

Start positive buzz in your community

Improving your school's visibility and image through board members and yourself

“Never underestimate the power of two idiots with a crazy idea.”

Karl Haffner
(As quoted by Mark Witas)

Mark Witas shared this idea at our teacher in-service day—and it's a great one.

Although we expect board members to be supportive, we rarely give them a specific, tangible way to be supportive. And we often focus our connections and visibility solely within our church community.

Ask board members to share good features/news

At your next board meeting, ask members to **share 10 pieces of good news each month** with people in your community. This can be both current parents and community members at large.

Consider having board members share their experiences

Take three minutes at the end of board meetings to hear about those sharing experiences. This should conclude your meetings on a positive note as well.

Join a local community service organization

You may or may not have noticed Mark's comment that he heard about his board members' sharing *from fellow members in the community service club he joined* (think Rotary, Kiwanis, Lions, HandsOn Network, GenerationOn, etc.). To be visible in your community, you need to be active in your community.

Delegating:

You will need to make the request to your board members. Although encouraging your staff to be active in the community is also good, it doesn't give you a pass.

Credits:

Mark Witas

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?