Starting a School: 1O-steps Action Plan

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A school brand and identity is about defining who you are and clearly communicating that definition to your staff, students, and community. It is about creating excellence through the clarity of your mission and what you stand for.

Understand Legal & Operating Requirements

Every country has its own process for registering and licensing schools, which is often determined by the type of school being opened. To determine whether the host country's education regulatory structure accommodates your expectations, it is important to understand how it handles each type of schools.

Prepare Your Business Plan & Budget

The first step to opening a school is to have a plan that you are confident in before investing your time, energy, and money. You can move forward with confidence if you have a plan. Your plan can help others understand how you plan to make your vision a reality.

Structure Your Marketing & Recruitment Plans

It is essential that your marketing and recruitment teams work closely together, since your prospects need to be communicated with and sold to wherever and whenever they want. To cut through the competition, solid student recruitment and marketing plans are an imperative.

Determine Your Facilities & Infrastructures

It is the responsibility of educational institutions to provide physical facilities and infrastructure that not only fosters academic growth but also pays attention to the emotional and physiological well-being of the students.

Hire the Right Staff & Plan Their Development

Establish a manpower framework based on key assumptions including the forecast of student numbers, the faculty-student ratio and upcoming projects. Make sure to integrate it in your yearly financial plan and establish recruitment and hiring guidelines.

Tackle Your Funding & Financial Needs

The most challenging aspect of opening a new school is finding funding. Budgeting is important for both income and expenses, but when school owners prepare to open, it is the income side of the balance sheet that typically causes the most stress.

Develop your Program & Curriculum

A well-designed curriculum, course, or program can make a significant difference to a student's learning experience. Designing a good program or course is an iterative process, not a one-off event. The first step is to test an initial design with diverse student groups, and then adapt it based on students' feedback and learning.

Describe Your School's Policies & Procedures

Documenting your policies and procedures, and sharing them with your students, parents, and staff, can help you avoid confusion, conflicts, and even lawsuits.

Establish Industry Relationships

University or school heads are responsible for ensuring the best possible life outcomes for their students. This can be achieved through the combination of various partnership strategies that a school can put in place depending on its market, community, industry and students.

<u>Sources, references and inspirations</u>

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