

Sage Hill School's Virtual Admission Open House

InspirED Brilliance Awards - Category 26, "COVID-19 Enrollment"

COVID-19 Challenges

- ▶ We are aware that in the COVID-19 environment, many families are frustrated and/or exhausted by digital experiences. We knew we needed to create a “wow factor” to make a Virtual Admission Open House compelling.
- ▶ Because the admission process is fully virtual this year, we wanted to bring a tangible “school” identity to the on-line experience.
- ▶ The invitation to Sage Hill School’s Virtual Admission Open House was a box containing a hard copy invitation, together with VR goggles that recipients could use to view a two minute 3-D tour of the campus on their phones. (Note: currently visitors are not allowed on campus and tours are not taking place)
- ▶ The invitation was designed to evoke elements of a traditional on-campus learning experience, including composition books, notebook paper, stickers, highlighters and Post-It notes.
- ▶ The theme of the Virtual Admission Open House is “Sage:Next” to encourage families to think beyond the current pandemic and consider what will be next after the conclusion of this challenging time.

Interactive Invitation



YouTube



Digital/ Print Marketing Campaign

Friends & Family Email Campaign

Digital Ads

VIRTUAL

SAGE HILL SCHOOL

ADMISSION OPEN HOUSE

October 10, 2020
Grades 9-12

REGISTER NOW!

VIRTUAL

ADMISSION OPEN HOUSE

October 10, 2020
Grades 9-12

SAGE HILL SCHOOL

REGISTER NOW!

Road Sign in Front of School

VIRTUAL

ADMISSION OPEN HOUSE

Saturday, October 10, 2020
RSVP: sagehillschool.org/openhouse2020

SAGE HILL SCHOOL

Open House Postcard

35:1
Sage Hill's student to college counselor ratio is the lowest in Orange County and enables counselors to truly know their students.

14
Average class size of 14 ensures all students get personalized attention. Sage Hill offers more than 100 AP, accelerated and post-AP courses.

30,000 SQ. FT.
State-of-the-art Studio includes a digital art lab, ceramics and visual arts studios, dedicated instrumental, choral and dance rooms and a Black Box Theater.

21
interscholastic sports with 42 teams

Art Studio
Studio E-2
Mesa, CA 92627

SAGE: NEXT

Admission Open House event,
like no other.

October 10, 2020 • 10AM-12PM

Families and students entering grades 9-12 in
Newport Coast and our community - virtually. Join
the Open House event full of lively discussion and
ask one question: What's next for you?

RSVP today to receive an exclusive virtual event package.
Visit sagehillschool.org/openhouse2020



20402 Newport Coast Drive, Newport Coast, CA 92657
sagehillschool.org • (949) 219-1337

Special Registration for Sage Hill Friends & Family

SAGE: NEXT

Virtual Admission Open House Event

Families with students entering grades 9-12 in the Fall of 2021 are invited to experience our campus and our community - virtually. Join us for a lively morning of discussion and discovery. Attend Q&A sessions with faculty, administrators, coaches and students. Watch videos of your choice and virtually tour the campus! We encourage you to share this email with a friend or family member who may be considering Sage Hill School for their student.

JOIN US

SATURDAY, OCTOBER 10
10AM-12PM

What's Next for You?

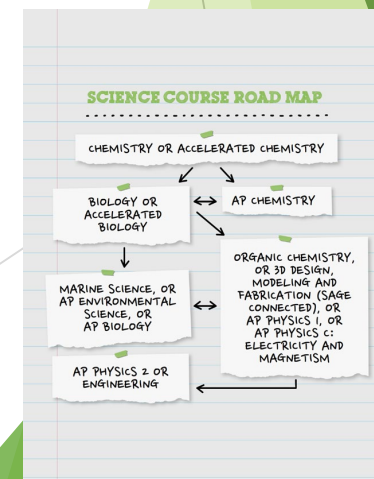
> RSVP NOW!

SAGE HILL SCHOOL

20402 Newport Coast Drive, Newport Coast, CA 92657 | sagehillschool.org | (949)219-1337

Virtual Admission Open House Website

- ▶ The site was designed to utilize all of the visual elements introduced in the invitation and marketing campaign, including bright colors and representations of tangible items associated with school such as notebook paper, doodles, stickers and post-it notes.
- ▶ The site includes more than eight hours of content - at an event that was intended to be just two hours - so that families would have far more content available than they could possibly consume during the event.
- ▶ The bulk of the presentation was a series of 12 Q&A sessions that included faculty, administration and students who spoke about all academic and co-curricular departments. Families were invited to submit questions during these presentations and download additional information.
- ▶ Website content was designed to appeal to both students and adults, with fun “TikTok” themed videos, a school Spotify playlist and a 360-degree interactive tour for younger attendees, in addition to content focused on more serious academic topics for parents/ guardians.



Virtual Admission Open House Website

- ▶ Please view Sage Hill School's Virtual Admission Open House Website at:

Website: [Sage Hill School Virtual Admission Open House](https://directorscut.productions/live/sage-hill-school-virtual-open-house/)

(or <https://directorscut.productions/live/sage-hill-school-virtual-open-house/>)

Password: **dc2020** (password is case sensitive)

- ▶ Please note: all videos were livestreamed during actual Virtual Admission Open House, but were replaced with recorded versions following the day of the event.

Virtual Admission Open House Outcomes

- ▶ The number of potential applicant RSVPs for the Virtual Admission Open House in 2020 were on par with number of potential applicant RSVPs for the in-person Admission Open House in 2019.
- ▶ Due to the virtual format, the School was also able to include more than 100 guests whose children were not of application age, thus building interest among a pool of future applicants (Note: space limitations on campus do not allow the School to host younger families at the in-person Admission Open House).
- ▶ The Admission Office followed up with personal email responses to 185 questions that were submitted by guests during the event, so that even if a question was not addressed by the panelists in the Q&A session, each Open House attendee received a customized answer and began a relationship with the School's Admission Office.
- ▶ The virtual format for the Admission Open House will enable the School to host an “encore” presentation in January 2021 for any families who entered the admission process after the Open House took place.

