



# Allerton High School

## WEBINAR: AUTOMATING SIMS PRE-ADMISSIONS

An EdTech case study with Allerton High School

Brought to you by School ICT Services and Operoo



# Digitising Pre-Admissions

Automating your most manual process

- Case Study on Allerton High School
- Demo of Operoo's digital pre-admissions
- Q&A Session



# Your Presenters



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# About Us



opereo

# Our Mission

## How we help schools & MATs

- Operoo empowers schools and MATs to use every minute and every pound possible on student education, rather than wasting resources on operational inefficiencies.





Use a template or  
make any form



Add any  
approval workflows



Automatically  
distribute to  
your audience



Responses received  
within minutes



Trigger follow-up action  
based on responses  
received



Securely collect consent,  
payment, medical info or any  
other data required



Automated reminders  
sent to stragglers



Track, analyze and  
act on responses



# Achieving Your Operational Goals



Faster and easier student pre-admissions & induction



Digital school forms, consent, requests & approval workflows



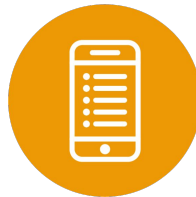
Up-to-date and accessible health & medical information



Digital payments and ordering



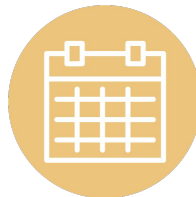
Manage and track incidents



Easy school trip management



Streamlined communications, news & parent engagement



Manage extracurricular activities with dynamic groups

# Pre-Admissions Are Resource-Intensive

- Emergency Information / contacts
- Doctors information
- Medical Information / Conditions
- Medical Treatments / expiry dates
- Acton Plans
- Dietary requirements
- SEN Requirements
- Ethnicity and language
- Passport and ID information
- Linked Agency information
- Pupil premium / free school meal applications
- Signing policies / home school agreements
- ICT usage agreements

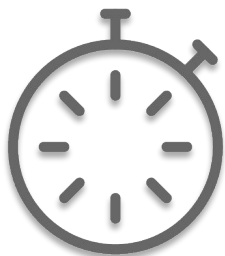
- Direct marketing consent
- Media consent
- Transport applications and confirmations





# Why Digitise and Automate?





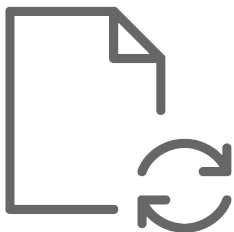
Reduce workload



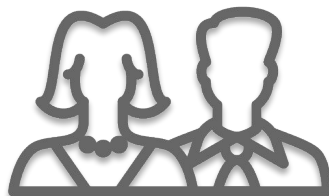
Better use data



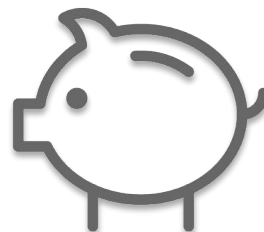
Ensure GDPR compliance



Stop chasing information



Improve parent  
engagement



Save money

# £50m

Spent across England's government primary and secondary schools

# £7,200

Spent by the average secondary school in England



Cost of processing just the paper-based elements of student pre-admissions applications

Chasing information from prospective students and parents

Communicating with pre-admitted families

Manual data entry and data matching

Student on-boarding

And much, much more

# A UK Schools Case Study:

## Digitising and Automating Pre-Admissions



**How Allerton High School digitally transformed the way it manages pre-admissions, streamlining the entire process, automatically inducting new students once admitted, and instantly syn data back into its Management Information System, SIMS.**

# The Challenge

The unreliable, repetitive nature of paper-based processes

- Resource-intensive and inconsistent manual processes  
(Every form and associated workflow was paper-based)
- Multiple physical copies of registration & onboarding docs  
(Hard to update, conflicting versions, easy to lose)
- Paper-centric systems mean more work for staff & parents  
(Repetitive info requests, imperfect data tracking & collection)





“By contrast, I have a number of close contacts who work at other schools, which don’t have Operoo. By all reports, it’s been a nightmare.

All forms, communications and data are distributed, collected and stored in different apps. Nothing’s connected, let alone automated. It’s moments like this that I realise, upon reflection, that the last 12-months could have been even harder.”

- **Gary Loughrey**  
Data Manager and EVC Coordinator,  
Allerton High School

# The Solution

## Consistent processes and complete data

- Automated registration & induction requests, follow-up & data collection
- “SIMS integration is an all-round ‘game changer’ for processing pre-admissions data”
- Responses are tracked & returned data is accessible to staff on any device
- Established a single source of truth for reliable, up-to-date pre-admissions data
- Dynamic group management & multi-language messaging made it quick & easy to communicate with parents and receive timely applications



# The Results

## HOURS → 5 MINS

Data filters and automated Trigger Actions turn hours of follow-up into five minutes work.

## REAL-TIME DATA ANALYSIS

Can assess pre-admissions progress, trends and demand via dynamic dashboards.

## 1 SOURCE OF TRUTH

For distributing, collecting and monitoring all pre-admissions form responses, requests and completions.

## 100s OF HOURS SAVED

No more distributing physical admissions packets, face-to-face meetings, or chasing, collating and analysing returned paper forms.

## 100s → 0

Hundreds of photocopies, phone calls and transcription of paper forms eliminated.

## 100% DIGITAL

All pre-admissions applications were completed digitally for the first time using Operoo.

## NO MORE DATA ENTRY ERRORS

Interpreting and manually re-typing hand-written responses from paper forms is a thing of the past.

## 100% ADOPTION

"Parents love the flexibility. Admin staff love it too. Operoo saves us loads of time."

## SIMS 'GAME CHANGER'

All pre-admissions dietary and medical data syncs with SIMS upon acceptance.

## AUTO SEGMENTATION

"Operoo's Smart Groups allow us to distribute targeted messages, information and requests in a way that wasn't possible before."

## GDPR COMPLIANCE

"Being able to have parents login, and track those logins, means we can be sure permissions are being authentically obtained".

## FROM WEEKS TO DAYS

All pre-admissions applications were completed and submitted in days, not weeks, and with no manual chasing.







“We’ve saved hundreds of hours, thousands of pounds and a lot of heartache. I am so happy and amazed with our pre-admissions process now. We have completely removed all paper from the new starters parents experience. We send out all forms digitally.

Parents love it, responding quickly and accurately from any device or in any language. They also provide us with student medical data, which flows straight back into SIMS. Admin staff love it too. Operoo saves us loads of time, as the system triggers next steps in the workflow, subsequent communications, and does the chasing for us.”

- Gary Loughrey  
Data Manager and EVC Coordinator,  
Allerton High School

# Looking to the Future

What's the next move on Allerton's digital operations journey?

- Managing COVID-safe processes  
"Operoo was a life-saver"
- Parental permissions
- Educational visits
- Extending depth of pre-admissions data  
synced to SIMS





“We’re already looking forward to coordinating our 21 / 22 student intake because we’re excited to build on what we’ve already started with Operoo.

This new functionality will completely reshape the final data collation stage prior to enrolment. What took weeks will now take hours. It’s going to be incredible — it’s hard to put into words the positive difference it will make. Managing our pre-admissions data is about to get a whole lot easier; again.”

- Gary Loughrey  
Data Manager and EVC Coordinator,  
Allerton High School



# Demonstration

- Accessible single source of truth for pre-admissions data
- Seamless send digital comms to pre-admitted families
- Automatically distribute & collect best practice forms
- Instantly sync student data upon acceptance
- Trigger on-boarding requests upon enrolment
- Send digital forms and requests directly to students



























“We have used Operoo to **completely remove all paper** from the new starters parents experience. We send out **all permission forms** including home/school agreement, biometric permission and day trips agreement.

Parents also provide us with student **medical information** via Operoo, which is linked to SIMS. **The information flows straight back into SIMS.** All our trips and **admin staff love it**, and **it saves us loads of time**, as it **does the chasing for us!**”

- **Dean Inns, Network Manager**  
**Roundwood Park School**

# School Operations and Productivity Platform

|                                | <br><b>GO PAPERLESS</b>              | <br><b>SAVE TIME</b>                          | <br><b>SAVE MONEY</b>                   | <br><b>REDUCE RISK</b>                 |
|--------------------------------|---|--|--|---|
| PARENT & STUDENT FORMS         | <br>Consent & Permission             | <br>Student Medical & Emergency Data          | <br>Paperless Student Onboarding        | <br>Contracts & Handbooks              |
| SMART PARENT COMMUNICATION     | <br>Multilanguage Forms              | <br>Personalised Alerts & Automated Reminders | <br>Group Messaging (SMS, Email & Push) | <br>Digital Payments & Shopping Cart   |
| DIGITAL SCHOOL TRIP MANAGEMENT | <br>Trip Requests, Plans & Approvals | <br>Parent Trip Consent Form                  | <br>Mobile & Offline Access             | <br>Up-to-Date Student Medical Records |
| ALL YOUR STAFF FORMS           | <br>Any Type of Staff Form           | <br>Paperless Staff Onboarding                | <br>Approval Workflows                  | <br>Policy Management                  |
| ONE EFFICIENT, SECURE PLATFORM | <br>Admin System Integration        | <br>Single Sign On                           | <br>Secure Mobile App                  | <br>GDPR Compliant                    |

# Q&A Session

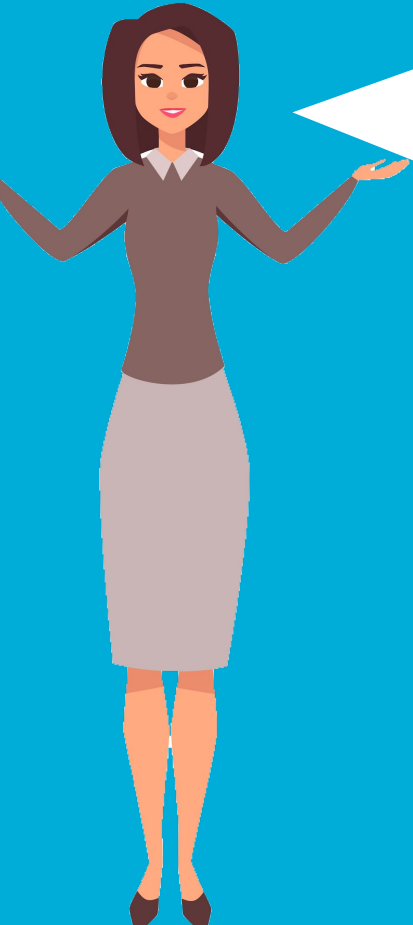


**Questions?**

We're here to answer them!

[www.operoo.com/contact-sales](http://www.operoo.com/contact-sales)





"Put simply, it's possibly **one of the best decisions we have made**. It has taken a huge amount of work about admissions and in fact we have actually got **far more information from our families than we've ever had before**. Our lead administrator is over the moon with it. I presented to the SLT on Wednesday and gave a quick oversight of what it's doing for us in terms of admissions.

Any previous concerns that were held about parents accessing the platform were alleviated. **We've seen levels of engagement and response that we have failed to achieve using other methods."**



# Thanks For Your Time

And for the incredible work you're doing

## Next steps:

1

We'll send you the webinar recording

2

We'll follow-up with the full Allerton case study write-up

3

And, if you'd like to know how Operoo can help you, simply ask:

[www.operoo.com/contact-sales](http://www.operoo.com/contact-sales)

