

Ask board chair to call new families

Delighting and creating ties to new families

“[Our board chair] reports that the overwhelming response has been very positive.”

Tim Kubrock
Prior principal of Lodi Academy

Today's idea is something that worked well at Lodi Academy last fall so we are sharing it this fall.

There are two reasons for asking your board chair to call and talk with every new family at your school.

Strengthen a new family's ties to your school

New families are just connecting with your school. Having strong ties to multiple people within your school family will improve their overall satisfaction with the school and increase the likelihood of retaining them over time.

Asking your school board chair to make these calls, creates another connection between a new family and the school.

Karen Kanas, director of marketing and community outreach at Lodi, makes a comparison to a spider web. The more strands there are between a family and the school, the harder it will be to break the overall web. Any one strand can be damaged without breaking the tie. Thus adding your school board chair as a connection is better than you or your teachers choosing to make these calls.

Learn about problems early

Not only will a call from the school board chair help strengthen a family's ties to the school, it can also uncover a problem when it is still just a "pebble in the shoe" and not a "deal breaker."

Three questions to ask

1. How is it going for your child at our school?
2. What are we doing well?
3. What things do we need to improve to make your experience better?

Delegating:

You, or a volunteer, can create the list of new families with their contact information for the board chair.

Credits:

Karen Kanas and Tim Kubrock, Lodi Academy

Binder tab: October

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?