

Share a Year in Review report

Reminding parents and board members about this year's great learning

"I call it the 'Year in Review'... I have found it to be very helpful in reminding us of the many opportunities we give our students each year."

Tim Kubrock, Principal
Lodi Academy

In October, I recommended you create a tickler file where you could collect good news items and notable events as they happen throughout the year. Now is the time to use it.

Make a written report for your school board

As you know, people are more likely to remember something they both see and hear. So yes, you should share this information verbally. But also give them a piece of paper to refer back to, take home, share with others. To see a sample from Lodi Academy, [click here](#).

For A+ work: Create categories based on your school's mission goals and cluster each item under one of those categories. (It may also help you refine how you spend your time and energy in the future.)

Share at your year-end program

While various music and classroom groups are leaving and coming to the stage, you can fill the empty time with "Year in Review" items and testimonials from happy parents and/or alumni. This is even better if you have combined your year-end program with a constituency meeting.

For A+ work: Show slides while you talk about each event. For A++ work: Show student-created slide shows or videos of those events.

Delegating:

A volunteer or staff member can take your list of activities and good news from your tickler folder to create a written report for your board and gather photos/videos for your presentation. You will gain more credibility if you actually present the reports.

Credits:

Thank you Tim Kubrock, Lodi Academy, for the "Year in Review" idea.

Binder tab: May

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?