

Tell parents what you are doing—weekly

Sharing Christian character development activities with parents

“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does.”

Steuart Henderson Britt

I know I've used the quote above before, but it bears repeating in this context. As I've said, I know that each of you and your staff are helping nurture Christian character in your students. But if those actions are not visible to parents, they will not understand how your school is worth the tuition dollars they spend.

There are two reasons why you should share your Christian character development program with parents.

Increase the impact on each child

Parents who know *what* you are focusing on are more likely to reinforce those behaviors and speak to the heart of their child at home.

Increase the parents' support of your school

We know that developing positive character traits is the primary reason parents choose Christian schools--even if they are not themselves Christians. When they see what you are doing to help train their child, they will have more reasons to keep writing those tuition checks.

And here are some examples for how...

Examples of *weekly* parent communication:

Weekly (not weakly), you need to share with all parents what the school has focused on for character development that week. Your weekly school newsletter is ideal for this.

Here is a sample of one week's message to Loma Linda Academy parents in their newsletter. I like that they have included the image that shows their four core

values. If you need help creating an image for your core values, please let me know and I can help you create this over the summer (and put it in your school newsletter template to save you time each week).

Chaplain's Corner

Grounded Kids Assembly – Integrity

This week our focus for GK is integrity. We had the privilege of having our school board chairperson, Chris Johnston, as this week's GK speaker. Mr. Johnston shared about the importance of being committed to the words of Jesus in John 13:34, "I give you a new commandment, that you love one another. Just as I have loved you, you also should love one another." He emphasized the point that God's perfect love for us is one of the greatest examples of integrity. God's love never changes and is consistent no matter how we choose to act or respond to it.

There is always temptation to choose an alternative route. It is not easy to choose what is right all the time. However creating the framework that integrity is actually rooted in love shifts our paradigm. It helps us to see that at the core of integrity is a desire to be in right relationship with ourselves, others, and God. This love for God, others and ourselves compels us to choose wisely when no one is watching, to treat our family and friends well, and to be more accountable for our actions. This is why we value integrity. Integrity is not about behavior modification (although it is an outcome); integrity requires a heart transformation. We hope that you take time this week to dig deep into the value of integrity for your family.

What does integrity mean in your home?

What can you do to recognize and affirm integrity when it is demonstrated at home?

Share a time when you chose to demonstrate integrity even when you were tempted to choose the alternative.



KIDS GROUNDED IN JESUS

Every time a teacher or staff member sees a student going above and beyond in demonstrating one of our core values they get a Grounded Kids slip. Each week we do a drawing during our Grounded Kids assembly. Here are this week's winners:

- **Adam N., Mrs. Wild/ INTEGRITY**
- **Caleb L., Mrs. Hahn/ INTEGRITY**
- **Danielle R., Mrs. Robinson/ INTEGRITY**
- **Godson E., Mrs. Calixto/ INTEGRITY**
- **Jayden F., Mrs. Christoffel/ INTEGRITY**
- **Jeremiah H., Mrs. Winchell/ INTEGRITY**
- **Joel H., Mrs. Kaatz/ RESPECT**
- **Lauryn A., Mrs. West/ RESPECT**
- **Noah A., Mrs. Opp/ INTEGRITY**
- **Sahara L., Mrs. Robinson/ EMOTIONAL INTELLIGENCE**
- **Steve J., Ms. Messinger/ RESPECT**

And another message home...

FRIENDSHIP WORKSHOP NOTE (FOR PARENTS):

We had a great time at our friendship workshop today! We believe that you as parents are the best people to nurture your kids in their friendships with your personal life experiences and wisdom. We want to empower our students to be leaders for kindness and friendship on campus. Here are some key points that were covered and some helpful things that you can do to reinforce today's skills.

- **Words are powerful...choose them well.** We read *Chrysanthemum* by Kevin Henkes and discussed that when choosing their words, kids can remember this acronym: T.H.I.N.K. →
- **Our choices impact others' feelings.** We read the book *How Full is Your Bucket for Kids* by Tom Rath & Mary Reckmeyer and did an activity to see how positive and negative choices impact the feelings of others. The mental image that the book shares is that everyone has an imaginary bucket over their head. When they experience kindness, it adds drops of water into their buckets and when they experience mean or sad experiences, water is dumped out from their buckets. We encouraged the kids to seek to fill each others' buckets each day with kind words and actions.
- **When to help vs. when to ask for help.** If someone is acting unkind, kids often want to help to solve the problem. We did an activity help them realize which problems they can help solve and which problems they should ask for help from an adult. We generally stated that when someone is getting hurt or threatened, kids should *immediately* tell an adult. Also, if a problem doesn't involve them, it is generally wise to not get involved and seek an adult to help solve it. This is an activity we did that you may want to do with your child as well. They can write problems they can solve on the inside of the circle and problems they shouldn't try to solve on the outside of the circle.

Before you speak:

T H I N K

T = Is it True?
H = Is it Helpful?
I = Is it Inspiring?
N = Is it Necessary?
K = Is it Kind?

Problems for which I should seek wise people.

When they do decide to **ACT** when someone is being unkind to *them*, they can use this acronym to remember what they can do:

- A.** - Ask for space
- C.** - Choose from Kelso's Wheel →
- T.** - Talk to an Adult

Next week...

I'll share ideas for periodic parent communication.

Delegating:

Another staff member can be responsible for writing the weekly message on what the school did for character development that week.

Credits:

Thank you again to Clayton Koh and Linda Tambunan Nystrom of Loma Linda Academy Elementary 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?