

From the Director

For international schools, a lot of patience is required to work within the areas of admissions and marketing. From making “cold calls” (calling or messaging potential customers to share information about the school) to spending time sending thorough and friendly emails to contacts who might no longer be interested in BAIS (or have moved to another country), members of our teams experience times where they feel as if they are “spinning their wheels” without seeing tangible results.

Since the beginning of the pandemic (as you’ve likely seen from the Annual Report) our school has fallen short of enrollment goals. This has led to a marked increase in evaluating our admissions and marketing strategies in order to connect families with our school and combat the, “Oh, you mean BIS?” comment we hear far too often when speaking with prospective families in Bandung.

The following are some highlights of the new initiatives being implemented recently:

- An application program for new student scholarships
- Referral discounts for current families who lead new enrollments to BAIS
- New student discounts
- Multi-child discounts
- On-campus (pre-pandemic) and virtual open houses and school tours
- Increased webinars to assist our community
- Increased social media presence and improved social media strategies
- Enhanced YouTube channel focus
- Fundraising Gala and Silent Auction (postponed until further notice)
- The Heritage Fund - Details coming soon!

FEBRUARY	
12	Lunar New Year (No School)
12	Mid Quarter Grades on PS
MARCH	
11	Isra Miraj National Holiday
12	Third Quarter Ends/ Half Day
15	Fourth Quarter Begins
18-19	WWW/SEW
19	Half Day
22-26	Second Semester Break

REPORT CARDS AND AWARDS READY TO PICK UP

Please come to the school lobby to grab your paper report cards and the Honor Roll awards in the office, during office hours.
Thank you

Since December, the admissions and marketing team has begun to tangibly sense and notice some real momentum in this area! Inquiries from prospective families are rising, new non-governmental

organizations (NGO) are learning about BAIS and offering the school as an option to their partners, and international organizations are beginning once again to obtain visas, increasing the number of expat families in the greater Bandung area.

For this, I want to take a moment to thank our admissions and marketing team for their great efforts: Melanie Loewen, Melissa Hall, Leony Primandaru, and Hani Ramappa. Also, I want to thank you - so many families have partnered with us in these initiatives to make known the amazing school that BAIS is and the opportunities it affords to our excellent students.

With Sincere Gratitude,

Jeremy J. Thomas, MS. Ed.

Director

[2021-2022 REENROLLMENT NOTIFICATION](#)

Please complete [this form](#) and return it with appropriate fees to the BAIS office on or before **Friday, January 29, 2021**. Your child's reenrollment for the **2021-2022** school year is secure when this form and the accompanying payment are received. Payment can be made by bank transfer or cash to the finance office.

Please note after January 29, 2021 your child's seat in class is no longer guaranteed. The 10,000,000 IDR **non-refundable** reenrollment deposit will be applied towards the student's fall 2021 tuition. After January 29, 2021, 7,000,000 IDR of the 10,000,000 IDR deposit will be applied towards the student's fall 2021 tuition.

We appreciate your support! If you have any questions, please email finance@baisedu.org or stop by the office at any time. [The reenrollment form can be submitted online using this link.](#)

Please note that BAIS does not accept Giros, Checks, or ATM transfers as a payment method. If you have any questions, please contact the Finance team at finance@baisedu.org. We thank you in advance for your cooperation.

MARKETING TEAM NEWS

Dear Community,

I want to thank everyone for supporting the marketing team this year, whether by word of mouth' (telling family and friends about our school) or through social media posts. Still, we are in need of your help and support. Since we are not able to do any face to face marketing events, we are increasing our social media marketing and creating an effective Search Engine Optimization (SEO) for our website.

To increase our visibility in various search engines (i.e. Google, Bing, etc.) we need your help to rate our school. Please take a minute to rate our school by following this link: <https://g.page/baisedu/review?gm>

Here is some suggested wording which likely will increase our "click"traffic:

- Best International school in Bandung
- International School with best facilities
- Best International education for our children
- International school with native-English speakers
- Highly qualified teachers

Those are just a few samples that will help our SEO. Thank you so much for all of your help to make BAIS known all over Indonesia and the world.

Cheers!
Marketing Team



Drama Rehearsal

When

Wednesday, Feb 3, 2021

Who

FULL CAST - no elementary

What

Act 1

Updates and Announcements from the Guidance Counselor

Congratulations to Bethany Womble!

- **Bethany** was accepted to her first-choice school, College of the Ozarks in the United States.
- **Ellyana** was accepted to William Angliss Institute in Australia.

Make sure to congratulate them when you see them around... your Google Meet.

PSAT 8/9 and PSAT 10

Each year BAIS offers 8th through 10th grade students the opportunity to take the optional PSAT. This allows students to become more aware of and prepared for the university planning that begins in their 11th grade, and kicks into high gear during 12th grade. The PSAT scores will also advise students and teachers of the student's readiness for AP classes, and make recommendations for the AP classes in which the student will be successful.

10th graders, please see [Unlock the Benefits of the PSAT 10](#) article on the College Board's website.

8th and 9th graders, check out [Get Ready for High School and Beyond with the PSAT 8/9](#) article on the College Board's website.

This year, the PSAT for **10th grade will be on Thursday, March 4th** and the PSAT for **8th and 9th grade will be on Friday, March 5th**. The test will begin each morning at 7:45AM. Students will need to register in advance as there are a limited number of tests available. A Google Form will be sent to each student next week that will allow them to register for the test. Please talk with your 8th, 9th, or 10th graders about the benefits of taking the PSAT this year.

Students who choose to take the PSAT will be on-campus, using masks and physically distancing, meeting both the SAT and covid safety standards.

Upcoming Virtual Events

This is an amazingly unique time to be looking for post-secondary schools. Normally, schools want students to come to their campus to tour and learn more. However, one of the perks of the current worldwide situation is the availability of virtual university tours and webinars. I encourage you to look around, check out the schools, and begin learning what your options are!

Be sure to check out the [Upcoming Virtual Events](#) to see what's coming up! To Google Doc is updated almost daily.