

Executive View — the whole school on one page

Enrollment, marketing, money, academics and career outcomes, side by side, using the same numbers as the detail tabs. Built for the owner and the board.

1 What this page is for

WHAT THIS PAGE IS FOR

A single page to print or read aloud in a leadership meeting. Nothing is calculated differently here: each card is the same figure you would find on its own tab, so there is never a second version of the truth.

ORDER OF THE PAGE

1. Enrollment — who is in class, what is coming.
2. Marketing — traffic in, leads in, how many became students.
3. Financial — what is booked.
4. Academic — completion, withdrawal, certification.
5. Career Outcomes — certified graduates and placements.

The 30d / 90d / 12mo buttons apply to the "in range" cards (leads, enrolled, booked); the "right now" cards (current students, upcoming cohorts, seats) ignore the window.

2 The number cards

The cards across the top of the page, left to right.

CARD	WHAT IT COUNTS
Current students	People at the Started stage right now — in class today. Comes from the all-time roster, not the date window.

Enrolled in range	People who reached Enrolled or beyond and arrived inside the window.
Upcoming cohorts	Scheduled classes with a published start date in the future.
Seats available	Empty seats across those upcoming cohorts — each one is tuition waiting.
Visitors today	Unique website visits since midnight Texas time.
Leads in range	Inquiries that arrived inside the window, with the monthly pace underneath.
Top lead source	The single "how they heard about us" answer that produced the most leads.
Lead → enrollment	$\text{Enrolled} \div \text{leads}$, as a percentage.
Tuition booked	Published tuition across everyone enrolled in the window.
Average tuition booked	$\text{Tuition booked} \div \text{enrolled students}$.
Open pipeline (face value)	Tuition attached to everyone still open and not yet enrolled.
Outstanding balances	Not tracked yet — will activate when payment-plan balances are connected.
Completion rate	$\text{Completed} \div \text{started}$, for the window.
Withdrawals / closed out	Inquiries closed with a recorded reason.
Certification rate	$\text{Certified} \div \text{completed}$.
Active programs	Distinct programs with someone enrolled.
Certified graduates	People with the certified flag — the number workforce funding is awarded against.
Placements	Graduates with an employer on record.
Placement rate	$\text{Placed} \div \text{certified}$.

Employers hiring

Distinct employers named on graduate records.

3 Enrollment

Four cards (Current students, Enrolled in range, Upcoming cohorts, Seats available), the enrollment trend line, enrollments by program, and a table of upcoming cohorts with seats, enrolled and open seats. Open seats are the fastest revenue in the building: the class is already scheduled.

4 Marketing

Visitors today, Leads in range, Top lead source and the lead-to-enrollment percentage, plus a chart of leads by source. "Source" is what people ticked on the form or, for website visitors, the link they came from (Facebook, Google, direct...). See the Marketing ROI tab for cost per student once ad spend is entered.

5 Financial

Tuition booked, Average tuition booked, Open pipeline at face value, and Outstanding balances (not yet tracked). The note underneath states plainly that these are booked amounts, not cash collected; cash is on Transition Enroll > Payments.

6 Academic

Completion rate, Withdrawals / closed out, Certification rate and Active programs. Completion and certification come from the stages staff record on the Student Records tabs (Class Progress, Certification & Testing).

7 Career Outcomes

Certified graduates, Placements, Placement rate, Employers hiring, and a table of the top employers by graduates placed. This is the start of the staffing division's client list: every employer that has hired an All is Well graduate.

8 Step by step

Prepare the monthly leadership page

1. Click **30d** at the top.
2. Open **Executive**.
3. Read top to bottom; each card is explained in the table above.
4. For a printable copy use the Overview tab's **Print / save PDF**, or press Ctrl/Cmd+P here.

9 If something looks wrong

Outstanding balances is blank.

By design. Balances need the payment-plan integration; the card says so rather than guess.

Current students differs from the Students tab.

They should match — both read the same roster. If not, refresh; the roster loads once per visit.