

iSC Research Limited

MAPPING THE WORLD OF INTERNATIONAL SCHOOLS



Introduction to the ISC Research Online System

ISC Research Limited is proud to be associated with the following organisations.



Overview

The ISC R online system has been designed to work on any browser and any machine. It is a web based service with no PC components. There are therefore no installation routines or downloads to consider.

The database behind the system is constantly updated and as, it too, is held online any changes are immediately available to subscribers.

Logging in

When you subscribed to the service you would have been allocated a Username and Password. *(Note: if you have a multi licence subscription you will be sent a username and password for each licence).* These are the only things required to login.

Navigate to URL: www.isc-r.com in your chosen browser.

Enter the **Username** and **Password** in the two fields and click on **Login**.

The system will validate the entries and, if these are correct, you will be signed in to the system and the home page will be displayed.

Home Page

The Home Page has been designed to allow access to the system and provide a summary of the international school market.

The top half of the page provides a set of statistics, the bottom a list of the most recent news headlines.

Along the very top of the page, immediately beneath the header is a menu. Clicking on any of the menu items will take you to that part of the system.

If you have not subscribed to a particular service then clicking on the tab will take you to an information screen and you will be offered the ability to upgrade the account.

Search

All services available in the online system are driven by saved searches. The Search is therefore the most important aspect of the system.

The search screen has been split into three parts. These are:

1. Quick Search. This comprises a data entry field, four filter options and two keyword options.
2. Below this is a list of all saved searches. This list allows you to **view** the results or **delete** the search. Please note that this will not be displayed if there are no saved searches.
3. In the lower area of the page are the Advanced Options.

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Search continued

Using the Search options it is possible to produce a list of schools that match virtually any criteria.

On screen help clarifies how the various options are used.

Examples:

To quick search all the schools in “Rome”.

Enter “Rome” in the quick search data entry field, click on the city filter and then the Search button.

To quick search all schools with “Rome” in the name.

Enter “Rome” in the quick search data entry field, click on the school name filter and then the Search button.

To search for all schools in Africa:

Leave the quick search data entry field blank. Move down to the “Countries and Regions” link in the Advanced Options. Click on this to open up three lists. Move to the central region list and click on Africa. The line will change to blue. Click on the search button lower down the screen.

Any combination of filters available in the Advanced Options may be used either singly or together to produce the desired results.

Once a list of schools has been displayed it may be saved using the Save as box and the Save Search button at the bottom of the screen.

Search Results

Whenever a list of schools has been obtained it will be displayed on the Search Results page. At the top of the page a total is displayed giving the number of schools in the list. If there are more than 100 then the list will be split over a number of sub-pages.

The school list has five columns. These are Region, Subregion, Country, School and Exclude.

Clicking on the underlined entry in any non header row (except for Exclude) will display additional information. For Region, Subregion and Country this is a general summary. For School it is a detailed overview of that particular school.

To exclude a school (or schools) from the list before it is saved simply place a tick in the tick box and click on “**Exclude selected schools from result set**” link at the top of the page.

At the bottom of the page are two options allowing you to Refine or restart the search.

“**Refine this search**” allows you to add additional features.

“**Start over again**” cleans out all filters and allows you to start with a clean set of criteria.

Email

Clicking on the **Email** tab opens the **Manage Email Campaign** screen. This service allows you to compose, test and send emails to schools using a pre-saved list.

If you have not yet searched for a particular set of schools and saved the results then you will not be able to send emails.

Email campaigns can be saved and used again and again and may be edited, thereby allowing earlier campaigns to be reused.

Creating a campaign

To setup a new email campaign scroll down the screen until you reach the “**Email Template**” section. This comprises a number of data input fields, some of which are marked with an *, along with an HTML editor. All fields marked by an asterisk are required, those not marked are optional.

The campaign is first written in HTML using the online editor. This is fully-functional, however, additional functionality may be added by using the inbuilt HTML source editor. This is opened by clicking on the “HTML” button situated top right on the main editor screen.

When you are happy with your email, select all the text and copy it into the “**Text body**” box below. The system then sets up two versions of the document and will work out which to send to which school. (*Some schools do not accept HTML*).

Up to five files may be attached to the email and these will be sent as links. It is a good idea when saving the file to include an idea of the size in the

name as some schools do not have broadband and large files may present a problem to them.

When you are completely happy with your campaign, save it by clicking on the “**Save Campaign**” button at the bottom of the screen.

If you wish to cut and paste details from another source, eg. Word, then the new text should first be pasted into the Text Body box to strip out unwanted characters and then copied from there into the HTML box. If the text is copied directly into the HTML box unpredictable results may occur. Any formatting can then be re-applied. It is recommended that complex documents are attached rather than created and that the main text of emails is kept as simple as possible.

Testing and sending a campaign

To test and send a campaign click to activate the “**Start Campaign**” trigger. This is located on the far right of the list of saved campaigns at the top of the **Manage Email Campaigns** page.

Move down the screen to the “**Saved searches**” list and highlight the saved search to be used.

Click on the “**Preview and Test Campaign**” button.

The send campaign page will now open.

To test a campaign enter a valid email address in the Email address field and click on the “**Test Campaign**” link next to the field.

To send a campaign click on the “**Send Campaign**” button at the bottom of the screen.

Letter and Labels

Clicking on the **Direct Mail** tab opens the **Direct Mail sub menu page**. This service allows you to compose and send letters to schools using a pre-saved list. It also allows you to generate labels via a label creation wizard.

If you have not yet searched for a particular set of schools and saved the results then you will not be able to send emails.

Letter and Label templates can be saved and used again and again.

Creating letters

Click on “**Create letter campaigns**” from the Direct Mail sub-menu. This will open the “**Select or Create Mailing Campaign**” page. If you have already created and saved any campaigns then these will be listed on this screen. If you do not have any saved campaigns then you can create one by clicking on “**Create a new mailing campaign template.**”

The mailing campaign form allows you to name your campaign, tell the system the size of paper you are using and allows you to change the margins to accommodate pre-printed headers, footers or graphic side elements.

Below these is an editor allowing you to create the body of your letter. Each letter may be personalised by using pre-defined tags. This allows you to address your letter to each school separately.

When you have finished compiling your letter save it by clicking on “**Save Campaign**”.

Working with letter campaigns

Once you have created a campaign letter it will be stored in the system and made available for use when you next click on “**Create letter campaigns**” from the Direct Mail sub-menu.

From the list of campaigns it is possible to preview, edit or delete any campaign. It is also possible to select a campaign for saving to disk.

To save and print letters, first ensure that the correct radio button is highlighted in the list. Next choose a saved search from the drop down list and then click on the “**Save campaign to disk**” button.

A small options screen will appear allowing you to open or save the campaign to your hard drive. All letter campaigns are saved using the Adobe PDF format making them universally printable. If you choose to open the campaign without saving it first then it will open in Adobe Reader and may be printed using the inbuilt print functionality of that package.

Pre-defined tags

The system has a number of pre-defined tags. These are all entered in the format `[[tag]]`. The system will then substitute the relevant information into the letter.

eg. To personalise a letter to the main contact of a school you would enter the following on the first line of the letter.

Dear `[[Title]]` `[[Surname]]`

This will be expanded to:

Dear Mr Smith, or Dear Mrs Rawlings, etc.

Creating labels

Click on “**Create label campaigns**” from the Direct Mail sub-menu. This will open the label creation wizard.

There is no facility to save label campaigns to the system as it is easier to recreate them as needed.

Label creation is a three step process:

Step 1: Select a saved search from the drop down list.

Step 2: Select a label size from the drop down label size list. All major label sizes are supported.

Step 3: Decide how the first line of the label should be addressed. You may choose from the main contact, the school name or add a custom line of your own (e.g To the Head of Mathematics).

When you are ready to create the labels click on the “**Save Labels to Disk**” button at the bottom of the page. A small options screen will appear allowing you to open or save the campaign to your hard drive. All label campaigns are saved using the Adobe PDF format making them universally printable. If you choose to open the campaign without saving it first then it will open in Adobe Reader and may be printed using the inbuilt print functionality of that package.

Viewing the market

Clicking on the **Market** tab opens the **Market sub menu page**. This service allows you to:

1. View international school statistics
2. Read about the latest developments in the world of international schools
3. Read information on all the major international school associations
4. Learn about forthcoming events

Market Overview

Market Overview is a powerful suite of demographic displays allowing you to research virtually any aspect of the international school market.

At the top of the main page is a Market summary. Immediately below this is a breakdown of total schools by region, school size, teaching age and orientation.

The “drill down” feature allows you to refine the displayed information in ever more detailed slices.

Currently the lowest level of display is country.

Additional summary information is available via the “**View further information for xxxxxxxx**” link towards the top of the page. Depending on the view different summary information will be available.

News

The news screen lists items of news relating to international schools along with a searchable archive of older news stories.

News items are researched by ISC-R and those considered of interest are added Monday through Friday.

To view the full news item please click on the **more** link to display the News Detail page. At the bottom of this page is a link to the original news item.

Associations

The associations screen lists all associations relating to international schools, along with a search facility.

Associations are reviewed on a six monthly basis and changes are applied accordingly.

To view the full association listing please click on

Calendar

Clicking on the Calendar link displays a scrollable calendar with international school events highlighted. On the right of the calendar is a detail panel which changes depending on what action is taken.

To view information relating to the month displayed click on the month name.

To display an event happening on a particular day click on the underlined numeral in the calendar body.

To move forward and back, month by month, click on the << and >> navigation links.

Data Export

Online Subscription Plus only

This service is only available to subscribers of Online Subscription Plus or above. It allows you to export either the full schools database or subsets of the data based on saved searches.

The fields that may be downloaded are:

- NewCode
 - Code
 - Status
 - School name
 - Address
 - City
 - State / county
 - Mailing country
 - Country
 - Post code
 - Subregion
 - Region
 - Country code
 - Title (main contact)
 - Firstname
 - Secondname
 - Honorific
 - Job title
 - Telephone
 - Fax
 - Email
 - Website
 - Low age
 - High age
 - Infant
 - Primary
 - Lower secondary
 - Upper secondary
 - Sixth form
 - Total enrolment
 - Curriculum
 - Orientation
 - Examinations
 - Association
 - International French
 - International German
 - Date founded
-

Data Export continued...

- Date record created
- Date record last updated
- Date record last checked

Each subscriber receives up to 2 downloads per month with an option to purchase more as required.

Data is downloaded in a TSV or Tab Separated Values file format. This allows it to be linked to virtually any other software package for analysis, contact management purposes, management reports, presentations, etc.

To convert this file from the .TSV format to Excel format please follow these steps.

- Open Excel.
- On the menu choose FILE OPEN
- Change the file type to All Files (*.*) by clicking on the downward facing arrow in the listbox at the bottom of the Open dialogue.
- Locate the file you downloaded to your PC or Mac.
- The Text Import Wizard will open.
- In Step 1 leave everything as it is and click on NEXT.
- In Step 2 make sure the delimiter is set to Tab and then click NEXT.
- In Step 3 leave everything as it is and click FINISH.
- The data will be imported

Once it is open please save it as follows:

- Click on File
 - Take Save As
 - This opens the Save As dialogue.
 - Remove the name that is in the File name box and type in your new name (there's no
-

- need to put .xls it will do this).
- In the Save as type box click on the down arrow on the right and choose Microsoft Office Excel Workbook(*.xls).
- Click on SAVE.

Data Distribution System DDS

Online Subscription Plus only

DDS is an additional service available to subscribers at the Online Subscription Plus level. It allows a central administrator to provide packets of bespoke school data to be made available to a pre-defined number of users. These users may then download this data for linking to their contact management systems.

DDS is driven by searches. Before being able to send data, the limit of the data must be defined. This functionality is provided through the search service.

The administrator sets up a series of searches (one for each user) containing those schools that they want the user to receive data for.

Click on the DDS tab on the main menu and the DDS screen will open. Initially there will be no users listed. Click on **“Add a new DDS Recipient”** to add a user.

The create recipient screen opens and you are asked to enter their name and email address and then choose a saved search from a pull down list. Having entered this information you click on **“Save Recipient”**. This returns you to the main DDS screen and the recipient will now be listed.

Continue to do this until all recipients have been

Data Distribution System DDS

continued...

added.

Once listed you may Edit or Delete the user, or review the data they will receive.

To send the data, click on the “Send Files” button towards the bottom of the screen.

A confirmation message will appear and an email containing a link to the data will be sent to the

Account

Clicking on Account gives you access to your account information and allows you to amend this as necessary.

From this screen you may change your password. ISC R recommends that you do this regularly to prevent others gaining access.

Contacting ISC Research

ISC Research Limited is based in the UK and the offices are manned from 9am to 5pm Monday to Friday excluding Bank Holidays. Please allow for any time differences when phoning.

ISC Research Limited close between Christmas and New Year.

Phone: +44 (0)1367 246007

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Email: General Enquiries: enquiries@isc-r.com
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The ISC Research Limited email system is monitored during normal office hours.

Additional help is available on the website:

<http://www.iscresearch.com>

The postal address of the ISC Research Limited head office is:

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