

Charm your current parents as they re-enroll

“I know we already have two children in the school and it isn’t a surprise that we are enrolling our third. But it would be nice to be greeted with at least a smile and a little enthusiasm that we are making this choice.”

Anonymous
Parent of children in an NCC school

Even “dyed in the wool,” lifelong Adventists will respond more positively and be better advocates for your school when they know that you (and all your staff) understand and appreciate the sacrifice and commitment they are making. The mother quoted above has been a hot lunch cook, field trip driver, home and school helper, fund-raising worker for years. The process of getting enrollment materials for her third child will not affect where her children go to school next year—but it absolutely has affected her willingness to recommend other families to the school.

Smile.

And get anyone else who may greet parents to smile. Show some enthusiasm for the wise choice they are making and your opportunity to have their child in your school.

Simplify re-enrollment as much as possible.

If you have already reviewed and revised your enrollment materials, you shouldn’t need to make many changes. As I’ve said before, parents will be happier if you can create print-outs from your data system with the information you already have. Instead of asking parents to fill out all the paperwork from scratch, just ask them to review and update if there are changes. (A+ for you if you did this back in March.)

Include a checklist page at the front of your re-enrollment packet.

Try to cluster those items which everyone will have to complete and those which only apply to a new child.

Hand out packets personally.

If you are a small school, this should be simple and a chance to you to connect with each family. If you are a larger school, ask the teachers who will be teaching the oldest child

next year to do it. It is a chance for them to start building a friendly relationship with a parent they haven't yet had.

Binder tab: January (In future years you will want to do this before your open house.)

School size: All