

“Teachers’ roles in marketing are not recruiting or specific promotion tasks. Their roles are:

- 1) terrific teaching, and***
- 2) primo parent communication.”***

Carol Tilstra Nash

Share again with teachers that their role in marketing is terrific teaching and primo parent communication

Yes, I've asked you to do this twice before. How often do you expect third graders to practice their multiplication tables?

Since we took a hiatus to talk about needs for Redwood Adventist Academy, I am starting again with a review. This information is based on Dan Krause's meta-analysis of the 100,000 responses from 650+ Christian schools that have used his satisfaction survey.

Priority #1 -- Terrific teaching

The bar for quality is very high for Christian schools. Parents expect their child's education to be much better at a Christian school in order to justify their very high investment of money, time and emotion in your service. So, what do they see as better education?

A) Better character development

"By the numbers, for about 80% of the schools [using the GraceWorks survey], Christian character is #1, and academics is #2 [in importance]." Interestingly, this is true whether the parents are Christian or not. Even non-Christian parents want their child to have a moral foundation.

B) Better academics

Parents understand the value of engaging teaching that is individualized for each child. They want to see and hear about projects, collaborative activities, simulations, active learning and differentiated instruction. They may have no idea what exactly the terms mean or how to do it, but they intuitively know these are more effective than textbooks with worksheets.

Priority #2 -- Primo parent communication

Parent communication has two components--and both have to be outstanding.

A) School and classroom information

We will talk in detail about this next week. It includes telling parents what to expect, what you expect of them and logistics about upcoming events. But it is also your opportunity to share what is happening in your classroom(s)--all those simulations, projects, collaborative activities, etc.

B) Individual student progress

We will talk about this also in future messages, including tools for automating and streamlining this. This is vital because no parent wants to first learn of their child's "bad grade" at a point when nothing can be done to improve it. (And keep in mind, the definition of "bad grade" ranges from A- to F depending on the parent.)

Delegating:

This isn't something to delegate, but it is something to share with your teachers.

Credits:

Thank you Dan Krause, for allowing me to share the results of your meta-analysis.

Binder tab: September

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?