#  Inquiry checklist and tracking

***We’re so pleased you’re interested in our school. Do you have any questions I can answer?*** As soon as there is a question you can’t answer (**and this includes all tuition questions**), move to setting up the meeting with your principal.

If the caller asks about tuition: ***Our principal will explain our tuition and fees when you meet with him/her, as well as how our students received $\_\_\_\_\_\_\_\_\_ in needs-based tuition aid last year.***

***We’ve observed that education is a very individual choice. Our principal meets with all interested parents so you have a chance to learn whether our school will meet the educational goals you have for your child(ren). He/she is available \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Does that work for you or is there a time that would be better?***

***We also have written information you might find helpful and a reminder. I can send it out to you by email or mail as you prefer if I have your…***

Name

Address Zip

Email Phone

***How did you hear about our school?*** (If this is a person, write their name. If you don’t know them, ask for contact information so you can **thank them.**)

***Do you mind telling me the names and grade levels of your children?***

Name Grade

Name Grade

Name Grade

***Thank you for your interest, we’ll get this in the mail to you today.***

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Date Action

completed checklist

 Education Success Consult with principal scheduled for

* Principal is told the scheduled time and it’s written in his/her calendar

 Appointment confirmation mailed (same day as phone call)

* Handwritten note from principal with any direction tips
* Includes one-page flyer on key benefits of your school

 Education Success Consult with principal

* Parent is give tuition info and link to online application
* School visit for parent and child is scheduled (appropriate teacher is involved)

 Handwritten thank you note from principal mailed (same day)

 School visit with child, parent(s) and teacher(s)

 Handwritten thank you notes from principal and teacher(s) mailed (same day)

 Follow-up call (one week later)

* Are there any further questions we can answer?
* If your child is not coming here, what school?
* Do you mind telling us what was key in your decision?

Application form has been returned by the parents… \_\_\_\_\_ Yes \_\_\_\_ No