

Create a “year in review” folder

Keeping track of all the great things your school should celebrate

“The idea is quite simple: anything you need to be reminded of on some future date goes into your tickler file.”

lifehack.org

This week many of you are dealing with end of the quarter busy-ness so this week's project is very simple.

Label a file folder "Year in Review"

The purpose of this folder is to collect good news points and notable events in your school's life. You will use these in the spring for two events: the whole school "celebration of the year" and your last school board meeting of the year.

This can be a hard copy folder or a digital one. In either case, it should be bright and kept someplace annoying so you don't forget about it.

Add information throughout the school year

When something good happens or a notable event occurs, drop a page into your folder with the basic information about the event and how it contributes to your school's mission. Or if it is a significant, but not positive, event note how you and your board dealt with it.

Schedule time in early May for using this information

We will talk about details in May, but generally you are going to use this information two ways.

- Reminding parents and visitors at your spring school event about all the great things your school does in a school year, and
- Creating a Year in Review report for your school board. A sample from Tim Kubrock's "Lodi Academy Year in Review 2015-2016" should be the next page in your binder. (If not you can find it at [ncceducation.org>resources>marketing](http://ncceducation.org/resources/marketing) corner. Scroll to May for "Sample-Year in review sheet for school board members.")

Delegating:

A volunteer can create the folder and both staff and volunteers can add to it (assuming they have access to the place you are storing it).

Credits:

Tim Kubrock: Thank you for sharing your “Year in Review” report.

Binder tab: October

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?