

ADMISSIONS STRATEGY · GUIDE

Admission Calendar Planning Guide

Most institutions react to an enquiry spike after it's already underway — staffing and campaigns catch up a few weeks late. This guide is a short framework for building a calendar that predicts those spikes instead of chasing them.

1. Identify Your Real Enquiry Triggers

Enquiry volume rarely moves in a smooth, predictable line — it spikes around specific events: exam result announcements, competitor open houses, fee-deadline reminders, or the start of a new academic year being publicly discussed. List the 3–5 events that actually move your enquiry numbers, using last year's real data if you have it rather than assumption.

2. Work Backward From Each Trigger

For every trigger event, campaigns and staffing need to be ready before it happens, not reacting after. If results are announced on a known date, campaigns should already be live and telecallers already briefed a few days ahead — not scrambled together once the enquiries start arriving.

3. Map Staffing to the Calendar, Not the Other Way Around

A telecalling desk sized for an average month will be understaffed during a spike and idle during a lull. Build the staffing plan around the calendar of triggers from Step 1, so temporary or shifted staffing can absorb predictable peaks.

4. Build a Simple Calendar Table

It doesn't need to be complicated — a month-by-month table with the expected trigger, planned campaign activity, and staffing level is enough to turn this from a mental model into something the whole team can actually plan against.

Month	Expected Trigger	Campaign Activity	Staffing Level

5. Review and Adjust Every Cycle

Treat the calendar as a living document, not a one-time exercise — compare actual enquiry volume against what was predicted after each cycle, and adjust the next one accordingly. The goal isn't a perfect forecast; it's staffing and campaigns that stop arriving late.

Want your admission calendar built and run for you? Talk to Foxtrot about Lead Generation & Admission CRM & ERP — foxtrot.in/contact