Island School Admissions team opens the application review and decision process to a small committee, allowing each application to be reviewed multiple times. A scoring mechanism gives committee members appropriate access to review and score applications while keeping other sensitive information secure.
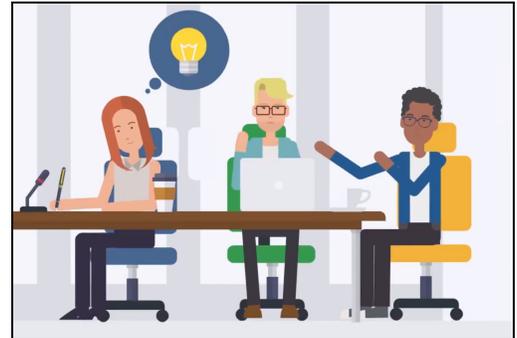
RESULTS

By maximizing the potential of automated processes, The Island School Admissions team gains time that can be dedicated to strategy, discovery, and application conversion.

Data collected during Admissions becomes the cornerstone of the student lifecycle, moving from admissions through to alumni development.

+ **60% reduction in work effort associated with application logistics**
+ **Improved confidence in CRM data.**
+ **95% reduction in time dedicated to processing application fees.**

Find out if solutions like this can help your organization.

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