



# Technology

vs

# Humans

FOR MANAGING ENROLLMENT

## When should school organizations use what?



### Introductory Help

The most common questions are usually the most basic. Take the answers you give over and over again, like how to log in, and put them online so families can self-help 24/7 for the easy stuff.

HELP IS AVAILABLE **24/7**

### Repairing Relationships

If families haven't had an ideal past experience with enrollment, or if there are trust issues in the community, only a human connection can repair those relationships.

FAMILY ENGAGEMENT

### Impartiality

82% of people show some level of implicit bias per Harvard's Implicit Association Test (IAT). By automating enrollment online, people no longer have to decide who does/doesn't get in.

**82%** OF PEOPLE SHOW BIAS

### Restoring Relationships

When parents/guardians don't support the educational system because of their own poor experiences as a child, staff need to spend extra time winning hearts and minds.

HUMAN CONNECTION

### Data Gathering

The average typist makes 8 mistakes per 100 words typed. But thanks to autocorrect and autofill capabilities, online forms result in more accurate data - and save invaluable staff time.

PEOPLE MAKE **8** MISTAKES PER **100** WORDS

### Building Connections

Families who are new to the country or the education system may need above average hand-holding, even if enrollment is intuitive.

ANALYSIS

### Data Reporting

When enrollment data is online, compiling complex reports takes seconds. And there's no room for human error.

### Data Analysis

Comparing enrollment data from end to end can reveal areas for improvement. A difference in early family interest and eventual fill rates can reveal families who don't feel your schools are working for them.