

Marketing Mentoring application

Applying for the mentoring program

*“School just started this year.
It’s time to start marketing for next year.”*

Carol Tilstra Nash

Now is the time to apply for the Marketing Mentoring program.

If your school is interested in marketing coaching and support, here is the scoop for applying and participating in the next round.

What is Marketing Mentoring?

It's what we have been calling the Beta program (Beta and Beta2). But nothing should be in beta testing eternally so this is the new and improved name.

Yes, but what actually is it?

Marketing Mentoring is your school's chance to work with me to create a realistic and effective marketing plan, while building a team to continue implementing your plan.

For a little more information (one page, one side) you can share with your staff, board members, pastor(s) or other interested people, see “Marketing Mentoring.” It should be the next page in your binder. If it’s missing go to [ncceducation.org>resources>marketing corner](http://ncceducation.org/resources/marketing-corner) and scroll to August for the Marketing Mentoring program overview.

If your team is still a little unclear or uncertain let me know. I'm happy to talk with your board, staff team, pastors or anyone else. (It would help if we scheduled those fairly soon and if presentations/conversations could happen on the same day.)

How do we apply and what is the deadline?

For application materials go to [ncceducation.org>resources>marketing corner](http://ncceducation.org/resources/marketing-corner) and scroll to August for the Marketing Mentoring application and timeline.

The **application deadline is September 26, 2016** (the same day as Principals' Council at Rio).

Why is this deadline earlier than last year?

In the two beta cycles, we learned that it is helpful to get survey results early enough in the year to take action on at least one, visible concern of parents. This demonstrates your school is listening to the results and willing to make changes to improve.

If you have any questions, please email me at carol.nash@nccsda.com or call at 925/603-5069.

Delegating:

You can delegate gathering the information and/or sending in the application to a volunteer, teacher or board member.

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?