

Ask board members to make home visits

Getting parent feedback through board members

“We do [in home visits] in the spring to see how the parents feel everything is going.”

Lisa Thompson, Principal
Crescent City SDA School

Ask school board members to combine a satisfaction survey with in-home visits.

Crescent City SDA School has a little different emphasis for their in-home visits. Instead of using visits between teachers and parents to build their relationships, the school board members do in-home visits as part of the parent survey process. Here is their approach...

Parents are sent a written survey.

The survey asks parents what they like best, like least, would most want to change and what they would like to see added. They are asked to return the survey to the school by a specific date.

Board members make appointments to meet with parents and talk about their responses.

This approach will work best in small schools, where families are likely to know board members from church. In larger schools or schools with a significant non-Adventist population which may not know board members already, this is likely to be more intimidating for parents.

Board members become aware of what is working and what needs improving.

Clearly, for this to work well, board members need to have good judgement and strong people skills (which, of course, they should have to be board members). They will need to be reminded that they can't promise specific actions because any changes need to be addressed with the teacher/principal and policies have to be set by the whole board, not individuals.

Another note on timing:

Crescent City also does these in the spring since their goal is information gathering. If your goal is maximizing teamwork with parents, you should plan to do these in the fall.

Delegating:

The point of this approach is to ask board members to make the visits.

Credits:

Thank you to Lisa Thompson, principal, and Carole Bliss, school board chair, for sharing your school's approach to meeting with parents.

Binder tab: September

School size: Small schools

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?