

GEMS Admission and Registration Policy

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1. Purpose

This document provides the corporate guidance to a unified approach in the acceptance and processing of applications for the GEMS family of schools. School's FOH 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 leads and opportunities for admissions 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 communication, between a parent and the school's admission teams.

Please refer to the definitions [here](#) , the Admissions playbook [here](#), and SLA document [here](#).

2.1 Leads management

The term lead is used to describe an individual who might become your customer but currently is not. To put it simply, a 'lead' is a potential customer with an interest in our school. All leads are generated directly into GEMS CRM through various channels.

Upon receiving a lead, there is a number of automated communications sent by the system to encourage families though to next steps (to book a tour, complete online application, pay the application fees etc).

- **New lead** : All new leads must be called within 24 hours, and all calls/ communication must be logged within Salesforce using the 'log a call' feature. This is an important reflection on the level of customer service and care provided by a school's front of house

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team. Each interaction is logged as an “activity” against the record within GEMS CRM so that follow up can be tracked and a conversation log exists.

- **Working lead:** when the first point of contact has been attempted. FOH should attempt to contact the lead 3 times via phone and email. If there was no response after 3 attempts, lead status should be changed to unqualified, and sub status of ‘unreachable’ to be selected.
- **Qualified lead:** is the stage when the FOH have spoken to the family and confirmed they have a child and are looking for a school. FOH are expected to collect all mandatory student and family information to convert into an opportunity.
- **Unqualified lead:** is a closed lead that cannot be converted into an opportunity due to a number of reasons. Reasons to be selected accordingly in the sub status (example : job seeker, fees too high, school far from home, etc).
- **New Opportunity:** is a converted lead, or a short form completed by parent. School FOH are expected to collect all documents required through this stage, book a school tour and or assessment. For Dubai schools, FOH need to request families to pay the application fee of AED 525/-.
- **Registered opportunity:** for Dubai schools, a registered opportunity is when a family has paid the application fee. For all none Dubai schools, registrars will manually change status to registered upon meeting entry requirement.
- **School Tours (Accountability of PRE and SLT):** School tours are booked through events or Calendly. All tours should be acknowledged and confirmed within 24 hours, followed by a reminder call the day before the tour to reconfirm attendance. All call logs should be added to Salesforce. All tours must be attended by a member of the SLT.

NB: An automated comms journey currently being developed to reduce manual intervention through WhatsApp and emails which will allow reminders to families to confirm event attendance, tours, and rescheduling.

All leads and opportunities must be checked for duplicates. If a corporate flag is highlighted, FOH should be mindful of the discounts linked to corporate accounts. Please do not close corporate account leads or opportunities, as these cannot be tracked if removed.

For ambassador leads and opportunities, if the referred family already has a duplicate lead in the system, do not close the lead/opportunity that includes the referral details. Closing it would prevent the referring family from receiving their points. This initiative is designed to recognise and reward families for promoting the GEMS brand.

- **Application rejected :** student has not met entry requirement

Denied Applicants:

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Applicants who have not met the minimum educational criteria set by the school, will be denied a place in the school should be notified by the Registrar and a member of the academic team. In such cases, a re-assessment should be offered, and / or a cross sold to an alternative GEMS school.

As a non-selective, fully inclusive education provider the number of rejected applicants should be kept to a minimum.

Students transferring from one GEMS school to another should not be denied admissions unless:

- Behavioural issues were identified.
 - School cannot meet academic needs.
 - School has reached their demographic cap.
 - Non availability of seats.
 - Outstanding fees issues.
- **Offered** : the final stage of the admissions process before enrolling– assessments and documents have been approved by the school’s academic team, an offer would be issued for seat allocation.
- Offer accepted: family has accepted the offer, and paid the registration fee
 - Offer rejected: family has rejected the offer. School’s registrars must enter / select exit reason (example : enrolled in another school, school too far from home, fees too high, etc). Registrars must also change the status to closed- not enrolled.
- **Enrolled**: after a family has accepted the offer letter, registrars will then change status as closed – enrolled. Assign a house color and section.

2.2 Application fee specifications :

Dubai Schools – AED525 (inclusive of VAT) not deductible from the tuition fees

Abu Dhabi, Sharjah and Northern Emirates, no Application fee is collected.

Abu Dhabi Schools – application fee is not applicable. Parent pays registration deposit once a place is offered. 5% of the total tuition fees and is deductible from the total tuition fees for the academic year.

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RAK & Fujairah Schools – registration deposit of AED500 (inclusive of VAT) deductible from the tuition fees.

Sharjah Schools – Application fee is not applicable. The school may collect the enrolment fees for new learners or renew the enrolment of current learners at the school for the following academic year within four (4) months before it starts for the purpose of reserving a seat for the learner. This amount shall be deducted from the tuition of that academic year, provided that it does not exceed (5%) and not exceeding (1000) dirhams of the value of the approved tuition.

Qatar Schools

AAQ - Non-refundable assessment fee of QAR200 for Grade 1 and older. Not deductible from tuition fees

WSQ – Non-refundable assessment fee of QAR200 for FS2 and older. Not deductible from 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.
 - Transferable if the family remains within the GEMS network of schools :
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- *Application fee (that is non deductible from tuition fees in Dubai schools)is payable only once across GEMS schools. If the student is transferred from AUH, SHJ, Northern Emirates to Dubai schools, the application fee of AED 525/- is payable.*
 - *If the student is transferred from School A to School B, then the Application fee is waived off in School B*
 - *In case school A is unable to offer but school B has offered the place, then the Application fee of AED 525/- paid in School A shall be transferred to School B*

2.3 Screening & Assessment

A school may undertake screening and assessments to determine the right placement of an applicant. The school determines the educational enrolment criteria, and is in line with any government, ministry, or oversight entity of the country they are licensed in. This includes age requirements, school complete documents, academic standards, and being able to rightfully remain in the country.

Screening and assessment standards and process for students is determined by the school. Within 24 hours of completing this step, student may be offered a seat, placed on the waitlist (if

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no seat is available), and cross sold to another school in the network via salesforce. In the scenario of denied admissions, a clear reason must be logged and families should be informed accordingly by a member of the school academic team.

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

Students transferring from one GEMS school to another should not be assessed, and application fees are waived in this case.

Assessments should be scheduled within three working days of receiving an application, with results finalized and communicated within 24 hours of completion

2.4 Offering a Seat

When there is available space in the requested grade/year, an applicant should be offered a seat within 48-72 hours of registration. In the case where all admissions requirements have not been met, a conditional offer containing these requirements must be sent.

The percentage of students of determination must not exceed UAE national averages, and the school must have appropriate provisions in place to ensure that necessary adaptations are effectively implemented to meet their individual needs.

The % of EAL students at a school must not exceed 20% per year group. Students new to English must participate in an intensive English language programme to support rapid access to the curriculum. To accelerate language acquisition, all students are expected to communicate in English throughout the school day.

These percentages are to be met by the 2026-27 academic year, allowing schools sufficient time to implement any necessary adjustments.

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

1. Emirati National students
2. Students who have siblings attending the same school.
3. Staff children whom are working at the school and priority students.
4. Students from other GEMS schools in UAE, and nurseries with active partnerships and corporate clients.
5. Students from other GEMS schools globally.
6. Offers according to individual school criteria.

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

1. Qatari National students

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2. Students who have siblings attending the same school.
3. Staff children whom are working at the school and priority students.
4. Students from nurseries with active partnerships and corporate clients.
5. Students from other GEMS schools in Qatar
6. Students from other GEMS schools globally.
7. Offers according to individual school criteria.

Important step : If a student enrolled at GEMS School A has applied for a seat in GEMS school B, the registrar of school A must inform and receive an approval from school B to offer a seat. This is specifically important for students moving from premium schools into mid market or mid market plus schools. School registrars must allow a period of 24-48 hours for retention purposes. In the cases of no response was received after that time frame, the Sales business partner assigned to the cluster should be notified for support.

Transfer of funds should be accommodated to support a seamless and smooth transition within GEMS (between Premium schools or from MM to MM+ and Premium).

2.5 Confirmed Enrolment

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

Collection of full documents and transfer certificates must be completed at the time of enrolment. Students should not attend school without providing their documents and or sign an undertaking letter.

Dubai Schools – 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.

Abu Dhabi Schools – 5% of the total tuition fees, and is deductible from the total tuition fees for the academic year.

Sharjah Schools – 5% of the total tuition fees, or AED 1000 which ever is lesser deductible from the total tuition fees.

Northern Emirates Schools – AED500 once a place is offered. Non-refundable, adjustable to term 1 fees.

Qatar Schools - One time non-refundable payment of QAR3500. Not deductible from tuition fees. Reduced fee of QAR3200 at AAQ for Pre-K-KG2

The Registration Deposit must be paid within the offer duration. Depending on school demand, the offer period can be manually reduced or extended according to the set SLA process in place.

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2.6 Cross sell and Management of Waitlists

Waitlist : When there is no seat available in the requested grade or academic support level, an applicant is placed on the waitlist.

For a student to be placed on a waitlist, the following criteria should be met :

- Application fee of 525/- is paid (for Dubai schools)
- Student must be assessed and approved by the academic team
- Required documents are collected and uploaded on to salesforce.
- Registration type on Sales force should be selected as Waitlist.

It is essential for registrars to engage with waitlisted families on termly basis to update on availability and or confirm the family's wish to remain on the waitlist and offer the option to roll over to the following academic year.

After two years on a waitlist, a parent can only remain on the waitlist by reapplying and resubmitting the required documents.

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. Students who have siblings attending the same school.
3. Staff children whom are working at the school and priority students.
4. Students from other GEMS schools in UAE, and nurseries with active partnerships and corporate clients.
5. Students from other GEMS schools globally.
6. Offers according to individual school criteria.

Important for schools to share their waiting lists with their sister school or within their assigned cluster to support overall placements within the GEMS network of schools.

Cross sell :

1. Confirm the Need for Cross-Sell

Start by evaluating the current inquiry or application to determine if a cross-sell might benefit the family. This can be due to curriculum misalignment, budget constraints, location issues, or seat unavailability. This assessment helps the admissions team decide strategically and ensure families are matched with the best-fit school, a key role

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expectation aligned with the Front of House KPIs—particularly in supporting both fully enrolled and under-enrolled schools.

2. **Verify Key Requirements**

To proceed, verify a few essential details:

- **Budget:** Check if the family's budget is suitable for the alternative school's tuition and fees.
- **Curriculum Fit:** Ensure that the curriculum aligns with the family's preference (e.g., IB, British, American and CBSE).
- **Location Feasibility:** Confirm that the new school's location is accessible and convenient.
- **Seat Availability:** Verify grade-specific seat availability with the alternative school's admissions team.

Up-to-date access to other schools' information regarding fees and seat availability is provided by the school support center sales team to support an effective cross-selling.

3. **Initiate Cross-Sell Options**

Determine whether to transfer the lead directly to the admissions team of the alternative school or to present both options to the family, but ensure that a proper handover is completed, rather than just a system lead transfer, to facilitate a seamless transition.

4. **Select "Cross-Sell" Action on SF**

Use salesforce to select "Cross-Sell" function and make sure the family has all the relevant information they need to make an informed decision.

5. **Follow-Up and Confirmation**

Once the cross-sell is initiated, follow up with FOH and the family to confirm the action, address any new questions, and provide additional support. Notify the alternative school's admissions team, sharing key family details to ensure a personalized experience. Proper follow-up and communication are critical to building trust and ensuring a smooth handover, and the family feels supported

2.7 Required Documents

In order to make an application to a GEMS School, applicants must upload the following mandatory documents on CRM:

1. Copy of the sponsors passport
2. Copy of child's passport
3. Documents required by the school for assessment or screening purposes (ie school report)

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It is important not to delay offering a seat / conversion to enrolment if additional documents are required. FOH must offer once the above mandated documents are received. FOH must clearly inform parents that the below list of documents must be submitted prior to the student's start date.

Required documents before a student begins school :

- Emirates IDs for the student and parents
- Transfer certificate
- Final report card
- Birth certificate
- Home address information and tenancy contract
- Immunization record
- Medical reports (if applicable)
- Recommendation form (if applicable)
- Inclusive form (if applicable)
- Safeguarding form (if applicable)

2.8 Enrolment Events

School enrolment events play a critical role in attracting new families, showcasing the school's unique offerings, and converting leads into enrolments. To ensure success, a well-structured and collaborative approach involving the PRE, registrars, SLT, marketing team, B2B team and BPs is essential. The following outlines the process, best practices, and expectations for planning and executing enrolment events.

- The PRE, in collaboration with the school registrar and SLT, must establish a termly enrolment events calendar.
- Dates must be finalized and submitted to the school's BP and marketing manager to ensure alignment and sufficient preparation time.
- For each enrolment event, the PRE must complete and provide the marketing team with a detailed brief. The brief should include:
 - Event theme / and name
 - Date and time
 - Objectives
 - Expected activities or highlights of the day along with promotional waivers
- For any promotional waivers, discounts, or special offers:
 - The registrar and/or PRE must adhere to the established discount [policy](#) and use the provided [template](#).
 - All waivers must be approved and signed by the Principal and EVP of Education.

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2.9 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) with the guidance of the Growth Managers.

Schools may ask parents to pay a non-refundable re-registration deposit to guarantee a place for their children for the following academic year.

Dubai & Abu Dhabi Schools – This deposit cannot be more than 5% of the total tuition fees, and is deductible from the total tuition fees for the academic year.

Sharjah Schools – As per SPEA, re-enrolment fees can be collected which amounts to 5% of the tuition fee or AED 1,000/- whichever is lesser.

Qatar Schools – Re-enrolment fee of 3000 QAR which is deductible from the total tuition fees for the next academic year.

For existing students:

- The school may open re-registration anytime during the academic year and as advised by Sales department/ Growth Managers in line with KHDA /Ministry of education mandate.
- The re-registration deposit is deductible from the first terms' fees of the following academic year.
- 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, or as advised by the regulators.
- Schools that begin the academic year in April can only collect re-registration deposit after the end of the winter break or as advised by the regulators.

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 (unless approved by principal in coordination with SSC Finance and school's accounts team according to payment plans set in place).

All students are required to get a leaving certificate from the previous school to complete the registration.

No refunds will be provided, however, if a higher amount has been paid, it will be appropriately credited. In case of transfer between GEMS schools, then the Registration deposit and Re-Registration deposit is transferrable.

2.10 Transfer certificate

Retaining existing families is an expectation across all our schools and forms part of the FOH and SLT KPIs. FOH, in collaboration with the SLT, must ensure that all families who have expressed

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dissatisfaction—whether through direct complaints, feedback during tours, or parent survey responses are promptly contacted. Concerns should be carefully addressed, with clear resolutions communicated back to the parent to rebuild confidence and trust in the school. Every effort must be made to resolve issues and prevent withdrawals before a transfer request is finalized. All follow-up must be logged on Salesforce and PULSE accordingly.

Retain playbook initiative attached [here](#) for further information.

TC process :

- Parents submit TC requests through the GEMS Connect Portal, updating necessary details and submitting feedback.
- If parents can't access the portal, the Registrar/GRE(SCO) enters the request in Salesforce, including transfer reasons, last attendance date, and feedback.
- Principal/SLT Intervention: Upon TC request submission, the Principal/SLT must intervene within 24 hours to attempt retention by addressing complaints within 3 working days. All follow up calls should be logged on pulse.
- If retention isn't possible, FOH are required to cross-sell within the GEMS Education network through Salesforce.
- GRE(SCO) handles clearance and follows up with regulators to issue the TC, then emails it to the parent.
- TC Request Cancellation: If the TC request is cancelled, reasons and remarks must be documented on Salesforce.

3. Responsibility

Activity	Accountability
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Leads Management	• Leads : Reception team • Opportunities : Admissions team • Assessment booking and turnaround time: Admissions team, Principal / SLT • Tour management : PRE and reception • Offers : Registrar • Conversion : Registrar, Principal, Growth managers • Denied applicants : Principals / SLT, Registrar • Waitlist Management : Registrar, Principal
Cross sell	FOH (Registrars, Admission secretaries, Receptionists, PREs)
Enrolment Events	PRE in coordination with Registrars and Principals based on school need
Re-enrolment	Re-enrolment comms : Principal, Registrar Retention effort : Principal, SLT, PRE
Transfer Certificates	Registrar, Principal, SLT, PRE
Securing partnerships to increase enrolment numbers + Nurturing secured partnerships	B2B, Growth manager, PRE, Principal & SLT
Enrolment targets	EVP, Principals, Registrars, Growth managers

If there are any questions pertaining to this document, please contact Suad Merchant, Chief Marketing Officer at the School Support Centre.

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