

## Start telling your parents now

Outlining the deadlines and fees that will be expected in January next year

***“Bad news isn’t wine. It doesn’t improve with age.”***

Colin Powell

***“Bad news travels at the speed of light; good news travels like molasses.”***

Tracy Morgan

If your parents are not used to paying a substantial fee in January to (re)enroll their children, you need to start telling them now--and tell them often.

Since we've had a hiatus for Principals' Council here is a summary of what is important about re-enrollment and fees:

- Encouraging re-enrollment
- Enrollment carrots and sticks
- Enrollment projections for less-stress budgeting

And now for this week's recommendations:

### **Talk about this at least monthly**

Include the details of your enrollment fees in your school newsletter at least once in April, May, June, August, September, October, November and December. (In January you should talk about this weekly.)

### **Put yourself in your parents' shoes when writing**

Start you messages by acknowledging this will cause difficulties for some people. Invite people to talk with you (or the treasurer, finance committee chair, financial aid coordinator--whoever else is appropriate and you would be comfortable with) if this will be a hardship for them.

### **Include your excellent reasons for this change**

Here are the talking points I would use:

- Everyone (except perhaps the federal government) has to balance their budgets.
- To be responsible stewards of our resources and your tuition dollars, we need to plan ahead including how many staff and for what hours we can hire.

- The conference asks for budget projections in March in order to deadlines for employment contracts.
- We are asking for your decision in January so our board can make informed choices at the February board meeting in time for the March deadlines.

### **Privately offer to be flexible**

Conclude with the names and contact information for people on your team who parents can talk to about this. All situations are different and I recommend that no one person (including you) be authorized to offer a reduction or change in the fee or deadline. But all requests will be confidentially reviewed by the finance committee who will make the final decision.

### **Delegating:**

Writing this can be delegated to a good wordsmith. Getting it in your newsletter can also be delegated as long as you ensure it happens.

**Binder tab:** January

**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?