

Character development is your highest priority

Making the "Christian" or "Adventist" in your school name practical

"Character development is job #1."

Dan Krause, President
GraceWorks Ministries

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

With the bar for quality high (see [Teachers' role in marketing, part 1](#)) and your teachers' time very limited, how should teachers prioritize their efforts? First, with terrific teaching. But (surprise) Christian school parents are typically more concerned about character development than academics.

Christian character development is your top priority

Academics need to be as good as public and charter schools, but your school will not win students by being as good as, or even somewhat better than, the free option down the street. Your school will win students when parents can see that their child's character is developing in a positive, Christ-like manner.

Parents equate character development with consistent discipline and high behavior standards

When parents walk onto a Christian campus, they expect to see students interacting as Christians. If they see students being unkind, untruthful, unChristian they may be willing to overlook it *if* they see a teacher address the issue in a positive and caring way.

It can be done: Echo Ridge's recent satisfaction survey showed 12 areas of strengths with several correlates. Of those, 10 were areas relating to the Christian environment of the school and character development. Echo Ridge also has the highest satisfaction rating of any school that GraceWorks or I have seen. When I tell you and your teachers that winning big on character development is vital, there is broad research and local experience to back that up.

Note: I recognize that consistent, fair discipline does not always mean handling every infraction in the same way for every child. Children are different. If the goal is for discipline to be redemptive, there may be variations between students. If this is your

school's philosophy, you will need to spell that out, **in advance and multiple times**. You will also need to tell parents that they will never know the details of how another child is disciplined, just as other parents will not be told the details of their child's discipline.

What this means for teachers: Make Christianity practical

Teachers need to help students understand how a relationship with Christ changes our hearts and makes life worth living. But also how Adventist beliefs explain the big issues: why bad things happen, why we make mistakes even though we love God, why parents sometimes get divorced...

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?