

## Create a “year in review” folder

Keeping track of all the great things your school should celebrate

*“The idea is quite simple: anything you need to be reminded of on some future date goes into your tickler file.”*

lifehack.org

This week many of you are dealing with end of the quarter busy-ness so this week's project is very simple.

### **Label a file folder "Year in Review"**

The purpose of this folder is to collect good news points and notable events in your school's life. You will use these in the spring for two events: the whole school "celebration of the year" and your last school board meeting of the year.

This can be a hard copy folder or a digital one. In either case, it should be bright and kept someplace annoying so you don't forget about it.

### **Add information throughout the school year**

When something good happens or a notable event occurs, drop a page into your folder with the basic information about the event and how it contributes to your school's mission. Or if it is a significant, but not positive, event note how you and your board dealt with it.

### **Schedule time in early May for using this information**

We will talk about details in May, but generally you are going to use this information two ways.

- Reminding parents and visitors at your spring school event about all the great things your school does in a school year, and
- Creating a Year in Review report for your school board. A sample from Tim Kubrock's "Lodi Academy Year in Review 2005-2016" should be the next page in your binder. (If not you can find it at [ncceducation.org>resources>marketing](http://ncceducation.org/resources/marketing) corner. Scroll to May for "Sample-Year in review sheet for school board members.")

**Delegating:**

A volunteer can create the folder and both staff and volunteers can add to it (assuming they have access to the place you are storing it).

**Credits:**

Tim Kubrock: Thank you for sharing your “Year in Review” report.

**Binder tab:** October

**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?