

State of the school information

Sharing your school's current situation and vision at the back-to-school event

“George Washington established the precedent that clarifies the phrase 'from time to time.' Since 1790, with occasional exceptions, State of the Union messages have been delivered once annually”

Gerhard Peters
State of the Union Addresses and Messages
www.presidency.ucsb.edu

Your school's constitution might not require a State of the Union message--but it wouldn't hurt to take a tip from our country's founding fathers.

Your back-to-school event is a perfect time to remind parents about what makes your school great--and also share your plans for the upcoming school year.

Remind parents of success indicators

Pick two or three indicators that demonstrate your school's effectiveness: a teacher winning an award, IA test results, all your teachers hold masters' degrees, colleges to which your seniors were accepted, increase in enrollment, a financial grant your school was awarded, etc. Anything that shows your school is thriving, vibrant and successful at educating kids.

Share plans for this coming year

If you have school-wide activities or new programs planned, announce them now.

But, also tell parents your goals for improving an area of the school. Ideally, you can say:

- Thank you for sharing your feedback in our school survey
- We've learned a lot while reviewing your input and have chosen to focus on improving _____ this year.
- We plan to do _____.
- We'll be asking you during the school year how its going. Thank you, in advance, for letting us know.

If you can't frame your goals this way, at least tell parents how you chose the area to improve and what you plan to do.

Delegating:

If you are a teaching principal you can delegate sharing the success indicators if you think it will sound pompous coming from you. However, you should share your improvement plan for the year.

Binder tab: August

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?