

Display graduates' photos to demonstrate success

Showing your graduates living productive lives of service

“These photos have become good PR for prospective parents because they demonstrate our graduates are successful in the rest of their lives.”

Vic Anderson, Principal
Pine Hills Adventist Academy

Pine Hills displays their class pictures of graduating seniors with stars indicating what those graduates are doing now.



Who

Every year the individual portraits of each senior are matted and mounted in a single frame. (I see this in many of your schools, so I think you'll know what I mean.)

What

To start with, there are stars attached listing what each student is doing: "Now studying at [name of college or trade school], military, "In the working world." Please notice this is broad enough that every senior can have a star. When they graduate from college or trade school that star is replaced by one

with "Graduated, [year] [college] [degree] [major]." If they continue to graduate school, a second star is added for "Now studying at [university]" and, in turn, replaced when they finish graduate school.

But the truly wonderful part of this is your ability to acknowledge other non-academic activities and achievements. Pine Hills recognizes students who study abroad and who serve as student missionaries. ***What you choose to highlight will say much about what your school values—make this match your mission.***

When

These photos should be displayed by the start of the following fall. And they need to remain in a visible place for the next several years since, by updating these through the various stages of their development, you are demonstrating the long term success of your graduates.

Where

Find the highest traffic area for visitors to your school that is seen by students as well. The entrance or hallway to your gym is ideal since that is where many school functions occur.

Why

Vic tells me this started as a way to demonstrate Pine Hills was achieving their ESLRs (or SLOs or acronym du jour--my comment, not his). But they realized this also showed prospective parents that students from Pine Hills went on to do good things with their lives.

This idea is a gem. It communicates your student outcomes *tangibly* with everyone who walks past. It does not require visitors to listen to you talk or read what you hand them. It is visual. It is compelling.

Remember: A picture is worth a thousand words.

Delegating:

All of this can, and should, be delegated.

Credits:

Vic Anderson—Thank you sharing this wonderful idea.

Binder tab: June

You can start doing this now. But remember to update it annually in the summer or fall.

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?