

*Teachers' role in marketing, part 1*  
**Research says quality bar is set high**  
Focusing on what parents find most important

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***“Ultimately, the best way you can help your school in marketing is to be a great teacher!”***

Dan Krause, President  
GraceWorks Ministries

**Share with teachers that their role in marketing is: terrific teaching and primo parent communication**

Last spring one of the top responses to, "How I can best help you?" was: Help teachers understand their role in marketing. In researching that, I found...

This summer, Dan Krause of GraceWorks Ministries did a meta-analysis of the **data from 100,000 respondents in 650+ Christian schools**. His goal was to help teachers understand what they can do to help market their school. The next several Marketing Corners will share what he's learned from that data.

**"The bar for quality is very high"**

Using the Net Promoter Score (NPS)\*, the **average** Christian school has parents who are more satisfied than customers at Disneyland or John Deere. This means that parents have developed high expectations for Christian schools (after all, they are investing a ton of money, time and emotion in a Christian school for their child).

***What this means for teachers: Focus on what is most important to your parents***

If your school has a recent survey from either GraceWorks or me, share those results with your teachers and focus on the top two to three priorities for your parents.

If your school has not done a recent survey (more than 18 months ago), here is what the meta-analysis says is most important:

1. Christian character development
2. Academics

Next week we'll talk more about those priorities and what we know about parent expectations for them.

## **"Everything that matters needs to be done well"**

Choose what you will focus on, based on that priority order. And, if you can't do something well (and it isn't core), don't do it.

\*Note: I've talked with you about the Net Promoter Score (NPS) as an internationally used and accepted way of measuring customer satisfaction. If your teachers are not familiar with it, you can describe it as: a) supported by decades of research, b) published in the Harvard Business Review, c) the gold standard for measuring customer service, and d) benchmarked in all service industries including education.

### **Delegating:**

You need to share this information with your teachers and staff.

### **Credits:**

Thank you Dan Krause, for allowing me to share your research and findings.

**Binder tab:** September

**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?