
29 Ideas to Make Your School Customers (Parents & Kids) Smile

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1. Take the first 10 minutes of every faculty meeting to have your staff fill out appreciation cards for the students in their classrooms. It's easiest if they have peel and paste names and addresses to the parents.
2. Every Wednesday night (pick your week day) visit two or three of your students' homes. Always make the appointment ahead of time. Make sure the student has an opportunity to show you their room. Pray over the family and thank them for their business.
3. Every morning and after school spend 15 minutes in the parking lot greeting students and connecting with parents.
4. Host biannual fireside meetings in your home for parents. Of course, if your home can't accommodate these meetings, find a local church member with a home that will. Use this opportunity to highlight the good things going on in your school and some time to listen to some suggestions of what you and your staff can do better.
5. When your school hosts an open house/school tours have your students trained to guide tours of the school. This will only work well if you've trained your students on how to act, what to say, and how to say it.
6. Post it note ministry. Every time you see a student do something of note (positive things only) put a Post-it note on their locker or desk letting them know how you appreciate them.
7. Within the first week of school, host a parent information meeting. Introduce them to your whole staff, give them all the general information they need in a larger meeting, then have them visit classrooms so your teachers can go through classroom expectations and syllabi.
8. Lay out your policy and plan for dealing with bullying/bullies. Define what bullying is and how it can show itself in a school. Give students and parents ways to report and let them know they will be taken seriously.
9. Put your office administrator/secretary through customer service training. (It would be well for conferences/unions to provide annual training for first contact people for churches and schools.)
10. Have a color consultant visit your school and recommend colors for your hallway walls and classrooms.
11. Use your standardized test scores in every student/teacher meeting, showing each student's performance in class compared to how they have achieved on standardized testing.
12. Instruct your teachers (train them if necessary) to pray a blessing over every parent during each parent/teacher conference.

13. Start a customer loyalty program. Reward loyalty with school swag, tuition rebates. Loyalty comes in the form on on-time tuition payments, student attendance, GPA, parent participation in school events, number of years a family has a student enrolled...
14. Reward social media participation. When you disseminate information on social media include something like “the first three people who comment on this post will get (you fill in the blank).
15. Each Monday have a video message on your website that has a pleasant message for the week along with any announcements that pertain to that week.
16. Throw a party at the end of each quarter to celebrate the success of your students and thank your parents for their business.
17. Never leave the comment sections on report cards blank. Always write something positive about a student there, even if it is next to a poor grade.
18. Give your customers a way to provide feedback. Invite it. Give them quarterly opportunities to speak to what you do well and critique what needs to be better.
19. Have teacher stand in the hallway each morning to greet (enthusiastically) student with a unique ritual that makes them feel valued and special.
20. Pick a sunny afternoon and surprise your parents by having your staff (and volunteers) provide a free carwash for parents picking their children up from school. When they try to pay, insist that this is just one more way that you want to show appreciation for them.
21. Answer each email or text promptly, even if you reply with, “Thank you for the email. I need a moment to think about it and will get you an answer soon.”
22. Post your mission statement/vision in visible places throughout your school.
23. At the end of each year, visit each family that has honored their financial commitments in a timely manner. Give them a bog of apples and thank them.
24. If you have a cafeteria (can be done in a classroom too) host a family lunch with the principal, lunch provided by the school Do this once a week, or as often as you can.
25. Develop a thank you plan Have a standard way to thank volunteers so that appreciation doesn’t slip through the cracks.
26. On a hot day, when the parents are picking up their kids, have a cooler of cold water bottles to hand out as parents pick their kids up.
27. In each and every case of discipline keep a record of the experience and send a note of that record to the parents of the child. There should never be a history that parents aren’t informed about or aware of.
28. Host an old Disney movie night in your gymnasium (like we used to do in the 70s) and provide popcorn and refreshments as Saturday night family thank you event.
29. Lucky You Fridays. Choose a number (the number 26 for instance). When the 26th student walks through the door that morning blow off a party popper and give them a candy bar.