Determining readiness for promoting your school success seminar

> *"The 'How to Help Your Child Succeed in School' seminar can be a real service to your community. But please promote it outside your school family only when you are confident the event will represent your school well."*
>
> Carol Tilstra Nash
> Marketing Specialist

Because the school success seminar offers a tangible service to your community, it is an excellent opportunity to raise the visibility of your school. But please make sure you, your school families and your facilities are ready and able to present a professional and pleasant seminar.

Promoting the seminar to your community is A+ work. If you don't believe you're ready this year—please go ahead with the seminar for your own parents this fall and expect to tackle external promotion for it next year.

Will enough of your own school parents attend?

Community parents will be more impressed and more comfortable if they are not the only people attending.

Will your school parents be welcoming?

School families often know each other so well that they greet and visit with each other at events; ignoring new people they don't know. Ask your friendliest families to not only come, but to introduce themselves and welcome any new parents who may attend.

Realistically, do you (or your staff) have time to prepare a meaningful presentation?

Notice that the benchmark is "meaningful" not "perfect." I suspect all of you are perfectionistic enough that you will never feel your seminar is perfect. That's why you get next year (and the next year…) to improve it some more. But please make sure the information you present is documented, relevant and useable.

Will someone (not you) volunteer to clean your facilities that day?

I understand that not all of our schools are beautifully brand-new, but they do need to be spotlessly clean and as well maintained as possible.

Credits:

　　Larry Unterseher: Thank you again for sharing your fabulous idea.

Binder tab: September

School size: All