

## International School of London, Surrey

SURREY, ENGLAND



The International School of London (Surrey) became the first accredited International Primary Curriculum (IPC) school in the UK in May 2010, and also offers the International Baccalaureate Middle Years Programme and Diploma Programme.

The ISL group is recognised for integrating mother tongue languages into its curriculum. Today, the student body is comprised of 28 different nationalities speaking 17 languages.

### Why OpenApply?

ISL Surrey followed suit implementing OpenApply starting in September 2013 after the successful implementation at ISL Qatar. Maintaining a consistent application process and a unified look and feel was important to the ISL group, and going paperless was an extremely attractive idea to Head of Admissions Claudine Hakim.

As a relatively new school with a small enrolment, ISL Surrey was especially interested in tracking enquiries and managing follow up with families through OpenApply.

Lastly, ISL Surrey set up direct credit card payments for application fees via OpenApply. (The system integrates with leading credit card processor Stripe.) This was a critical step for the admissions workflow, as parents must now pay the application fee in order to successfully submit an application.

“ OpenApply has made it easier for us to track enquiries and deliver better metrics, allowing admissions staff to spend more time with families and students. ”



**Claudine Hakim**

Head of Admissions

# Implementing OpenApply

The ISL Surrey OpenApply account was set up within a week, applying all the school's customised branding, as well as copying across forms already developed at ISL Qatar. After a few customised tweaks to the application forms, the school was ready to go live with the system.

The link went live on the ISL Surrey admissions website a few weeks later, and the school started taking only online applications. Credit card payments were processed smoothly on the system, ensuring that all submitted applications had been paid for.

Today the account is used most heavily by Head of Admissions Claudine Hakim and her admissions team.

## Benefits of OpenApply for ISL Surrey:

- ✓ Enhanced communication between the admissions team and parents.
- ✓ More convenient method of collecting reports and documents to complete applications.
- ✓ Easier to collect application fees.
- ✓ Low risk of mistakes.
- ✓ Better appreciation from parents!



**Brit Beckers**  
Admissions Secretary

## International School of London Group of Schools

International School of London Group of Schools was founded in 1972 and currently comprises three schools in London, Surrey and Qatar. Shortly after the Qatar campus implemented OpenApply, the Surrey and London campuses also moved forward.

Despite having smaller campuses and significantly different concerns - for example the Surrey campus tracks enquiries vs conversions very closely - OpenApply has similarly provided a smoother workflow for the admissions teams.

For example, both the London and Surrey campuses have setup Stripe as their payments processor to collect application fees by credit cards only, and are now able to see application payment statuses in real-time, eliminating guesswork on fee payments.



**Joris Deckers**

ISL Group IT & Operations Officer

“ A standard approach on admission systems across our schools has enabled us to harness and share experiences to streamline the 3000+ annual student applications. The use of common analytics, electronic payments and common forms have proven to significantly enhance our understanding of trends and activities. ”

## About OpenApply

OpenApply is a web-based school admissions system designed for the modern, paperless admissions office.

OpenApply helps you to manage your internal admissions process from the first enquiry to enrolment, so that you can find the best students for your school.



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