

Publish the colleges your graduates are attending
Adding to your school's academic credibility

"You may know a man by the company he keeps."

Traditional proverb

Impress parents, and others, with the list of colleges where your graduates are going.

Another way to demonstrate the success of your education, is to list the colleges your graduates are attending, or to which they have been accepted whether they choose to attend or not. This also adds to your credibility when those colleges are well known and respected.

Create a banner and hang it where it will be seen by students, parents and visitors.

For most academies, the entrance to your gym would be great. Not only do your current families come and go for school events, but visitors for varsity sports, music programs and other public events will see it.

Update this banner annually.

And keep hanging it throughout the year. Put it up in advance of any event that will draw guests to your campus but take it down at least some of the time in between. Something that is always there, is soon ignored.

Use wording that congratulates your graduates.

You can create the list for this years' students only. Or make it a cumulative list--although you might not want to list colleges from more than five or so years ago.

Publish this list in your newsletter, email message, school paper, bulletin inserts and graduation materials.

Until people tell you they are tired of hearing about it, you probably haven't said it enough.

Credits:

A nameless school in Redding where I was taking my daughter for a volleyball game.

Binder tab: May

School size: Academies