



# Marketing Committee Meeting

13 May 2022



# Agenda

Action Points from Previous Meeting

Admissions Overview & KPIs

Marketing Overview & KPIs

Development Updates

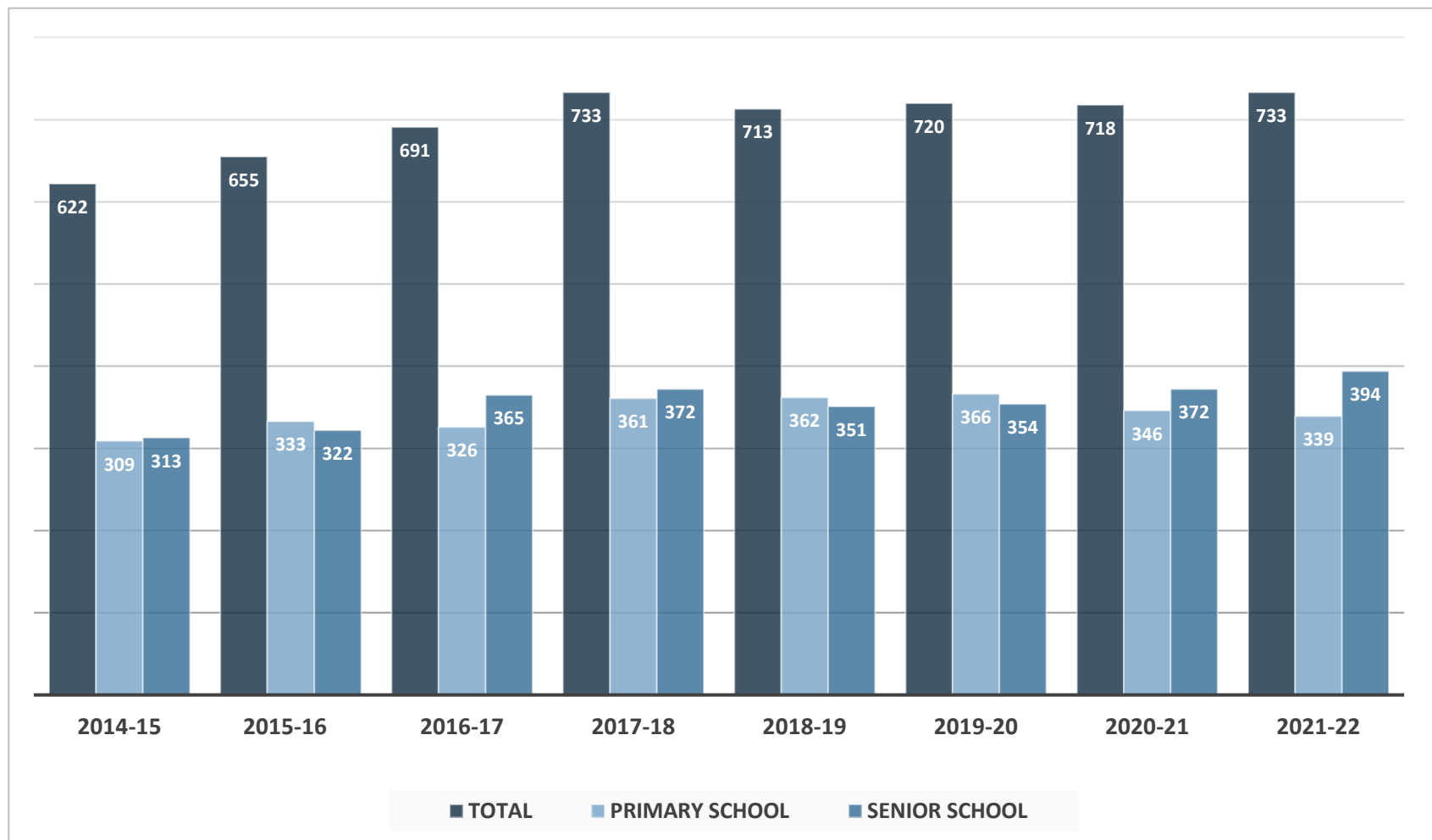
AOB



# Admissions



# Current Academic Year



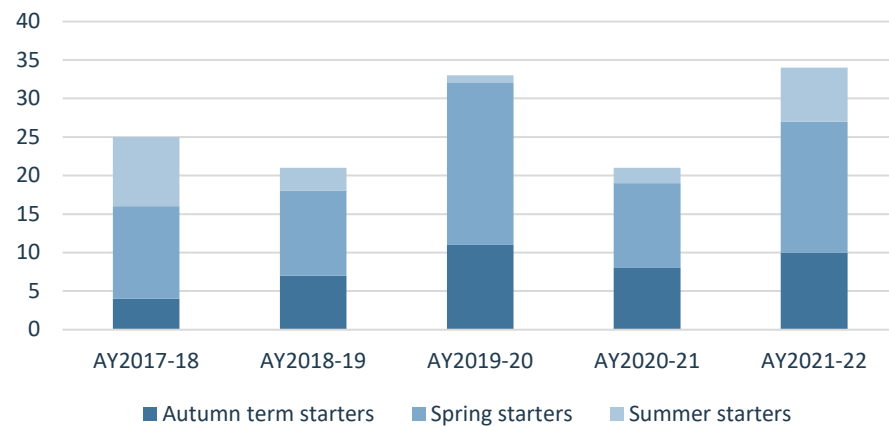
AY 2021-22:

- Net +25 students since September 2021
- of which 20 in Primary and 5 in Senior School

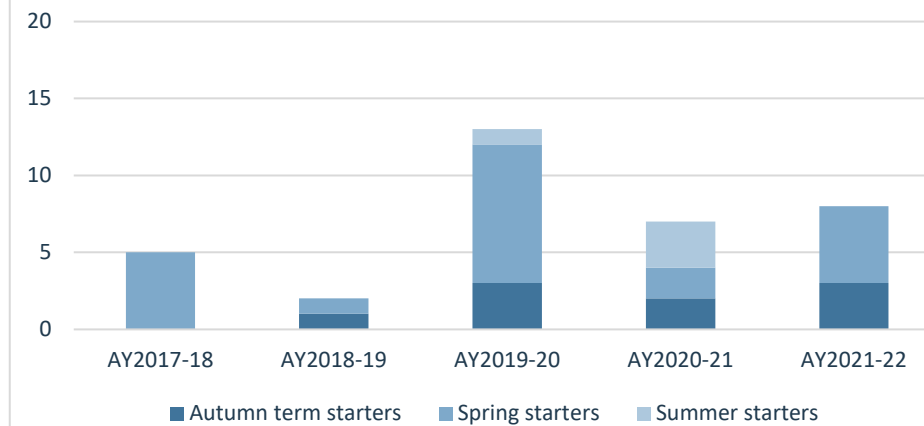


# Current Academic Year

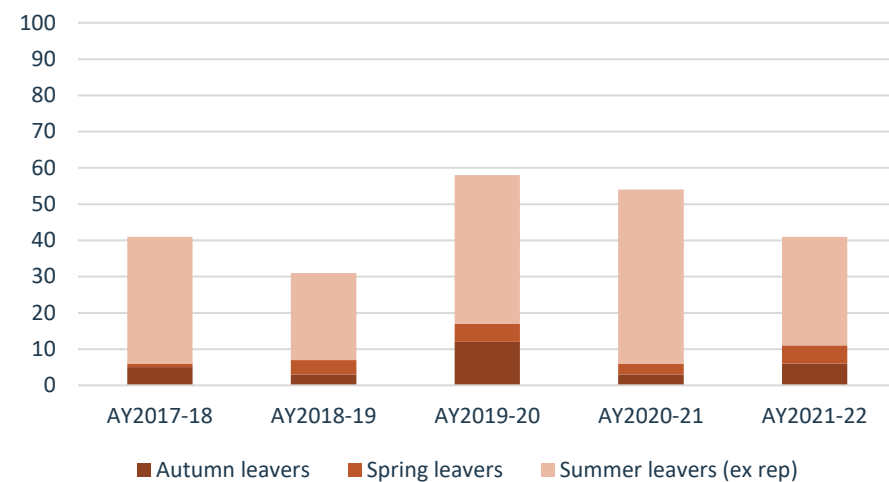
## PS Starters



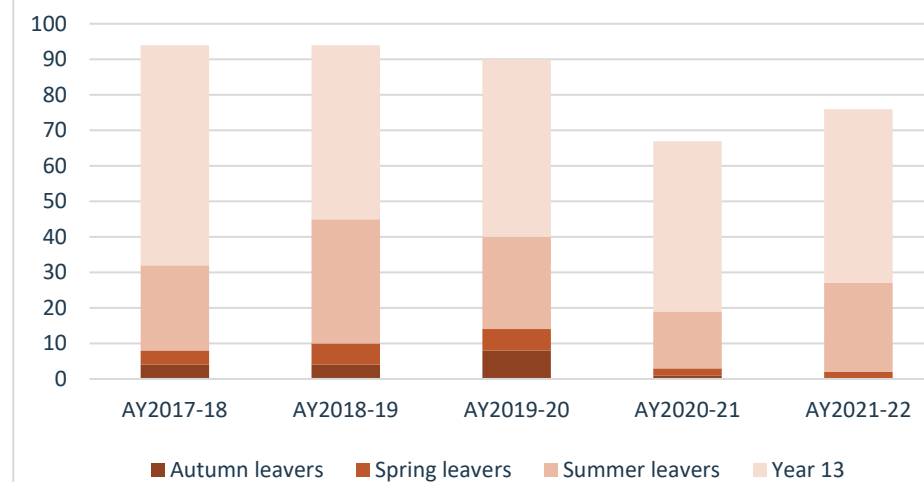
## SS Starters



## PS Leavers

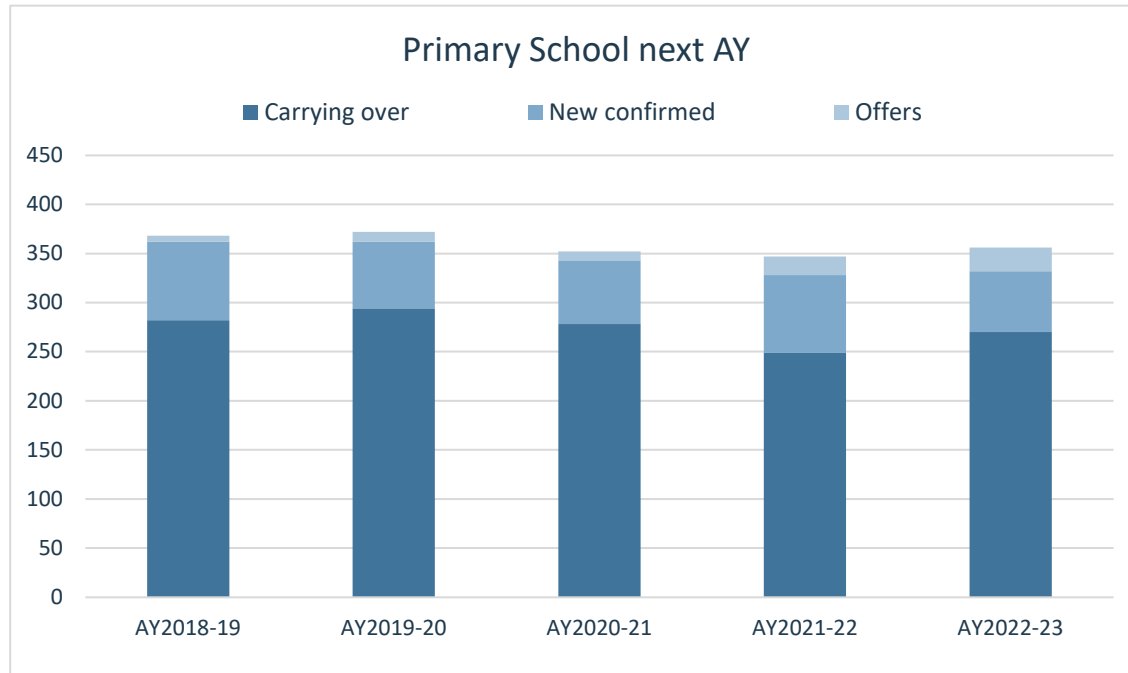


## SS Leavers

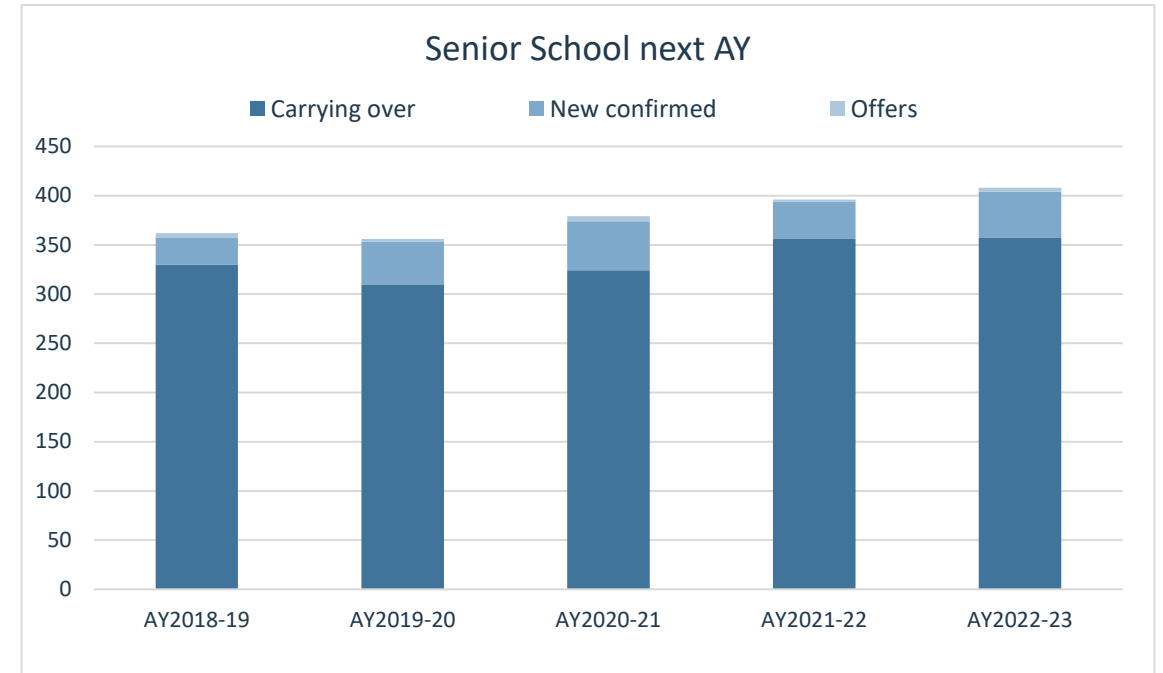




# Next Academic Year



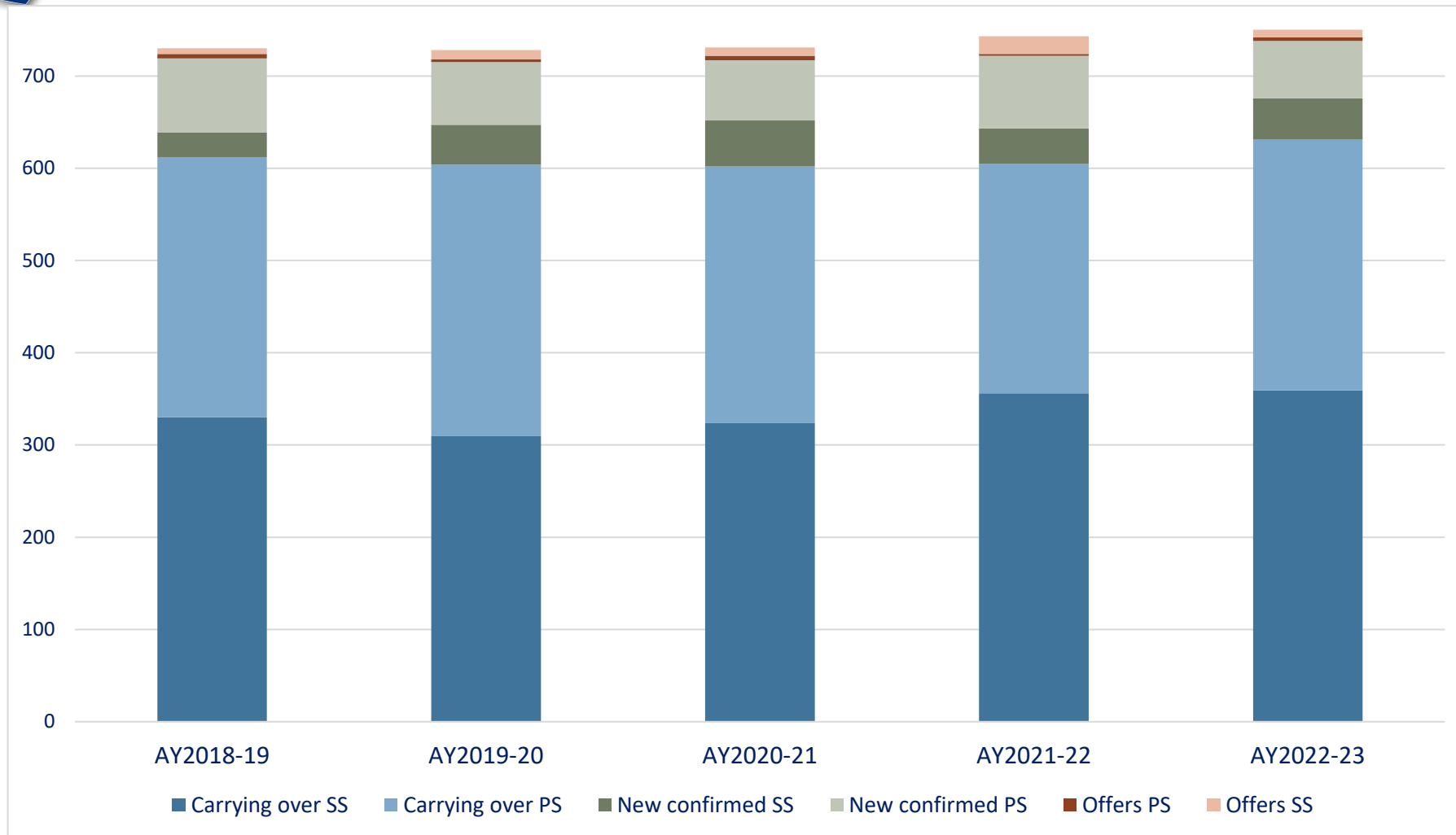
- 270 children are re-enrolling in PS for AY 2022-23
- 20 more than last year
- Another 20 offers made



- 357 children are re-enrolling in SS for AY 2022-23
- Same number as last year

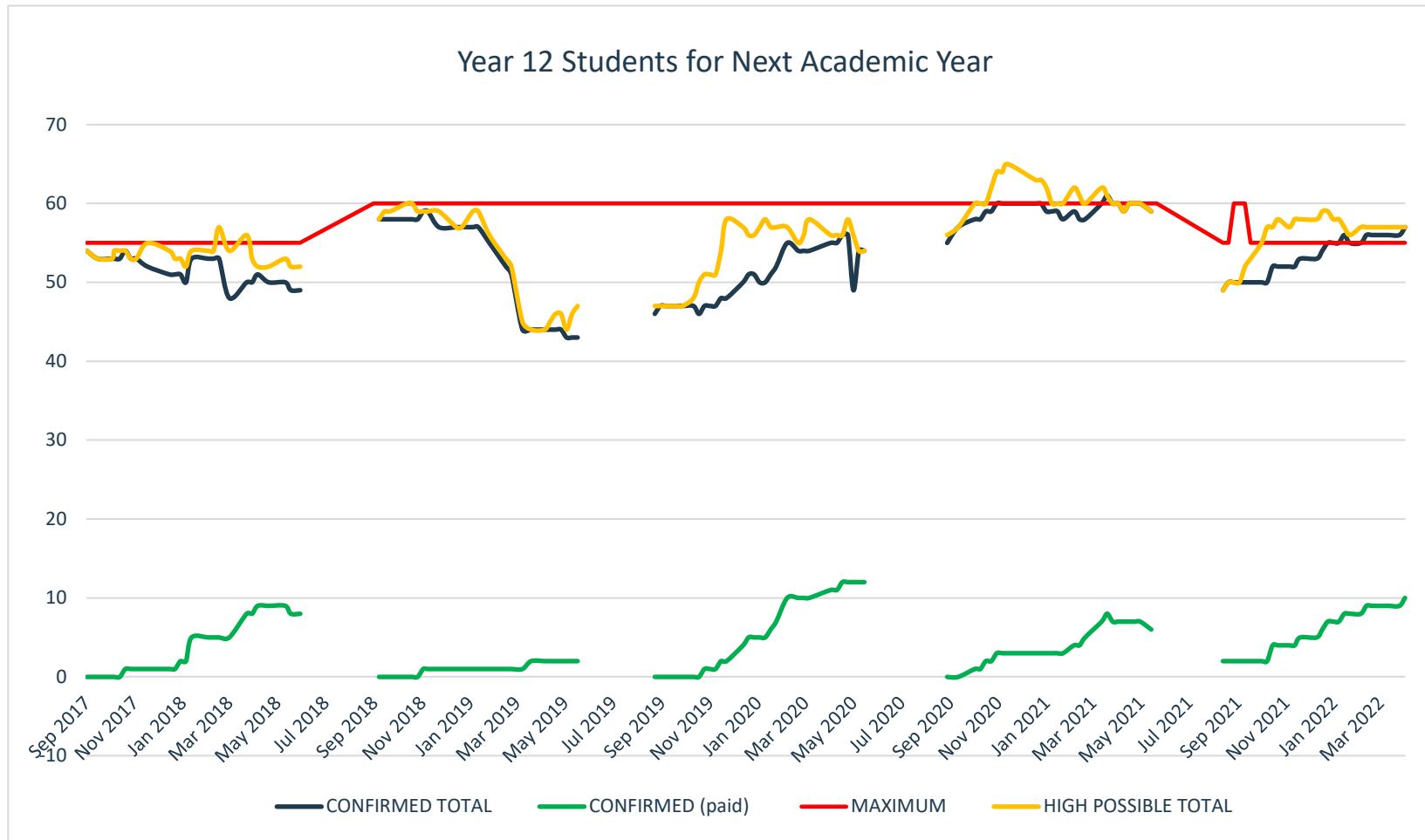


# Next Academic Year





# Next Academic Year



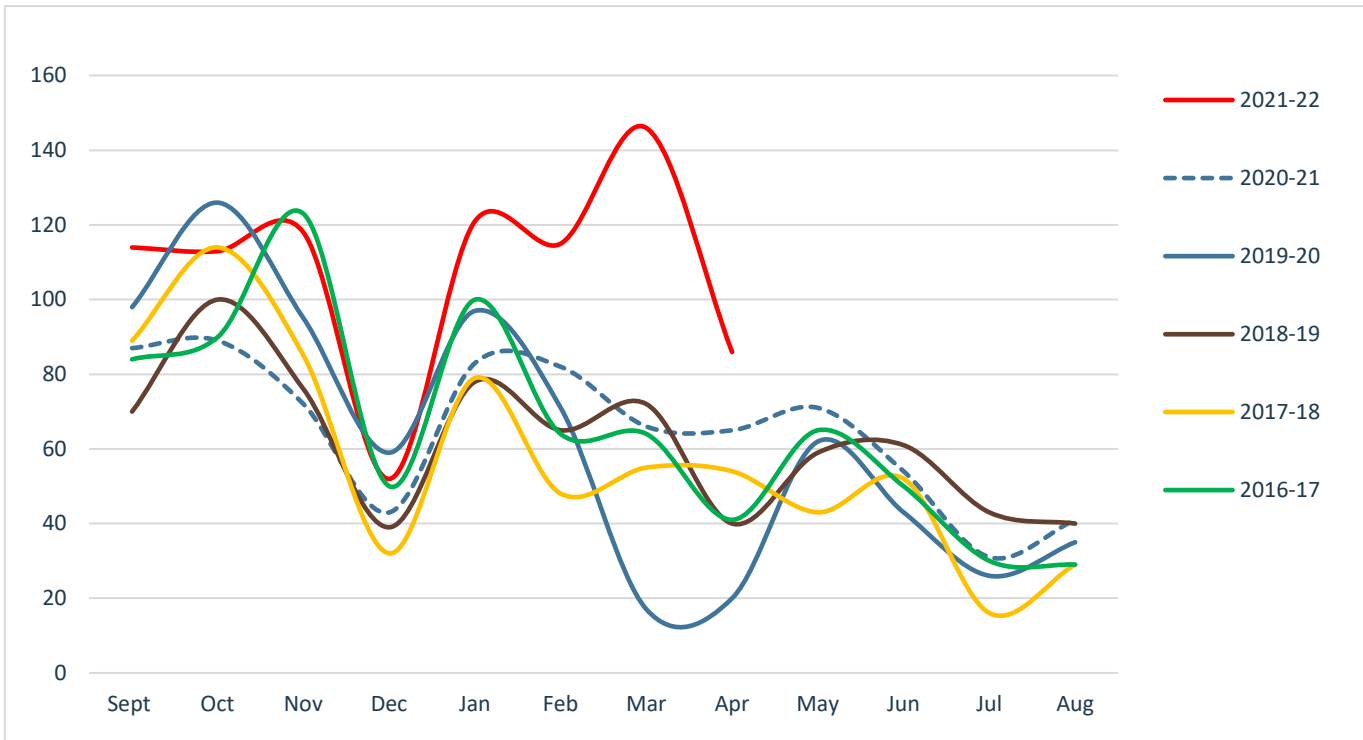
Filling a year group:  
what it looks like





# Enquiries – During Academic Year

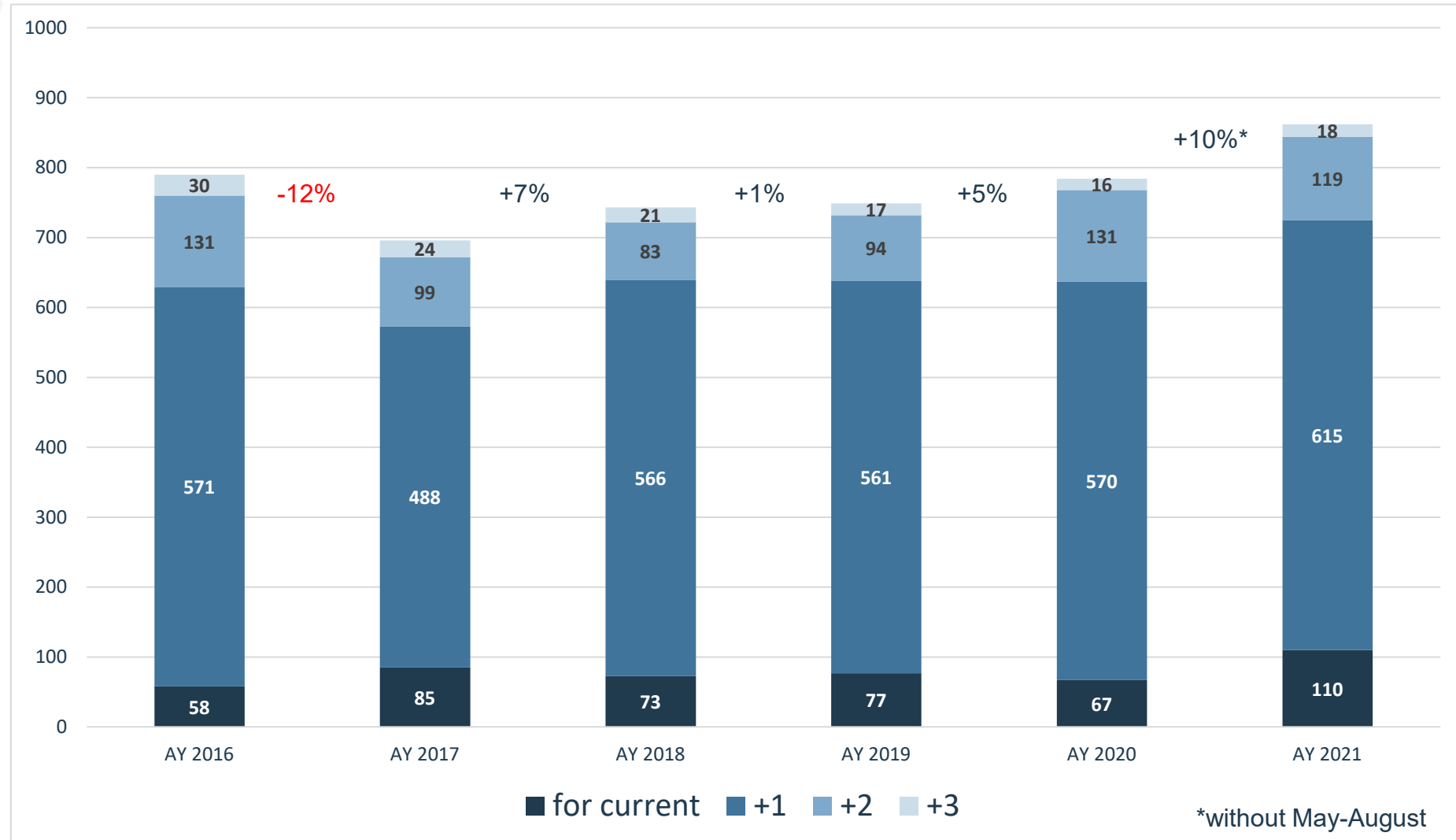
ENQUIRY ANALYSIS - DURING ACADEMIC YEARS													
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	TOTAL
2021-22	114	113	118	52	121	115	146	86	0	0	0	0	865
2020-21	87	89	72	43	83	82	66	65	71	54	31	41	784
2019-20	98	126	95	59	97	71	17	20	62	43	26	35	749
2018-19	70	100	76	39	78	65	72	40	59	61	43	40	743
2017-18	89	114	85	32	79	48	55	54	43	52	16	29	696
2016-17	84	90	123	50	100	64	64	41	65	50	30	29	790
Average	90	105	95	46	93	74	70	51	60	52	29	35	801



- AY2021 Sep-Apr = 865 enquiries
- Sep-Apr average = 75% of enquiries
- => another 260 enquiries
- Total AY2021 Sep-Aug ≈ 1125?



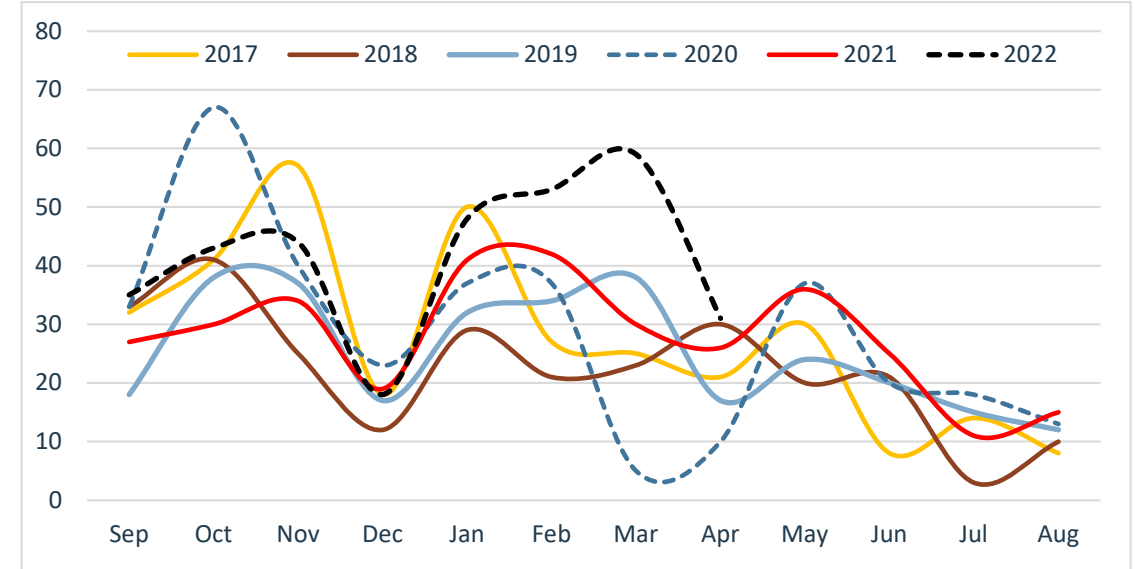
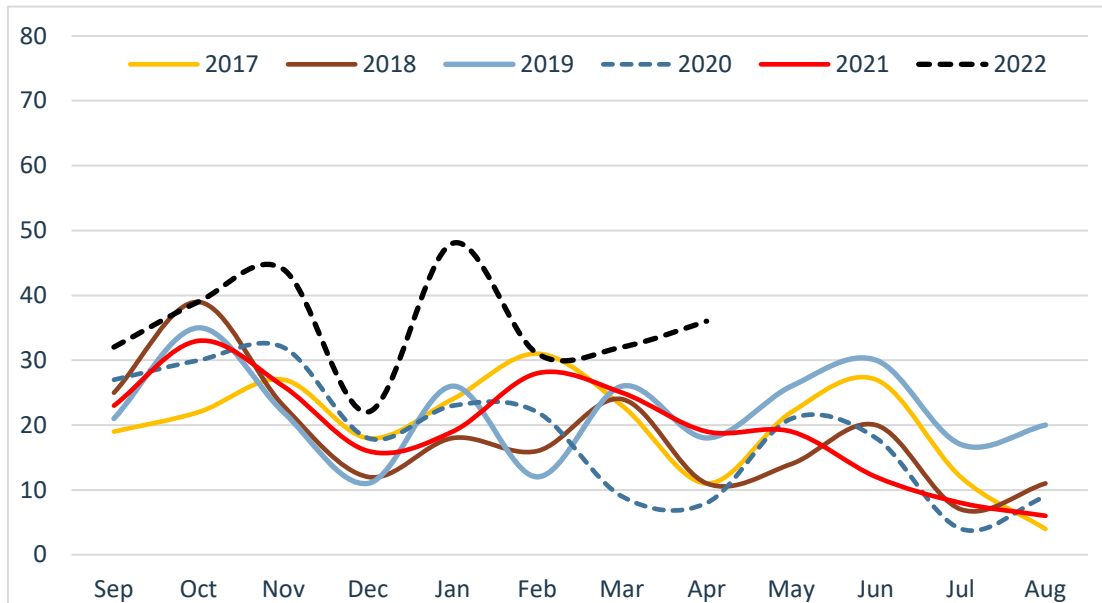
# Enquiries – During/For Academic Year





# Enquiries – For Academic Year

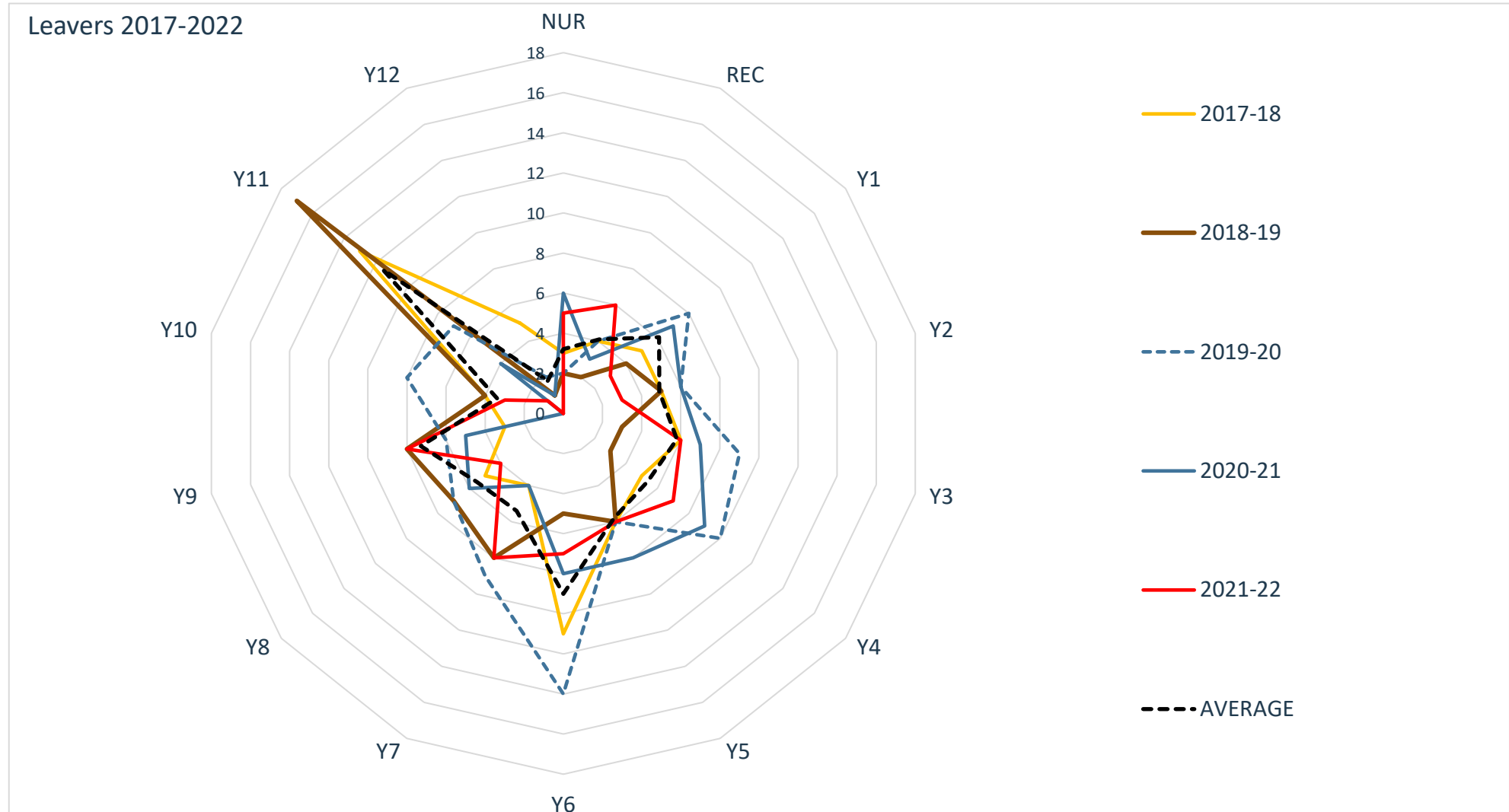
- Primary School enquiries Sep – Apr
- 5 yr average for Sep-Apr, 2017 – 2021 = 174
- Sep 2021 – Apr 2022 **284** = +62%



- Senior School enquiries Sep – Apr
- 5 yr average AY 2017 – 2021 = 243
- Sep 2021 – Apr 2022 **331** = +36%



# Leavers





# Leavers

Leavers AY2012 – AY2021

YEAR GROUP	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	AVERAGE
NUR	0	5	2	3	4	3	2	2	6	5	3
REC	6	5	1	3	7	4	2	4	3	6	4
Y1	7	4	8	10	5	5	4	8	7	3	6
Y2	4	5	5	2	8	5	5	6	6	3	5
Y3	4	4	5	10	4	6	3	9	7	6	6
Y4	5	4	4	4	3	5	3	10	9	7	5
Y5	4	6	6	6	4	6	6	6	8	6	6
Y6	13	12	7	10	3	11	5	14	8	7	9
Y7	0	6	6	6	3	4	8	9	4	8	5
Y8	7	4	7	3	5	5	7	7	6	4	6
Y9	10	10	7	8	8	3	8	6	5	8	7
Y10	11	2	1	1	0	4	4	8	0	3	3
Y11	21	16	11	12	13	13	17	7	4	1	12
Y12	3	1	2	2	1	5	1	2	1	0	2
Y13	44	38	40	31	55	62	49	50	48	49	47
PS leavers	43	45	38	48	38	45	30	59	54	43	44
SS leavers (w/o Y13)	52	39	34	32	30	34	45	39	20	24	35
TOTAL (w/o Y13)	95	84	72	80	68	79	75	98	74	67	81
TOTAL	139	122	112	111	123	141	124	148	122	116	127



# Open Day Attendance

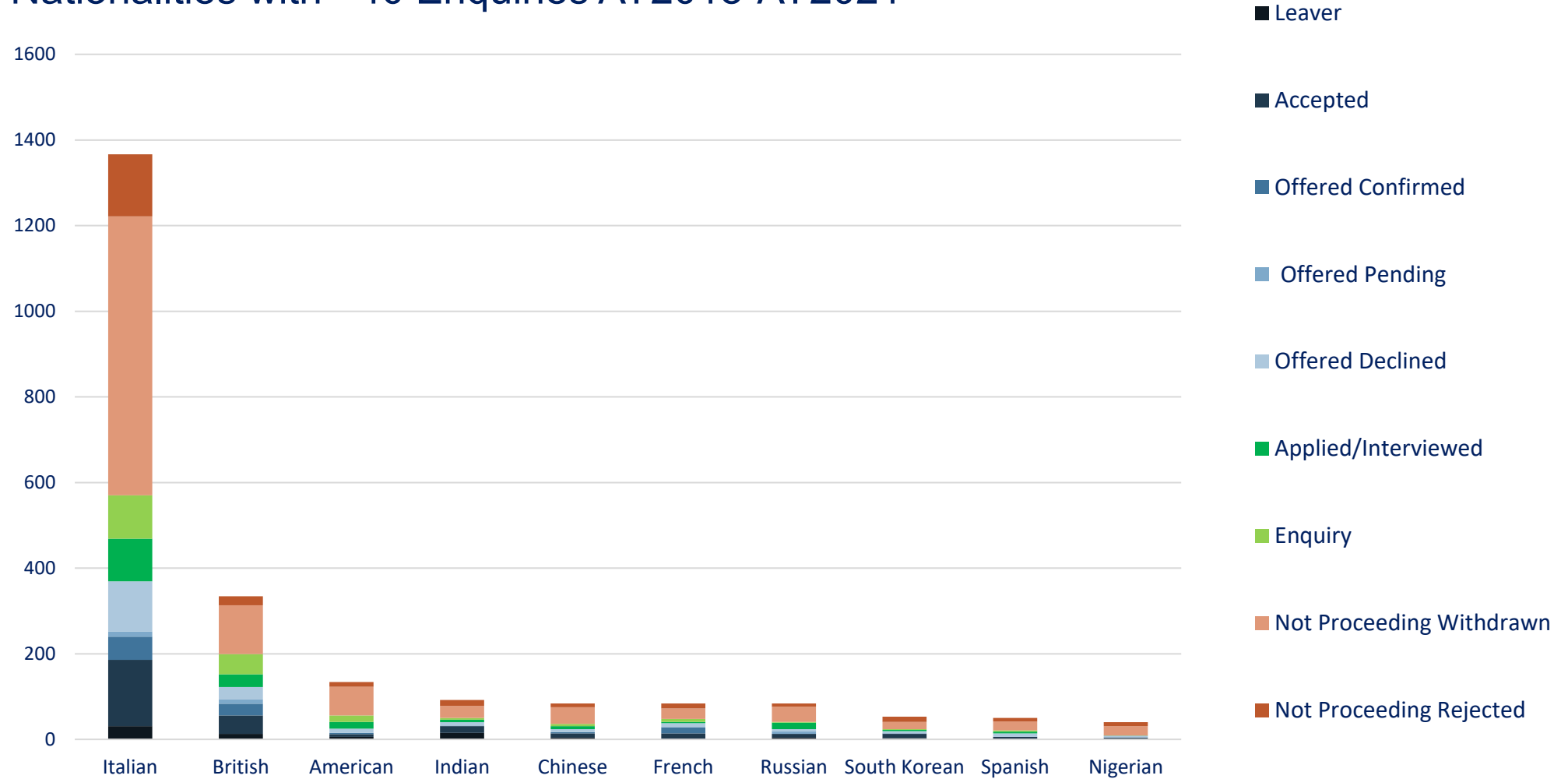
Enrollment Year	2022-2023								
Grade	Offered - Confirmed	Offered - Pending	Applied - Interviewed	Applied - Pending	Enquiry	Declined after offer	School rejected	Withdrawn before offer	TOTAL
Nursery	3	2	1		4		1	22	33
Reception	1	1		1	1	1		6	11
Year 1	2	1		1	2		2	13	21
Year 2	3			2	3	2		8	18
Year 3	2			1	1			5	9
Year 4	2			1	3	1		3	10
Year 5	1				2	2		3	8
Year 6	1			2	3			1	7
Year 7	7			1	3			9	20
Year 8	2	1			1			2	6
Year 9	2			1	1		1	4	9
Year 10	2	1	2	1			2	7	15
Year 11								2	2
Year 12	4		1				2	3	10
Year 13								1	1
<b>TOTAL</b>	32	6	4	11	24	6	8	89	180

- 7 Virtual Opens Days September – April
- 32 Confirmed of 180 Enquiries for AY 2022 = 18%



# Nationalities

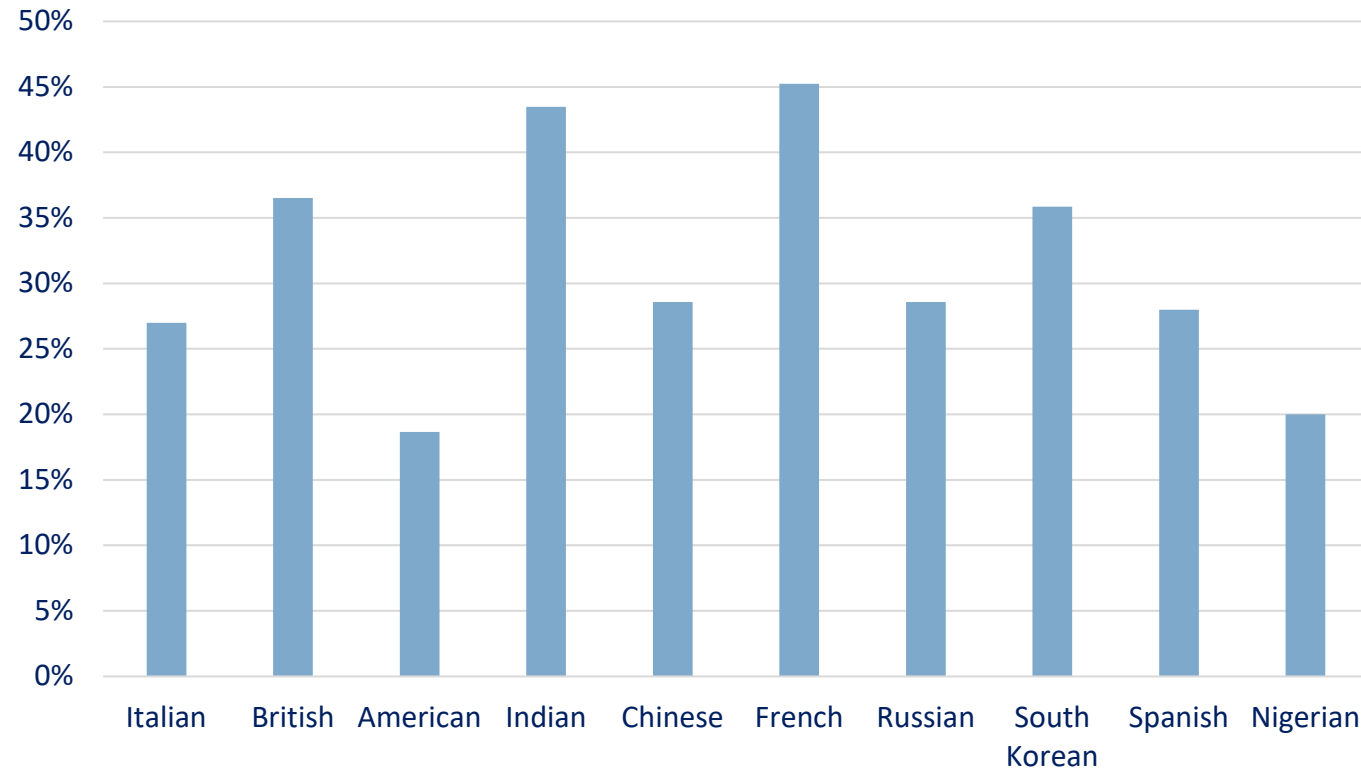
## Nationalities with >40 Enquiries AY2018-AY2021





# Nationalities

Places offered, Enquiries AY2018 – AY2021



- Average of 26% of enquiries have received an offer
- Average of 18% have confirmed a place
- Americans least likely to receive offer
- Indians most likely to receive offer
- Spanish least likely to proceed
- Indians most likely to proceed

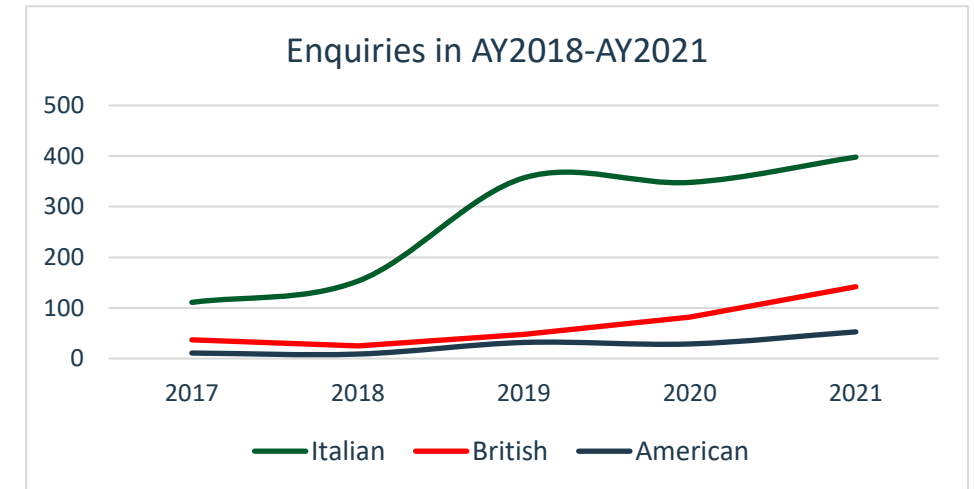
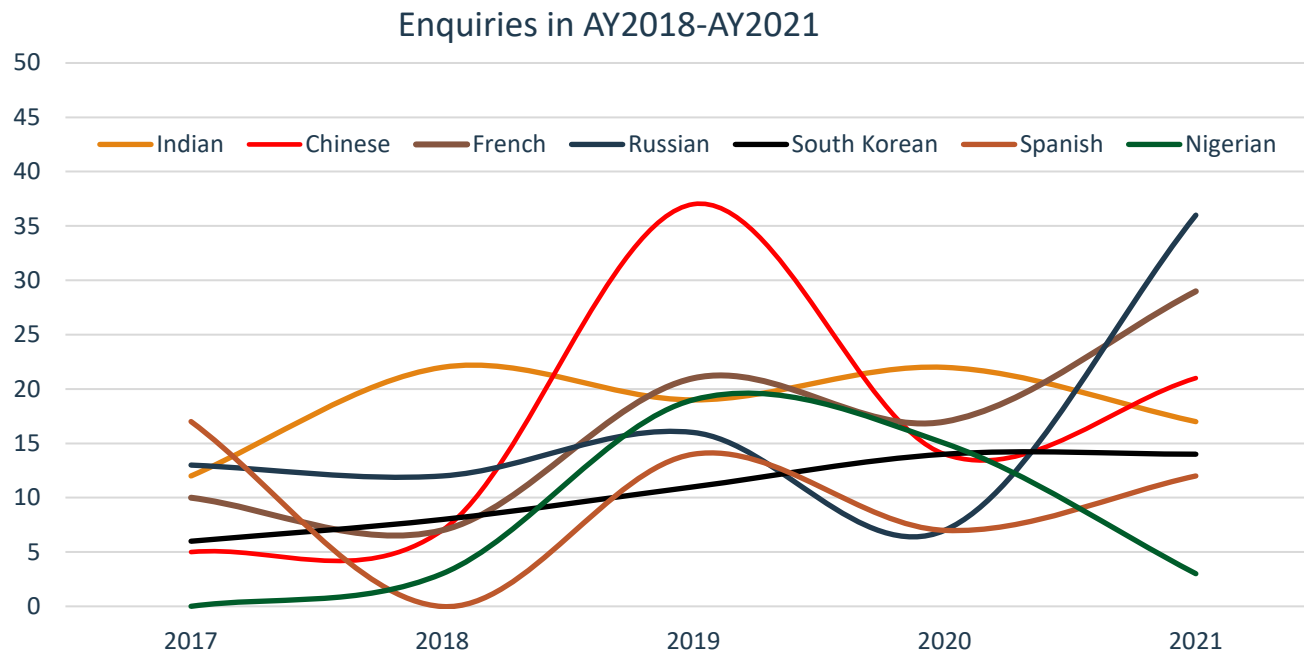
- Italians: 27% offered, 18% proceed
- British: 37% offered, 25% proceed
- Americans: 19% offered, 11% proceed
- Indians: 43% offered, 35% proceed





# Nationalities - Enquiries

Are there trends?





# Nationalities - Current

Are there trends?

	Apr 17	Apr 18	Apr 19	Apr 20	Apr 21	Apr 22	April 2017 to April 2022
Italian	424	447	436	432	432	434	2%
British	57	63	75	82	81	81	42%
Indian	19	19	23	29	35	28	47%
Chinese	12	15	14	19	18	22	83%
Russian	22	23	21	23	21	21	-5%
French	17	21	17	15	19	18	6%
American	24	26	24	18	20	14	-42%
Japanese	11	12	12	11	9	11	0%
South Korean	22	19	14	16	15	18	-18%
Spanish	11	13	10	9	5	6	-45%



# Predictions - Enquiries in AY

Can we use Numbers to make predictions?

Year 12	Applying for				
Enquiring in AY	Current AY	Next AY	AY+2	AY+3	AY+4
2017	6	57	1	4	4
2018	7	9	5	6	1
2019	13	31	4	1	1
2020	7	43	19	8	
2021	10	71	22	1	

Year 10	Applying for				
Enquiring in AY	Current AY	Next AY	AY+2	AY+3	AY+4
2017	6	37	2	1	1
2018	1	7	12	1	
2019	9	46	12	1	
2020	8	45	12		
2021	8	64	22	1	1

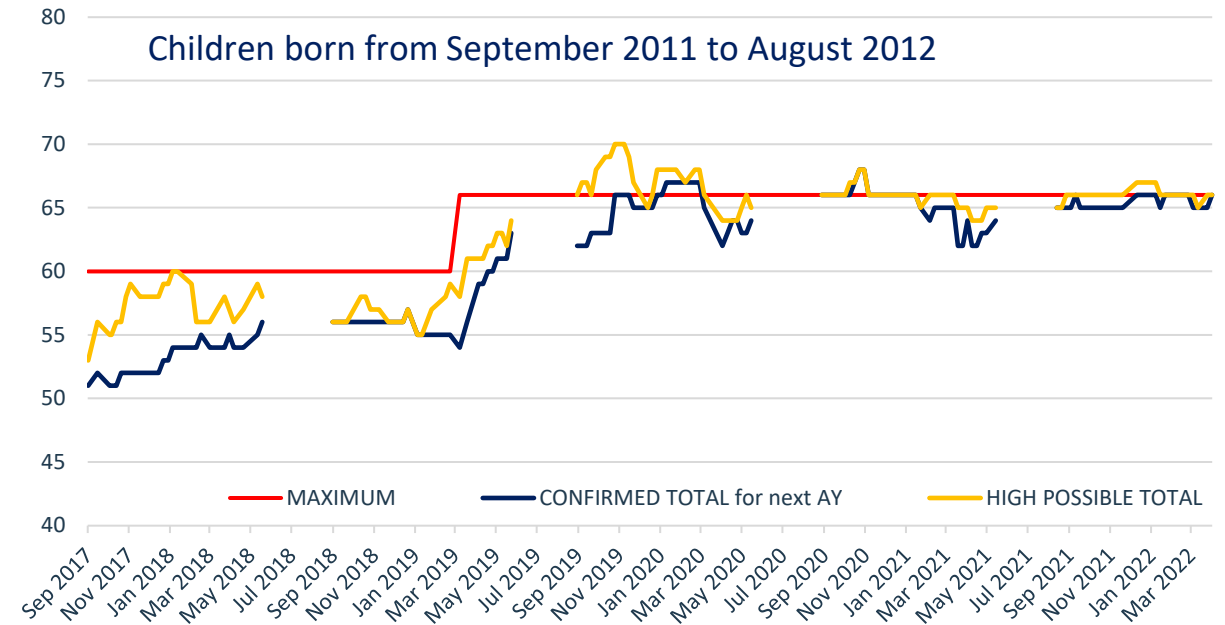
Year 7	Applying for				
Enquiring in AY	Current AY	Next AY	AY+2	AY+3	AY+4
2017	8	26	2	2	
2018	4	13	10	2	1
2019	9	27	13		
2020	5	29	13		
2021	7	60	11	2	1



# Predictions – Enquiries for AY

Ex: Year 6 September 2022 cohort

- Has been full since AY2019
- Consistently high number of applications
- Few Y6 leavers in AY2021-22
- Few Y5 leavers in AY2020-21



Enrollment AY	Grade	Nursery	Reception	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13
2017		87	43	63	60	39	46	40	38	53	25	45	65	28	80	30
2018		92	38	60	54	53	33	31	38	35	27	54	53	26	77	24
2019		29	27	24	24	17	16	22	17	26	29	23	20	14	23	14
2020		60	46	49	41	46	47	32	48	50	43	54	73	21	54	13
2021		95	51	56	68	51	40	55	44	53	32	53	69	20	70	26
2022		88	43	64	55	36	42	38	57	74	41	53	79	19	94	6

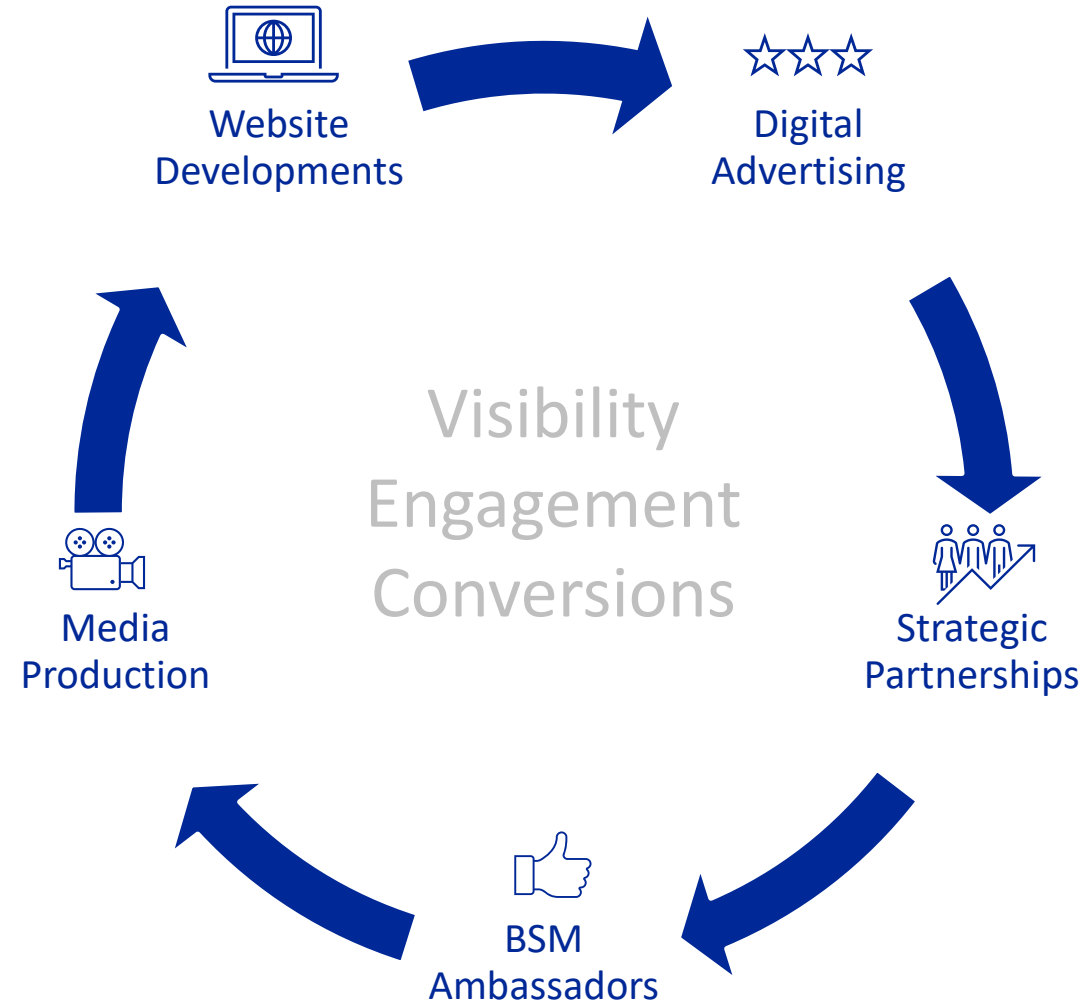
Total enquiries for AY17-AY22:	283	251	293	279	236	229	279	244	290	196
Average yearly enquiries for the YG:	47	42	49	47	39	38	47	41	48	33



# Marketing



# Strategy & KPIs





# Website Developments



Translate key pages of the website in 5 target languages



Welcome to  
THE BRITISH SCHOOL OF MILAN  
SIR JAMES HENDERSON

Est. 1969

Rated **'Excellent'** by UK government inspectors, the BSM is unique in Milan. We offer an exclusively British system of education, following the **English National Curriculum** from the ages of 3 to 16, with IGCSE in Year 11 and the **International Baccalaureate Diploma (IB)** in the Sixth Form.

Our mission is to **inspire learning within a caring, creative and international community**, to pursue **excellence**, and to **challenge** students to **think critically** as they prepare for the world beyond.

Students benefit from a distinctive mix of **academic excellence, pastoral care, and a rich co-curricular programme**.

The British School of Milan is a **not-for-profit** school, and its only focus is education.

[Read More](#)

[Apply Now](#)

[Book a Visit](#)

72K Words to Revise in Italian

Latest Peak

May 08, 2022

English > Spanish	3
English > Italian	37
English > Simplified Chinese	1
English > Korean	0
English > Russian	3
Total	44

Marketing or profiling cookies in its website. The website may contain cookies installed by third parties. By continuing to browse the BSM website, you agree to the use of cookies. [Learn more](#)

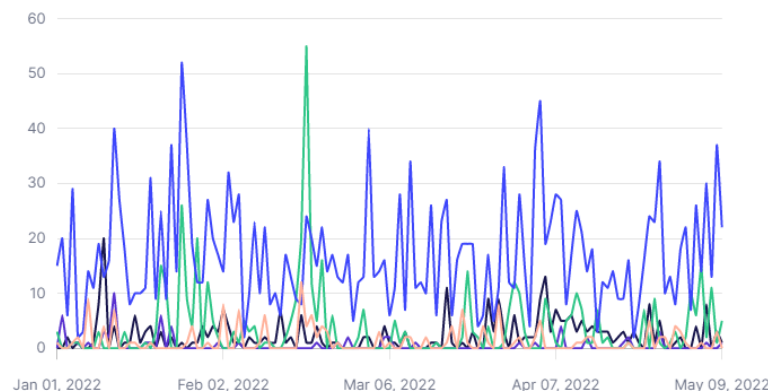
## Top 5 Translated Pages

<a href="https://britishschoolmilan.com">https://britishschoolmilan.com</a>	398
<a href="https://britishschoolmilan.com/admissions/open-days">https://britishschoolmilan.com/admissions/open-days</a>	359
<a href="https://britishschoolmilan.com/admissions/admissions-process">https://britishschoolmilan.com/admissions/admissions-process</a>	134
<a href="https://britishschoolmilan.com/about/results-and-university-destinations">https://britishschoolmilan.com/about/results-and-university-destinations</a>	97
<a href="https://britishschoolmilan.com/parents">https://britishschoolmilan.com/parents</a>	78

## 3,203 Translation requests

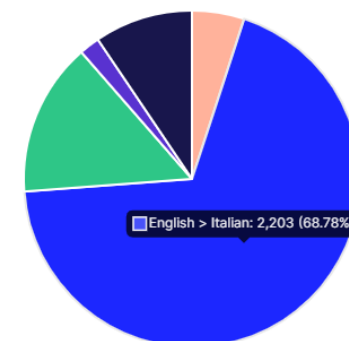
Number of translation requests for the selected filters.

DAY WEEK MONTH



## Breakdown by language

Distribution of translate requests.

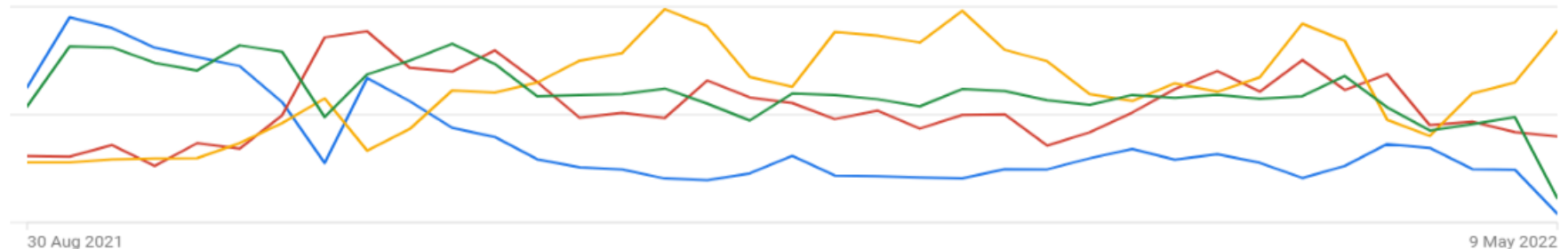




# Digital Advertising



Increase Search Engine Advertising and Social Media Ads & complement with Search Engine Optimisation (long-term organic visibility)



197 out of 865 (23%) applications came from Online Search of which 24 out of 91 confirmed (26%)

Cost per Application: 57€  
Cost per Confirmed Offer: 467€  
Yearly Generated Revenue (24 x Avg. 16K) = 384K€  
Return On Investment: **3,328%**

Discussing with Finalsire 20 hours of Virtual Webmaster for SEO purposes

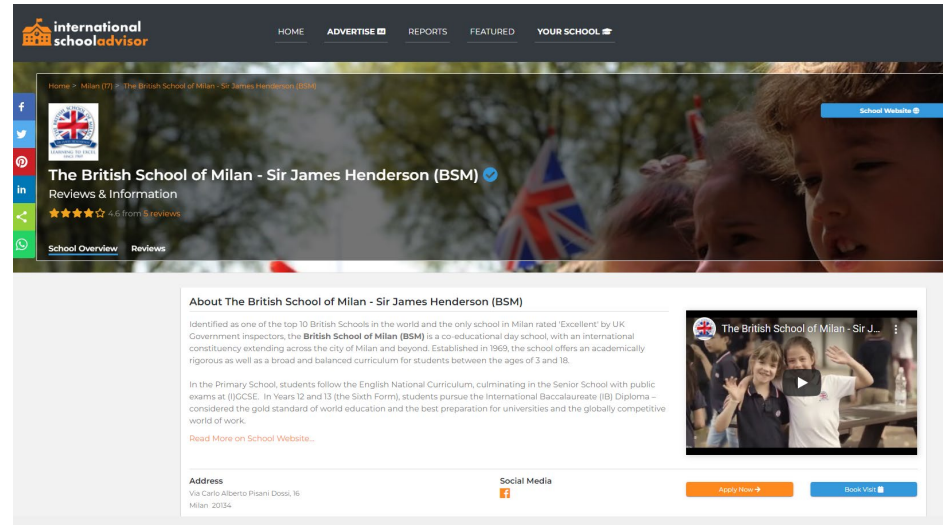




# Strategic Partnerships



Form partnerships  
with third-party  
affiliates & online  
directories  
(will help for  
remarketing  
campaigns and  
SEO  
developments)



[Back to search results](#)

## The British School of Milan (Sir James Henderson)

Via Carlo Alberto Pisani Dossi, 16, 20134 Milan, Italy

+39 02 210941

School type	Co-educational Day
Head of school	Dr Chris Greenhalgh
Co-ed Age Range	3-18 years
Number of pupils	720
Curriculum	UK, IBDP, IGCSE
Language of Instruction	English



**The British School of Milan**  
Via Pisani Dossi 16, Lambrate,



**School Information**  
Boy / Girl  
Co-ed

Top Online  
Directories



# BSM Ambassadors



Build advocacy  
among  
students/teachers  
and stimulate  
BSM user-  
generated content  
as part of CAS &  
Co-Curriculum  
Activities



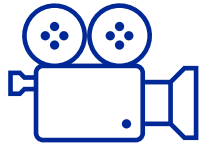
2 IG takeovers  
done by PS  
Teachers  
+400 Views each  
25% engagement  
(likes/comments)  
Objective: Push  
PS Open Days

5 Student  
Ambassadors  
Various digital  
content created





# Media Production



Create a media production unit and team to increase quality of content and in-house productions



Club launched and delivered  
10 students  
5 video testimonials





# Benchmark

Schools are focusing on video testimonial ads from students and teachers

**International School of Milan**  
Sponsored

Come and witness IS Milan's world-class IB education and its truly diverse community of 54 nationalities. Make an enquiry today!

I really like that we embrace our challenges

**International School of Milan**  
Sponsored

Cogli al volo l'occasione di scoprire il curriculum IB di IS Milan e il suo approccio progressivo all'apprendimento. Prenota ora!

Abbracciamo le nostre sfide

**ICS Milan International School**  
Sponsored

Are you looking for something different for your child's summer? Registrations are open for ICS Summer School 2022! Games, fun and English: a great opportunity for children aged 3-12 to improve language skills effectively and naturally through play. From 4 to 29 July, limited places. Register for more than one week and benefit from cumulative discounts.

3-12 years old

**ICS Milan International School**  
Sponsored

Stai cercando qualcosa di diverso per l'estate di tuo figlio? Sono aperte le iscrizioni per la Summer School 2022 di ICS! Giochi, divertimento e lingua inglese: un'opportunità unica per bambini dai 3 ai 12 anni di imparare l'inglese partecipando a giochi e attività ricreative. Dal 4 al 29 luglio, i posti sono limitati. Approfitta di sconti cumulativi per iscrizioni oltre due settimane.

3-12 years old

**St. Louis School of Milan**  
Sponsored

Our Stay & Play Kindergarten, 18 May, is where you can discover what makes St. Louis Caviglia School so special.

STAY & PLAY DISCOVERY AFTERNOON 18TH MAY

STLOUISSCHOOL.COM  
Your child deserves the best  
Book today

Book Now

**St. Louis School of Milan**  
Sponsored

Il nostro Stay & Play Kindergarten, 18 maggio, è l'evento in cui potrai scoprire cosa rende così speciale St. Louis Caviglia School.

STAY & PLAY DISCOVERY AFTERNOON 18TH MAY

STLOUISSCHOOL.COM  
Tuo figlio merita il meglio  
Prenota oggi

Book Now

15 - 40 seconds videos

**ICS Milan International School**  
May 7 at 11:00 AM · Sponsored

ICS Milan for Open House 2022!

Don't miss the opportunity to visit our campus ICS Symbiosis, which will be open on Saturday, May 14th, 2022 for Open House.

Open House is an entire weekend in which to access, thanks to free guided tours, public and private buildings of great architectural value, that are normally not accessible. Open House Milano is an initiative founded in Milan in 2015 and part of the Open House Worldwide network, involving over 50 cities worldwide.

• The tour of Campus Symbiosis will be led by architects @barrecaelavarra, who designed the campus, and our staff. The schedule includes four visits (10:30 am / 11:30 am / 3:30 pm / 4:30 pm) to see the interior and exterior spaces of the complex.

• Registrations on the website are now open: after successful registration, you can book your tour at this link: <https://www.openhousemilano.org/node/31568>

#icsmilan #barrecaelavarra #milano #icsmilaninternationalschool #civivio #settegenesio #sceproject #globeducate #scuola #educational #symbiosis #portaromana #milan #architecture #ohm2022 #openhousemilano #openhousemilano2022 #campussymbiosis #icssymbiosis

**ICS Milan International School**  
April 26 at 5:38 PM · Sponsored

Why choose ICS Milan?

Our students are guided and supported to reach their potential by following an international curriculum that focuses on a STEAM agenda. Subjects are not learned in isolation because the world doesn't work in isolation anymore.

We prepare each student to become a global citizen who can shape the world.... See more

0:03 / 0:40

OpenHouseMilano

VII Edizione

14-15 maggio 2022

+5

Click to view



# Other Initiatives

## Admissions Newsletter: Focus Primary School



Dear << Test First Name >> << Test Last Name >>

Greetings from The British School of Milan - Sir James Henderson.

We are delighted to invite you to our next [Virtual Open Day](#) and share with you a few highlights from our recent newsletters.

You are always welcome to contact the BSM Admissions Team if you have any questions.

Best wishes

*Anna Ryden*  
Head of Admissions  
The British School of Milan  
[admissions@bsm.school](mailto:admissions@bsm.school)

### Highlights

#### Virtual Open Day

Save the date for our last Virtual Open Day of the 2021-2022 Academic Year focused on Early Years and Primary School on Wednesday 13 April at 9.00.

Meet our Principal, Dr Chris Greenhalgh and the Head of Primary School for a Q&A Session.



[Book Now](#)

Admissions  
Newsletter

Focused PS  
Audience: 112  
74% Open  
16% clicks

## Building Communication Plan





# Budget

## SUMMARY 2022-23 BSM ADVERTISING

DIGITAL	BUDGET	PRINT	BUDGET	OTHER	BUDGET
Adwords - All Year Promotion	€ 25,000	Print Ads & Banners	€ 10,000	Year Round Design Consultancy	€ 13,000
Digital Newspapers & Partnerships	€ 9,000	IB Schools World Guide	€ 1,200	Video Production/Marketing Photoshoot	€ 10,000
Facebook Page & ad-hoc Promotions	€ 4,000				
IG Ad hoc - Promotions	€ 1,600				
Linkedin Ad hoc - Promotions	€ 1,200				
Outsource SEO	€ 5,000				
<b>TOTAL</b>	<b>€ 45.800</b>		<b>€ 11.200</b>		<b>€ 23.000</b>

57%

14%

29%

**GRAND TOTAL 80.000**





# Development Updates



# 5xMille Overview

## 5xMille Overview

Tax Year	Campaign Year	Amount Raised	No. Donors	Ranking
2014	2015	€ 0		n/a
2015	2016	€7.400,00	32	n/a
2016	2017	€10.202,84	33	n/a
2017	2018	€9.954,01	38	n/a
2018	2019	€45.439,36	75	1.2%
2019	2020	€26,167,78	72	2.28%
2020	2021	€20.967,78	67	2.97%

## ASM

Tax Year	Amount Raised	No. Donors
2018	€13.780,41	50
2019	€15.837,47	45
2020	€12.253,78	28





# 5xMille Campaign

- Gadgets - Magnets
- Information Leaflet
- E-Blast
- Newsletters (WS, Alumni, Board)
- Social Media
- Boosted Audience
- Class Reps
- Websites
- Parents' Ballot - funds allocated proportionally



**YOUR CHOICE  
PARENT VOTE**

Once you have submitted your tax declarations with the School's codice fiscale, you may vote on how funds may be spent. This year we have selected the following categories:

BSM Bursary Fund

Creative Arts

Science & Technology

**SUBMIT YOUR VOTE**  
www.britishschoolmilan.co.uk

**WHY DONATE YOUR 5XMILLE?**

The Sir James Henderson British School of Milan is a registered not-for-profit parent-owned Association. All funds raised are reinvested in your child's education to support initiatives such as the BSM Bursary Fund or to purchase additional educational resources for both Primary and Senior School students.

**It costs nothing to give, yet collectively this small gesture greatly helps the School in its fundraising efforts.**

**SUBMIT YOUR VOTE**  
www.britishschoolmilan.co.uk

**WHAT IS 5XMILLE?**

The Italian Tax Authority allows 0.5% of your Italian Income taxes (€ 5 for every € 1,000 of taxes) to support a non-profit organisation of your choice.

**The Sir James Henderson British School of Milan** qualifies for *Cinque per Mille* because it is an Association belonging to a category that is recognized in art. 10, c. 1, let a), del D.lgs. n. 460 del 1997.

**There is no extra cost to the contributor, and it is completely anonymous.**

**HOW TO DONATE**

All we need is your signature on the dedicated section of your Annual Tax Declaration form (Modello 730, Certificazione Unica and UNICO) and the School's codice fiscale: **80099530158**

**Sign this box:** Sostegno degli enti del terzo settore iscritti nei Runtti di cui all'art. 46, c. 1, del d. lgs. 3 luglio 2017, n. 117, comprese le cooperative sociali ed escluse le imprese sociali costituite in forma di società, nonché sostegno delle ONLUS iscritte all'anagrafe.

Ask your commercialista for more help or contact the school's Development Office with any questions: [development@bsm.school](mailto:development@bsm.school)

**YOUR IMPACT**

Over the past years, thanks to the generous support of parents, staff and friends of BSM, we were able to fund the following resources:

Year	Amount Raised	Resources
2019	€ 9,954,01	BSM Bursary Fund
2020	€ 45,439,36	Classroom Tech
2021	€ 26,167,78	Classroom Tech



# Campaign Calendar



## 5XMILLE 2022 CAMPAIGN CALENDAR

Month	Week	Newsletter	Social Media	Content	Boosted	Alumni Digest	Other
March							
	Week 1						
	Week 2						
	Week 3						
	Week 4						
April							
	Week 1	01 April 2022	03 April 2022	general		05 April 2022	Magnet & leaflet distribution
	Week 2	08 April 2022					
	Week 3		21 April 2022				
	Week 4	29 April 2022					
May							
	Week 1				*	10 May 2022	
	Week 2		10 May 2022				11/05/2022 - eblast parents/alumni
	Week 3	20 May 2022	25 May 2022				
	Week 4						
June							
	Week 1				*		
	Week 2	10 June 2022	17 June 2022				
	Week 3						17/06/22 - Friends / Class Rep message
	Week 4						30/06/22 - Board Newsletter
July							
	Week 1						
	Week 2		18 July 2022				
	Week 3						
	Week 4						
August							
	Week 1						
	Week 2		18 August 2022				
	Week 3						
	Week 4						
September							
	Week 1	02 September 2022	07 September 2022		*	06 September 2022	
	Week 2						
	Week 3	16 September 2022	19 September 2022				
	Week 4	23 September 2022					
October							
	Week 1						
	Week 2	14 October 2022	15 October 2022				
	Week 3						
	Week 4						
November							
	Week 1						
	Week 2	18 November 2022	21 November 2022				
	Week 3						
	Week 4						
December							
	Week 1						
	Week 2						
	Week 3						
	Week 4						
Total Posts		10	11			3	



# Internal Fundraising



## Leavers Campaign

	#Donors/Forms	Patrons (€500)	Raised
Class of 2022	10/49	3/10	€1.960
Year 6 Graduation	10/41 (44)	2/10	€1.725

**Total €3.685**

### Willingness to Give



Donors



Patrons





# Cultivation Dinners

- Keen to be part of Building Project team
- Free meeting space in central location near Duomo
- Intro to Corporate Donors welcomed





# Bursary Fund

- ✓ Strategic plan in place
- ✓ 1:1 regular meeting with parents
- ✓ Priority set on raising funds
- ✓ Low hanging fruits – build up to larger donations & meetings with the Principal





# Network Building



Keeping in touch

Leavers' Yearbook



Alumni Platform – Growth Overview

- Members 888
- Grew by 11%
- Page views 3621
- Members connected from **172 cities** and **50 countries**



Thank You