

Giving parents, visitors and students visual reminders of your core values

“Ensure visibility so that your team can view and review them [core values] daily, rather than burying them in an employee [or student] handbook.”

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As I said in Principals' Council, I know each of your schools is working to instill Christian character in your students. However, it will not be understood and appreciated unless your school parents know the intentionality of your efforts and can visibly see what you are doing.

Create and display banners for each or all core values

Loma Linda Academy's elementary school is an excellent example.

- All four values are clearly identified and defined (in single sentences that use parallel structure to improve memorability).
- And I love how each value is linked via the circle in the middle with "Grounded in Jesus." Not only does this speak to the unique Christian purpose of these values, it is also a clever theme for their values education: "grounded kids." More about this later.

They can display these altogether, as below...



Or as separate banners around campus, as here...



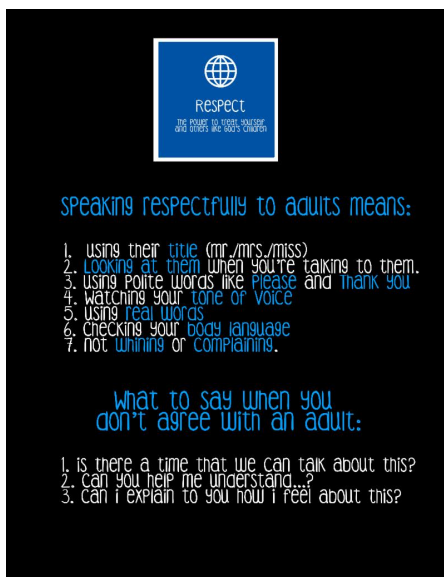
It may be too small to read in this photo, but the bottom band on each banner has "Grounded in Jesus at LLA." How perfect a message is that!

You'll notice that these are hung in a prominent area on campus and I'm assuming are not being changed frequently. However, you will also want to...

Display what you are focusing on right now

As you break each of your core values down into the component parts for teaching and internalizing, you can show parents and visitors how you are making those values practical for your students.

Here is an example from Loma Linda Academy for handouts, posters in halls and classrooms, or both. When a skill or value is taught in their assembly, they use these to break down the skill into tangible components/behaviors.



All this combines to make it clear to students, parents and visitors that the school is actively, intentionally and with careful thought working to instill great values in their students.

This is so important. If your school comes up with a different list of core values and definitions, and you want visuals to display on campus, and you get those to me in June-- I will commit to creating the artwork to be ready for next school year.

Delegating:

You need to lead the discussion and choosing of core values. Your team should jointly create/agree on the definitions. You can delegate creating the visuals.

Credits:

Thank you to Clayton Koh and Linda Tambunan Nystrom of Loma Linda Academy's elementary school for your willingness to share your great ideas and hard work.

Binder tab: June

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?