

Offer a “Scholar Day”

Inviting students to test drive the school as part of your lead handling

“If your 8th grader is considering multiple private high schools, you definitely should be planning for your child to spend a day taking the equivalent of a test drive by shadowing these schools.”

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As you know, lead handling is the entire process from the first time you hear that someone is interested in your school until they have enrolled (at your school or possibly another).

Parents are giving their children more and more input and control in school choice. We can either buck that trend by trying to persuade parents that school choice is too important a decision to be left to their elementary or high school student. Or we can maximize the chances that a visiting child will want to come to our schools.

Consider referring to visitation days as "Scholar Days"

Many schools refer to their visitation days as "Shadow Days" and there is nothing wrong with this. "Scholar Day" helps reinforce this is a school event (as compared to job shadowing which becomes more common in high schools).

The important point, is to have a well thought out, consistent approach for what will happen from the moment a new family pulls into your parking lot until they drive out again (and after).

Explain this to parents and kids as a test drive

Speak of this confidently ("We'd love to have you experience our school for a day. We find that kids who test drive our school are excited about attending here.")

Choose and train student ambassadors to pair with visitors

Each visitor should be paired with an ambassador (of the same gender) who has been trained and coached to help visitors feel welcome, introduce them to others, stay with them throughout the day.

For other ideas on student visit days, see “Handle leads effectively, part nine: Invite prospective students to spend time in the classroom.”

Delegating:

Organizing a student's visit can be delegated. As the person who talks with prospective parents you will be the best one to sign them up for a Scholar Day for their child.

Binder tab:

Ongoing (Place after “Handling Leads Effectively, part 9” in front of the January tab.)

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?