



AMCIS

Admissions, Marketing and Communications
in Independent Schools



AMCIS DIPLOMA IN SCHOOL ADMISSIONS MANAGEMENT

Widely Recognised • Tailor Made • School Specific • Practical Application

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WIDELY RECOGNISED BY INDEPENDENT SCHOOLS AS THE ONLY SECTOR SPECIFIC QUALIFICATION FOR ADMISSIONS PERSONNEL

DELIVERING COURSE
CONTENT THAT IS UP-TO-
DATE, CUTTING EDGE,
RELEVANT AND
INFORMATIVE

IDEAL FOR THOSE LOOKING
TO GAIN EXPERIENCE AND
KNOWLEDGE OF ADMISSIONS
IN THE INDEPENDANT SCHOOL
SECTOR TODAY

PART ONE

A one day immersive, online course looking at all aspects of admissions management

PART TWO

Candidates complete four online workshops from a choice of sector-specific topics and content

The highly-regarded **AMCIS DIPLOMA IN SCHOOLS' ADMISSIONS MANAGEMENT** is recognised by independent schools as the only sector-specific qualification for admissions personnel.

As the sector has evolved, so has the role of admissions in schools, and as such the Diploma in School Admissions Management delivers the most cutting edge, relevant, informative and up-to-date course for those looking to gain experience and knowledge of admissions in the independent schools sector today.

The Diploma is designed to equip admissions personnel with an in-depth understanding of the process and provide a framework within which to effectively manage the success of their school's admissions programme. It is also an opportunity for them to assess their own skill for the role and take time out to reflect on current practice while examining new ideas and approaches.

The Diploma is suitable not only for those new to the admissions role, but also those who have taken on an increased admissions responsibility and need to expand their knowledge and develop their skills. For those with more experience, the Diploma allows time to reflect on and consolidate knowledge and skills and ultimately gain a formal qualification.

As the Diploma course specifically focuses on the admissions activity of UK-based day/boarding independent schools, it is not suitable for those in international schools.

Confidentiality is a high priority for AMCIS and assignment and delegate confidentiality will be maintained at all times.

Please note that you must be employed by a school and using a school email address.

PART 1: THE ADMISSIONS JOURNEY STARTS HERE

Thursday 8 October 2026 – Online

THE OBJECTIVE

To provide an initial overview of the knowledge and skills required to manage the admissions process in an independent school.

COURSE STRUCTURE

A one-day course with a school-based assignment to be completed and assessed following the course.

TRAINING METHODS

Using a variety of training styles, including case studies and group activities (using 'breakout rooms'), candidates will uncover and expand upon best practice in every aspect of the admissions process from first contact to successful pupil placement.

THE VENUE

Online via the Zoom Meetings platform.

YOUR ASSIGNMENT

Candidates will be given nine weeks to complete an assignment allowing them to show that they can successfully implement the knowledge that they have learnt on the course. The assignment will involve practical exercises aimed at developing the admissions systems at the candidates own school. Successful candidates have indicated that this takes 2-3 working days to complete to meet the standard required. All aspects of the assignment will be discussed during the course. The assignment will be marked, and useful feedback given.

The assignment must be submitted by the deadline in order that it is guaranteed to be marked and graded and be able to be used towards the Diploma in School Admissions Management.

COURSE DIRECTOR

Kathy Campbell, Company Director, Pair Education

Mary Hicks, Former Director of Admissions

THE COST

Full Diploma: £795 (AMCIS member) £1,480 (non-member)

Part One: £275 (AMCIS member) £520 (non-member)

Part Two: £520 (AMCIS member) £960 (non-member)

PART 1: COURSE CONTENT

DAY 1: THURSDAY 8 OCTOBER 2026

- The admissions journey
 - From initial call to final decisions, what do we need to do to help our prospective families make the right decision?
- First impressions
 - You never have a second chance to make a first impression
 - How do we handle the family tour and other public events?
- Communication and answering awkward questions
 - How do we communicate?
 - Dealing with FAQs and the 'awkward' questions; turning negatives into positives
- Collecting the stats
 - What information should we collect?
 - What are the stats for and what do they tell us?
- The role of marketing in admissions
 - How can we help it and how can it help us?
 - SWOT analysis and School Positioning
 - Customer care
- Assignment outline and questions



PLEASE NOTE

Please note that the Diploma should be completed in order, Part 1 first followed by Part 2 as Part 2 builds on the knowledge gained in Part 1.

Part 1 and Part 2 must be completed in their entirety (including submission and passing of the relevant assignments), within TWO academic years, to be awarded with the Diploma in Schools Admissions Management.

PART 2: WORKSHOPS

It is widely recognised that the role of admissions in the Independent Schools sector is far reaching, and the skills and expertise required will often depend on the make-up of the admissions department. As a result, Part Two of the Diploma in School Admissions Management is structured to allow candidates to focus on those specific areas which are of key interest to them and their school.

COURSE STRUCTURE

Candidates will be required to select and attend three workshops from the following six, and to complete the necessary assignment for each of their three chosen workshops:

- International Recruitment – Thursday 14 January 2027, 09.30–12.30
- Retention, recruitment & beyond – Thursday 14 January 2027, 13.30 –16.30
- Auditing – Thursday 5 February 2027, 09.30 – 12.30
- Structuring Your Team – Thursday 5 February 2027, 13.30 – 16.30
- Event Management – Thursday 4 March 2027, 09.30 - 13.30
- Statistics – Thursday 4 March 2027, 13.30 – 16.30

In addition, candidates are required to select and attend one workshop from the following two workshops:

- The small print: safeguarding, policies, T&Cs, visas – Thursday 18 March 2027, 09.30 – 11.30
 - The entrance procedure: Scholarships, Bursaries, Awards, Assessments – Thursday 18 March 2027, 13.30 – 15.30
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YOUR ASSIGNMENT

Candidates will be given six weeks to submit each workshop assignment. Previous successful candidates have indicated that an assignment takes approximately eight to sixteen hours to complete. All aspects of the assignment will be discussed during the workshop. Course directors will mark your assignments and provide useful feedback.

All assignments must be submitted by the deadline in order that they are guaranteed to be marked and graded and be able to be used towards the Diploma in School Admissions Management.

THE VENUE

Online via the Zoom Meetings platform

WORKSHOP CONTENT

INTERNATIONAL RECRUITMENT

- Auditing your school's status in respect of current and prospective international pupils
- Analysing what makes your school appealing to each international marketplace
- Identifying the best-fit markets for your school
- The handover of international pupils from admissions to academic staff
- Managing the visa sponsorship process (note: the legal obligations will be covered in The Small Print workshop)

DURATION: Half day workshop

COURSE DIRECTOR: Kathy Campbell, Company Director, Pair Education



RECRUITMENT, RETENTION AND BEYOND

- Parental expectations pre and post enrolment
- Developing parent personas
- Feeder school relationships
- Implementing a retention plan

DURATION: Half day workshop

COURSE DIRECTOR: Mary Hicks, Former Director of Admissions



WORKSHOP CONTENT

AUDITING

- Taking a critical look at your school
- Auditing you and your team
- Aligning and branding your school's communications
- Your online presence

DURATION: Half day workshop

COURSE DIRECTOR: Mary Hicks, Former Director of Admissions



STRUCTURING YOUR TEAM

- Is your team structured appropriately to deliver your department's strategic objectives?
- Explore ways to review the roles of those within your team
- Measuring 'productivity v activity' and identifying training requirements
- Explore ways in which the wider school community can support the admissions department
- How to engage the support of academic staff in recruitment activity

DURATION: Half day workshop

COURSE DIRECTOR: Kathy Campbell, Company Director, Pair Education



WORKSHOP CONTENT

EVENT MANAGEMENT

- Why do events?
- Planning and execution
- When pupils do the talking
- Measuring success

DURATION: Half day workshop

COURSE DIRECTOR: Mary Hicks, Former Director of Admissions

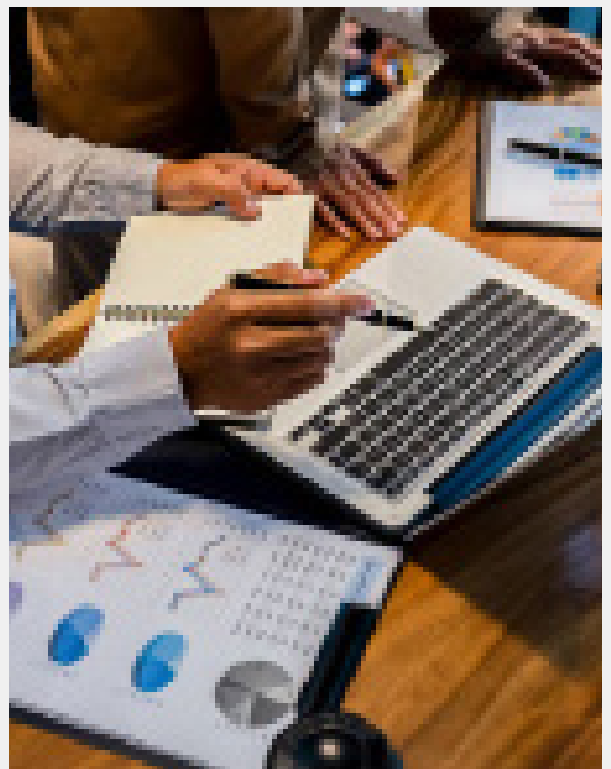


STATISTICS

- Database and dashboards
- Is our data telling us what we want to know and identifying 'red herrings'?
- Gathering data that meaningfully reflects your activity and represents performance
- Predicting future results with confidence

DURATION: Half day workshop

COURSE DIRECTOR: Kathy Campbell, Company Director, Pair Education



WORKSHOP CONTENT

THE SMALL PRINT - SAFEGUARDING, POLICIES, T&Cs, VISAS

- Scrutinising policies, T&Cs, safeguarding, visas
- Sharing information and adding value
- Are your agent contracts fit for purpose?
- Where should the information be published and is it user friendly?

DURATION: Half day workshop

COURSE DIRECTOR: Kathy Campbell, Company Director, Pair Education



THE ENTRANCE PROCEDURE - SCHOLARSHIPS, BURSARIES, AWARDS, ASSESSMENTS

- Does your scholarship / bursary programme support your recruitment objectives?
- How do we assess pupils/ Are our entrance tests fit for purpose?
- How do you provide feedback to candidates?
- Managing disappointment and waiting lists

DURATION: Half day workshop

COURSE DIRECTOR: Mary Hicks, Former Director of Admissions



CONTACT

Melissa Huntsman, Events and Training
Manager

Telephone: 01653 699800

Email: melissa@amcis.co.uk

Address: AMCIS, 57A Market Place, Malton, North Yorkshire, YO17 7LX



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