

Delegate exit interviews

Learning why families really left (hint: it is rarely money)

“By... examining and keeping track of the outcome of exit interviews over a period of time, [you] can begin to identify trends and patterns...”

Unknown

School has been in session long enough that you have a reasonable idea who has returned and who isn't likely to.

Remember there are two types of exit interviews:

- Teachers and staff—we miss you and your child in our school (mentioning a specific character trait that is missed, so it doesn't sound like you miss only their tuition)
- Board members—we're sorry you left and what can we learn to do better in the future

Delegate at least one teacher to contact each family

- You can give this form (Exit interviews for teachers and staff—see the August section of Marketing Corner online) to whichever teacher or staff member you believe the family will be most willing to talk with.
- You don't want to put parents on the defensive, and this is not for information gathering. The purpose is simply to convey you will miss each family, the child(ren) and parents.
- This is more likely to get done, if you give your staff a deadline (i.e. by next week's staff meeting).

Delegate a board member to contact each family

- You can give this form (Exit interviews for board members—see the August section of Marketing Corner online) to board members. It explains both why and what.
- Ask them to be ready to share what they learned at your September board meeting.
- Be prepared to act on what you learn
- Take notes when board members report on what they learned.

- Look for commonalities, both in what you heard from different parents this year and what you've heard in prior years, either through exit interviews or anecdotally.
- Share this information (kindly) with your staff. Be sure to highlight any and all positive comments. But also decide with your team what you will work to improve this year, how you plan to do it **and** how you will measure progress.
- Lastly, think about and plan for how you can share (in broad enough terms that confidentiality is respected) what you've learned and what you will be striving to improve.

Delegating:

The steps that start with “Delegate...” :-)

Binder tab: August

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?