

GEMS Admission and Registration Policy

Policy Title:	Admission and Registration Policy
Effective Date:	10 November 2020
Scheduled Review Date:	01 November 2021
Approved By:	Chief – Enrolment, Marketing, Communication & Corporate Relations

1. Purpose

This document will provide the corporate guidance to a unified approach in the acceptance and processing of applications for the GEMS network of schools. *Admission teams* are to adhere to the procedure and guidelines outlined in this document to ensure premium customer service standards are met or exceeded during the admission and registration process. Terminology and categories will be defined, in accordance to its usage within GEMS CRM (Salesforce).

2. Procedure

All enquiries and applications for admission are captured and processed using GEMS CRM (Salesforce). The application is available via each school’s website, or can be completed manually by a member of the admissions staff. Each application will pass through different stages that require a strong partnership of communication, between a parent and the school’s admission teams.

2.1 Enquiry

An Enquiry is the initial contact between a parent and school. Enquiries are generated directly into GEMS CRM through various channels. The previous school must be entered on the enquiry for all students and validated as part of the processing.

Upon receipt of an Enquiry, GEMS CRM sends automated communication to the parent thanking them for their interest and encouraging them to pursue next steps such as booking a school tour or starting their online application. If there is no action within 3 days, an additional communication is sent.

All new enquiries must be called within 24 hours, and calls logged within Salesforce. This is an important reflection on the level of customer service and care provided by a school’s front of house team. Each interaction is logged as an “activity” against the Enquiry record within GEMS CRM so that follow up can be tracked and a conversation log exists.

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2.2 Registration

A parent submits an application for their children through the school's website by clicking on "Enrol Now".

In order to complete their registration, a parent must supply all required information including names, dates of birth and grade/year of application. Where required, the parent is also asked to pay the Application Fee of AED 525. This fee includes standard assessment fees. The application fee is not deductible from the tuition fees.

The Application Fee is:

- Refundable if the school does not offer the student a place. Unless, the child's registration is carried forward to the following academic year.
- Non-refundable if the school offers the student a place but the student chooses not to take it.
- Not deductible from the total tuition fees to be paid if the student is offered and accepts a place.

If a parent does not pay the Application Fee or leaves the page, then the application is recorded as a "Draft" and automated communication is sent to the parent encouraging them to complete the application with a continuation link. These applications are recorded as enquiries with the status "Registration in Progress".

Once a parent pays the Application Fee they receive an automated communication for each child containing a receipt, the service request number and confirmation of the application that includes the academic year, grade/year and child's name. The parent also receives a "Complete File" link which allows them to upload documents and enter more information about their child. This link is also presented to the parent after the payment step on the school's website.

Document upload is not mandatory at this time, but encouraged to ensure speed and accuracy during the admissions process.

2.3 Screening & Assessment

Assessments are not mandatory as part of the enrolment process at a GEMS School. GEMS is a non-selective and fully inclusive network of schools. Students must be placed based on a school report from the child's previous school. This can either be submitted directly to the Admission Secretary or Registrar or uploaded to the GEMS CRM.

A school may undertake screening and assessments to determine the right placement of an applicant rather than as a means to accept or deny admission. This includes age requirements, school complete documents, academic standards, and being able to rightfully remain in the country.

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Within 24 hours of the screening step, the student must be offered a seat, placed on the waitlist, or referred to another GEMS school.

All assessment outcomes including standardised scores, feedback and the date/time of the assessment must be recorded in the GEMS CRM before the application can be processed further.

2.4 Offering a Seat

When there is available space in the requested grade/year, an applicant should be offered a seat within 48 hours of registration. The offer template is uploaded and available in GEMS CRM with the Terms and Conditions of the offer. GEMS schools have the right to revoke the offer at any time during the admission process if the conditions of the offer are not met.

Any delay to an enrolment, the reason must be shared with the Manager – Enrolment and Marketing.

Where there is a high demand for available seats, places will be offered in the following order of priority:

1. Emirati National students
2. Clients who have purchased ARP seats.
3. Staff children whom are working at the school and priority students.
4. Students who have siblings attending the same school.
5. Students from other GEMS schools globally.
6. Offers according to individual school criteria.

Schools may ask parents to pay a non-refundable deposit to confirm new enrolment. This deposit is payable after the student has been offered a place and parents have accepted the offer. The registration deposit cannot be more than 10% of the total tuition fees, and is deductible from the total tuition fees for the academic year.

The Registration Deposit is payable within 7 days of the offer date. Depending on enrolments, the offer period can be manually reduced to 2 or 3 days. This is done online, via the offer email and letter sent to the parent. Where circumstances permit, a payment may also be taken at the school's finance counter and the offer manually "accepted" by the admissions office with a signed paper offer letter used.

Where there is a rejected offer by a parent, calls must be made by the Registrar and SLT to find out the reasons why a parent has not selected the GEMS school. All parental feedback to be logged and recorded in the GEMS CRM.

2.5 Over-enrolment

All schools must over-enrol by a minimum of 2 additional students per section. Over-enrolment must be in place before any students are placed on to a waiting list.

2.6 Waitlisted Applicants

When there is no seat available in the requested grade or year level, an applicant is placed on the waitlist. At time of communicating to a parent that a child is on a waiting list, the student must be referred to another GEMS schools, this is known as a cross sell. All full and highly demanded GEMS schools have a sister school for such referrals.

All students on a waiting list should be telephoned regularly and kept informed about open seats and the possibility of being placed. Bi-weekly email communication to be sent to all families waiting for a seat.

If the school doesn't offer a place for an applicant, the parent is to be given an option to either claim the refund or to keep the student on the waitlist for future enrolment. In case a parent opts for the refund, the amount will be refunded for the entire amount of AED 525/- including VAT in the same mode as originally paid by the parent. I.e.; if the parent paid through credit card or online gateway the refund will be processed back to the same card used for payment.

2.7 Management of Waitlists

Students will only be placed on the waitlist once full documentation is received; payment of the registration fee made and successfully completed the assessment process. Students will remain on the school's waitlist for up to two academic years based on the date of enquiry. This is done by changing the "Registration Type" on the Service Request from "Current" to "Waitlist" and indicating whether the child is assessed or not assessed.

Monthly notifications with placement details are not shared. A parent, who phones a school to enquire about their child's placement on the waitlist, will not be given a waitlist number.

When a seat is available, students who are on the waitlist will be extended an offer following the priority listed below:

1. Emirati National Students
2. Clients who have purchased ARP seats.
3. Staff children whom are working at the school and priority students.
4. Students who have siblings attending the same school.
5. Students from other GEMS schools globally.
6. Waiting list according to school criteria.

All waiting lists must be reported and managed in GEMS CRM and visible for all schools.

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2.8 Cross Sell

Applicants that are not interested (at Enquiry / Service Request stage) or that cannot be placed due to availability of seats must be referred to another GEMS school.

- Open Seats report – [GEMS School open seats- cross sell.xlsx](#) This indicates per year/grade whether there is availability, limited seats or a waiting list in each school. This is updated at school level in line with the weekly enrolment spreadsheet every Wednesday.
- GEMS School Factsheets to provide further information about the schools - [GEMS School factsheet](#) Factsheets are regularly updated and will continue to be uploaded as soon as they are available.

Additional documents required to successfully cross sell include the following:

1. Tuition Fee Structure for all GEMS schools.
2. FOH Contact list for PRE, Registrar, Admission Secretary and Receptionist.
3. Step by step guide for Enquiry Management including:
 - a. Cloning enquiries from one school to another.
 - b. Cross Sell Referral once a SR is created for a school.
 - c. Assigning enquiries to the Parent Experience Centre.

Please contact your Manager – Enrolments and Marketing for the latest and updated documents.

2.9 Denied Applicants

Applicants who have not met the entry requirement sent by the school must be offered a re-assessment or referred to another GEMS school. All schools are responsible for doing all that GEMS can to accept and place students. The communication for any denied admissions must be in line and from the staff member that has made that decision. The number of rejected applicants will be monitored closely.

2.10 Application Rollovers

Registrars will communicate to parents the option to remain on the waitlist for the next academic year prior to opening admissions for the prior academic year. A parent will need to respond to the Registrar with their intent to remain on the waitlist for the next year. After two years on a waitlist, a parent can only remain on the waitlist by reapplying and resubmitting the required documents.

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2.11 Confirmed Enrolment

Once an offer has been accepted by the parent, all pending paperwork and payment of applicable tuition fees must be submitted before the child's date of join. The terms and conditions attached to the offer letter provide the expectations and requirements from the parent and the school.

2.12 Required Documents

As part of the enrolment process, applicants must upload the following documents:

- Student Birth Certificate Copy
- Student Passport Copy
- Student Visa Copy
- Student Emirates Card ID Copy (both sides)
- 2 recent Passport size photographs
- Immunisation Certificate Copy
- Most Recent School report/nursery (previous 2 years) copy
- Medical Declaration and Mandatory Information Forms (see Medical)
- Sponsor Passport Copy
- Sponsor Visa Copy
- Sponsor Emirates ID Copy

Not all documents are required to secure the applicants place at a GEMS school. The mandatory documents needed by GEMS to enrol are the following:

1. Copy of child's passport (to verify age)
2. Most recent school / nursery report

2.13 Re-enrolments

To secure a place for the next academic year, a re-enrolment process is held each year as managed through GEMS CRM (Salesforce).

Schools may ask parents to pay a non-refundable re-registration deposit to guarantee a place for their children for the following academic year. This deposit cannot be more than 5% of the total tuition fees, of AED 500 (whichever is higher) and is deductible from the total tuition fees for the academic year.

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For existing students:

- The school may open re-registration anytime during the academic year
- The re-registration deposit should not exceed 5% of the annual tuition fees or AED 500 (whichever is higher)
- The re-registration deposit is deductible from the first terms' fees
- The school cannot ask for payment of any additional fees or deposits other than the re-registration mentioned above.
- Schools that begin the academic year in September can only collect re-registration deposit after the end of the spring break
- Schools that begin the academic year in April can only collect re-registration deposit after the end of the winter break

Students who are not in compliance with local government regulations or have unpaid school fees, will not be eligible to re-enrol and continue at the school the next academic year.

2.14 Transferability

Students are eligible to transfer between GEMS schools, provided a place is available. All transfers will follow the policy as per below:

- Intentions to offer a child in another GEMS school should be communicated to the Registrar and approved before sending the offer to parents.
- Check on GEMS CRM (student name/email/telephone numbers) to find out whether a child is enrolled at another GEMS school.
- Has the child re-enrolled and paid the re-enrolment fee at the current school?
- Has the child attended their current school? Paid Term 1 fees?
- Have you communicated with the Registrar and given them a window of opportunity to contact the family and try to retain? Principal engagement with the family is crucial.

No refunds will be provided. However, if a higher amount has been paid, it will be transferred between schools. Any additional amounts due will need to be paid to the GEMS School accepting the student, within the dates outlined.

2.15 Transfer Certificates (TC)

Every student is required by UAE Ministry of Education Law to produce a Transfer Certificate from their last school. All TCs will follow the policy as per below:

- Whenever a TC request is received, the full reasons and transferring school must be added to Salesforce and follow up comments logged on the SR.
- Every family that is staying in the UAE must be referred to another GEMS school – cross sell as per the policy.
- Telephone calls must be made by FOH and SLT or Principal to all parents requesting a TC, irrespective of the reason why they are leaving.
- When a family is retained and transferred to another GEMS school, no assessment is required. The documents and student data must be transferred internally from school to school.

2.16 Tuition Fees

- Apart from the registration or re-registration deposits, schools cannot ask for any additional payment of guarantee student enrolment and re-enrolment.
- Schools can only collect annual tuition fees in three instalments, due at the beginning of each term. The first terms payment should not exceed 40% of the annual tuition fees; the second payment not more than 30% of annual tuition fees; and the third term not more than 30% of annual tuition fees.
- Schools can also choose to collect annual tuition fees as 10 equal monthly instalments. The monthly repayment amount is calculated by dividing the total tuition fees by 10.
- Schools may ask for payment of registration deposit only when students have been offered a place.
- The school cannot collect registration / re-registration fees in cases where students leave the school before the start of the next academic year, if these fees were not collected at the time of registration / re-registration.

2.17 Refund of Tuition Fees

In the cases of both existing and new students, the registration and re-registration deposit will not be refunded unless there are extenuating circumstances. These circumstances include, but are not limited to relocation to another country/Emirate or any other unforeseen circumstances.

In the case of refund, the school fees will be calculated as follows:

- Tuition fees paid prior to the beginning of the academic year are refundable and only the registration / re-registration fees will be deducted.
- If the student was enrolled in the school for two weeks or less, a month's fees will be deducted.

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- If the student was enrolled in the school for a period ranging between two weeks and one month, two months' fees will be deducted.

Notice of student withdrawal and application for a tuition refund at the request of the parent/guardian must be made in writing to the School Principal or Registrar thirty (30) in advance.

The Accounts Officer shall be authorized to refund the fees on the basis of School Support Centre approval as above and on production of the original receipt.

However, in case the original receipt is not available, the Principal can approve the payment on the basis of a duplicate receipt and subject to Accounts confirming the availability of credit in favour of that student.

3. Responsibility

If there are any questions pertaining to this document, please contact Victoria Lumby, Vice President – Enrolments or Elmarie Venter, Chief Enrolment, Chief Enrolment, Marketing, Communications and Corporate Relations at the GEMS School Support Centre.