

Parent Engagement &
Ambassadors Workshop



LEADERSHIP PROFILES



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The School Growth Story

We grow schools and the people who have the courage to lead them.

School Growth is an Atlanta-based education strategy company that was founded by Scott Barron in 2008. Recognizing the escalating dynamics and complexities within the entire K-12 market space, he focused on the engagement of high-quality talent throughout the organization and the leadership capacity to accelerate improvement as the best way to grow schools and student achievement.

Today School Growth delivers three important service areas that address the full spectrum of K-12 schools. The global influence of this company continues to expand through outstanding results and strategic partnerships that enable more effective innovation and sustainability. This trend will continue as more school leaders discover the powerful benefits of growing as a learning organization with increasing engagement.



Organizational Audit

Conduct an assessment of the school organization or specific key areas to ensure compliance with regulation and accreditation requirements and to benchmark against best practices for optimal results.

Professional Development

Inspiring learning experiences created through unique curriculum and delivered by master teachers to establish best practices in Enrollment, Talent, Planning, Communication, Faculty, Governance, Finance

Growth Services

Optimize school performance through implementation of best practices in **School Design**, Communication, Crisis Management, Marketing & Branding, Strategic Planning, Recruiting, Fundraising, Leadership Mentoring



SCHOOL GROWTH

Since 2008, we've delivered professional development & school design services to:

2000+ Schools in
20 Countries



Talented,
Energized,
Engaged Educators
Change the World



www.SchoolGrowth.com

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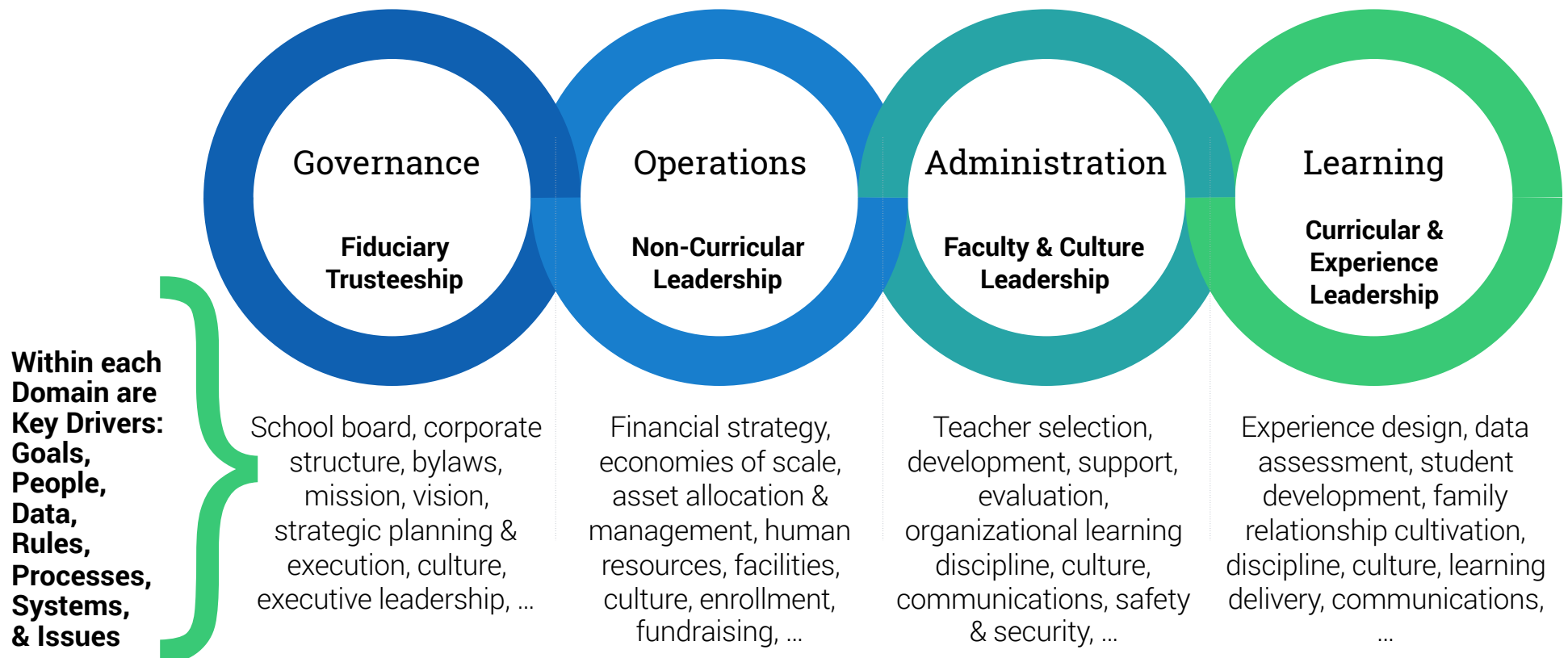
School Growth Design Framework™

Schools are complex organizations with inter-dependencies across the Four Domains of School Design. Understanding how each component and decision is connected enables greater clarity, accountability, and growth.

SCHOOL CONTEXT

Internal: Mission, Purpose, Goals, Value Proposition, Target Market, Values, Beliefs, Vision: Ideal Future, Story

External: Key Partners, Accreditation(s), Community, Campus Design

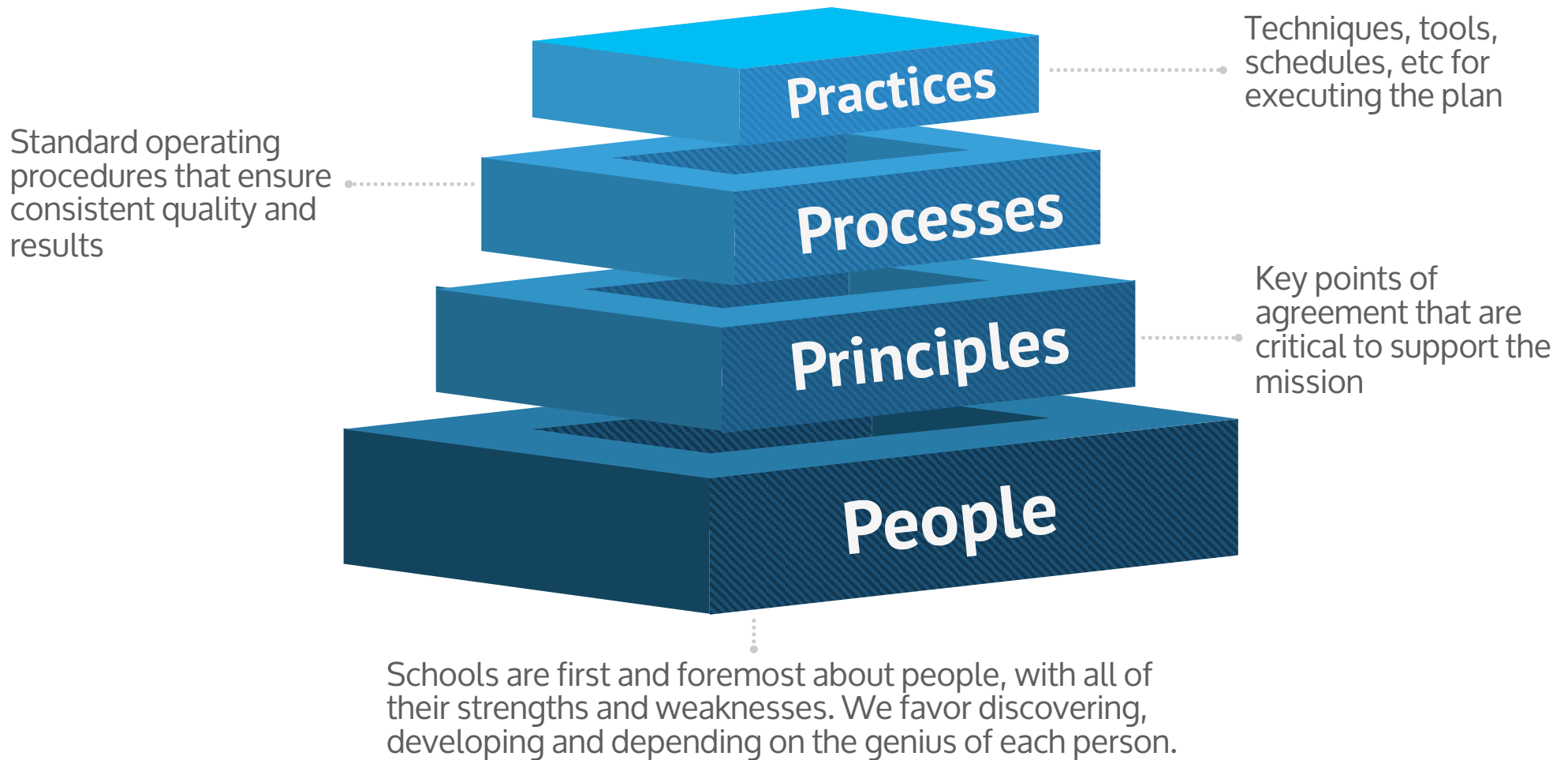


Parent Engagement

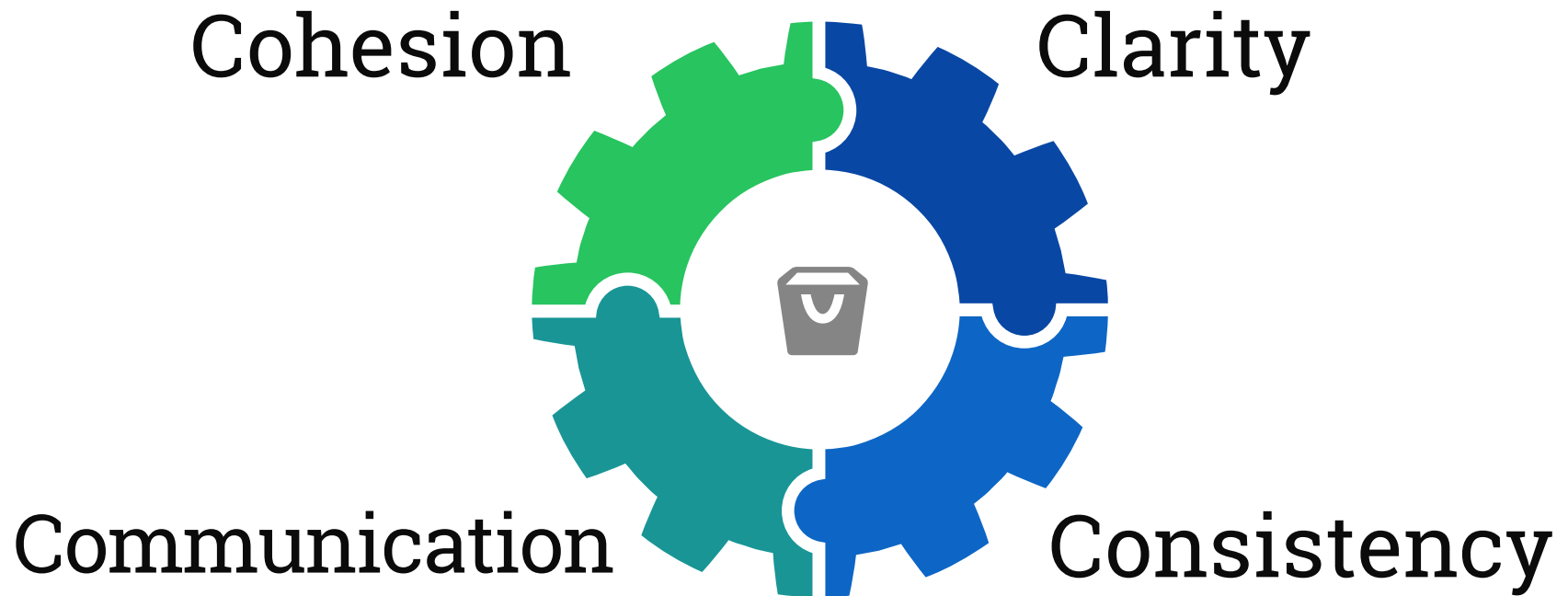
Goals

Expectations

Parent Engagement Layers



Organizational Health



Healthy School Assessment



Enrollment is the temperature that measures school health

Enrollment Challenges

Changes in the economy (employment, housing, etc.)

Lack of trust in the leadership (board, administration, teachers)

Lack of respect for the teachers and/or academic quality

Lack of relationships (teachers/coaches, peers)

Conflict in expectations vs experience

Significant level of relocations/job changes

Confusion in the identity and/or brand of the school

Inconsistent and poor quality communications

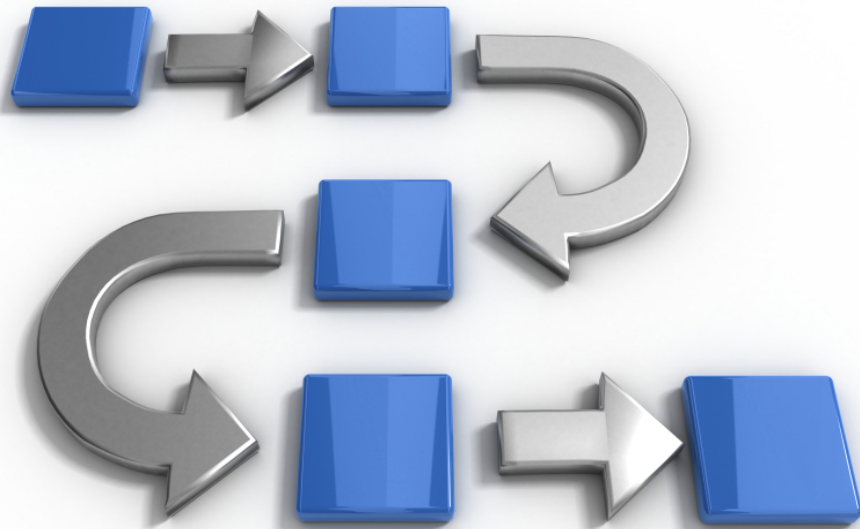
Perception of better quality options

Low level of mission and brand loyalty

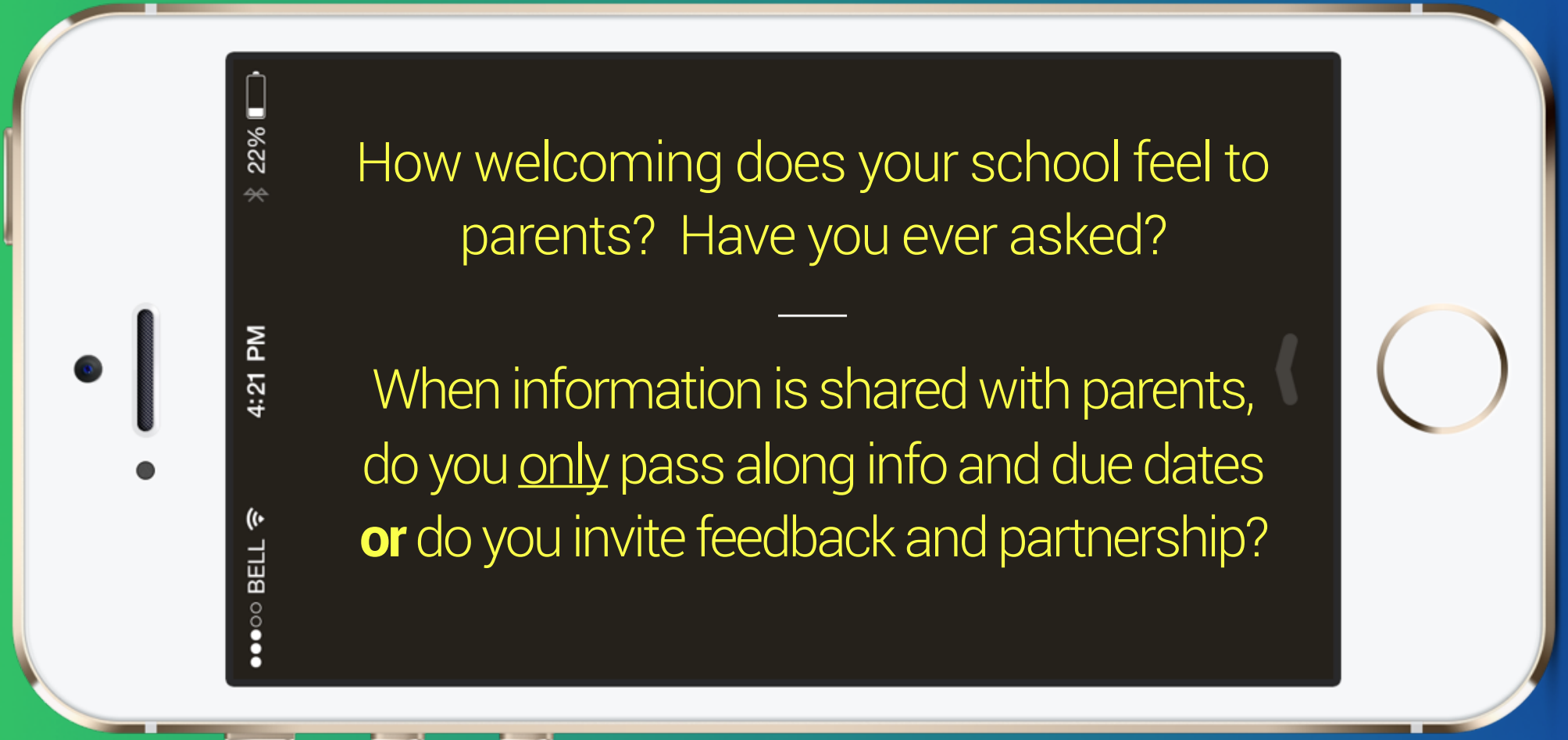
Healthy School Assessment

Contributing Processes to Enrollment

- Financial Aid
- Enrollment & Re-enrollment
- Faculty Training
- Faculty Culture & Engagement
- Academic Quality, Assessment & Planning
- Family Recruiting & Engagement
- Academic Product Definition & Creation
- Parent Group Management
- Marketing & Branding
- Tuition Setting & Financial Model
- Mission & Vision Definition and Comm.
- Communication Protocol
- Onboarding



Two Critical Questions



How welcoming does your school feel to parents? Have you ever asked?

When information is shared with parents, do you only pass along info and due dates **or** do you invite feedback and partnership?

Building Stronger Relationships

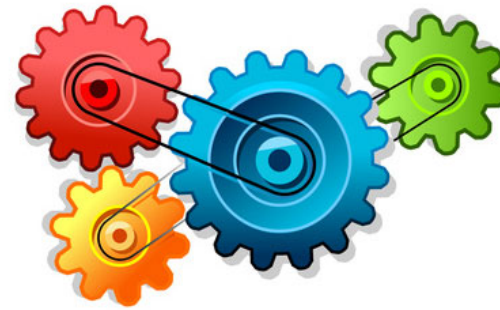
COMPETTIVE OPTIONS



PRICE



PRODUCT

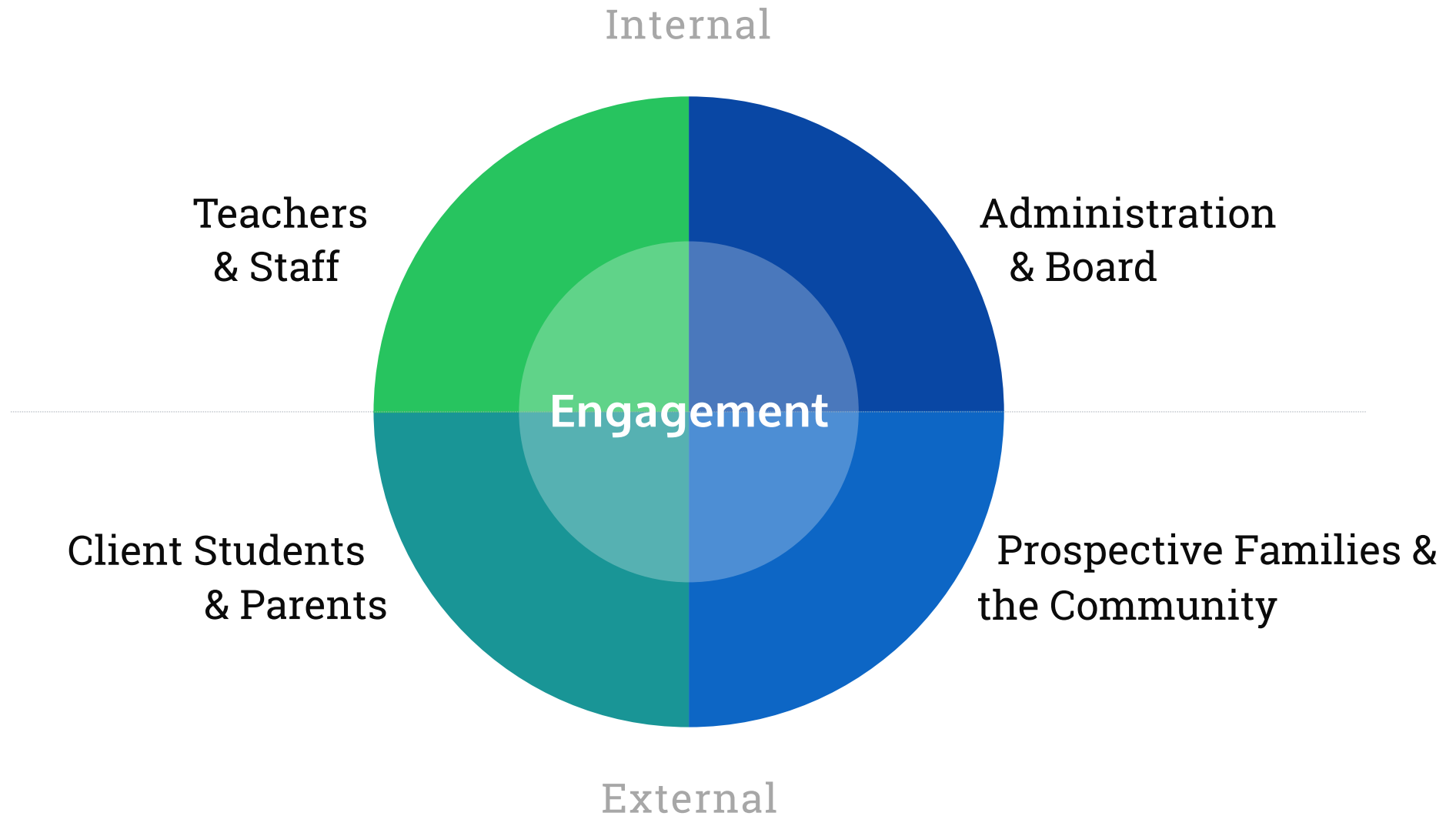


PROCESS



PROXIMITY

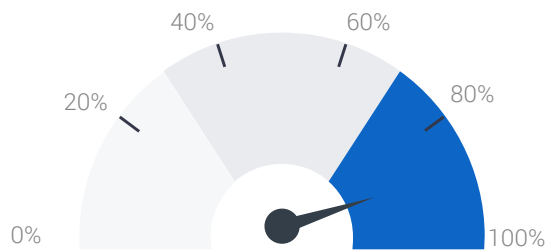
Key Relationships to Achieve School Growth



Impact of Engagement

Faculty Engagement is the most reliable predictor of student growth.

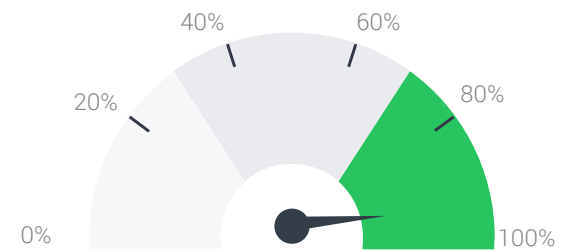
—Gary Gordon of Gallup Research in Building Engaged Schools



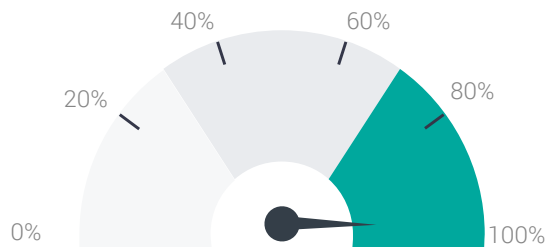
Student Growth



Enrollment Growth



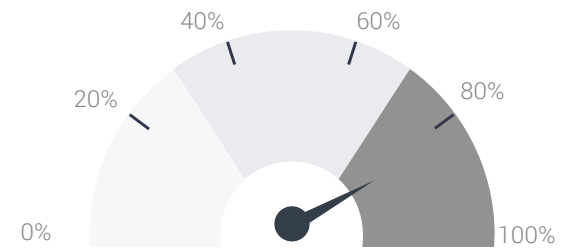
Funding Growth



Faculty Retention




School Culture




Sustainability


How Do Client Relationships Impact the School?




Angry Families are Silent Assassins



Once a family leaves, they rarely return




Twelve Positive Experiences are required to compensate for ONE Negative Experience




1 Happy Customer = 9 Referrals

80% of Schools believe they deliver superior customer service.


8% of families actually believe schools deliver superior customer service



A family is 4x more likely to choose another school if there is a weak client relationship



Customer Experience
(for parent(s) and student(s)) is THE key brand differentiator for schools



65% of families are frustrated by inconsistent experiences across the school

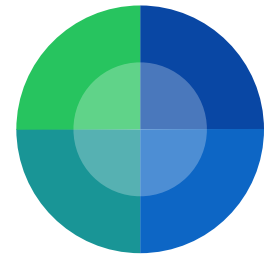


Everyone has their own story



Elements of Engagement

Successful schools are simply those led by people with successful habits.



Best Habits

Empathy,
Listen, Follow
Up, Trust,
Gratitude

Responsiveness,
Resiliency,
Positivity,
Learn

5% More,
Clarity,
Follow Thru,
Handoff

Patience,
Deep School
Knowledge,
Anticipate

Core Beliefs



Be
Genuinely
Interested
in People



Maintain
Accurate
Self
Awareness



Fully
Commit to
Mission &
Culture



Model
Humble,
Expert
Leadership

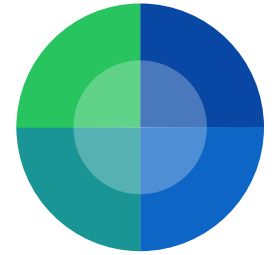
Goals

Retention of Families, Recruitment of New Families, Higher Engagement, Brand Strength and Loyalty, Financial Sustainability



Rules for Empathy

The capacity to understand or feel what another person is experiencing from the other person's perspective

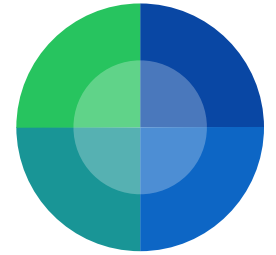


1. Check your Perspective
2. Validate their emotions
3. Ask them to define success
4. Stay Observant
5. Follow Up



Rules for Responsiveness

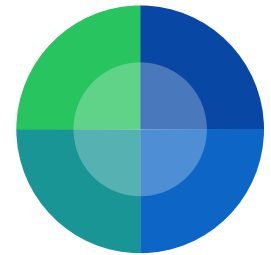
The ability to react quickly and in a positive, interested way



1. Don't take it personally
2. One positive note per day
3. Never argue—Find Common Ground
4. Amaze them with kindness
5. Solve the problem

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Parent Engagement Strategies for Faculty

- 1 Set expectations & guidelines for involvement at multiple levels
- 2 Consistently monitor at-risk families and prioritize communication and relationship
- 3 Develop a customer service mindset and habits
- 4 Maintain professionalism and ambassador responsibilities
- 5 Continually train and learn about all aspects of the school and be ready
- 6 Welcome involvement and engagement, and encourage frequently
- 7 Give parents something to talk about: student accomplishments, learning opportunities, etc.
- 8 Create & foster opportunities for connection: Career days, student presentations, workshops that parallel student learning
- 9 Know parents talents and strengths to connect more accurately and effectively
- 10 Establish a list of school-wide volunteer activities with specificity

Healthy School Assessment

Compare & Contrast



Disengaged Parent



Engaged Parent

Building Engagement to Grow Enrollment



All Parents

- W.O.M.M.
- Quarterly Contact
- C.A.V.E. People
- Communication Group
- “Let’s give them something talk about!”
- Parent Organization
- Appointed Executive Team
- Inclusive
- Share Admission Success
- Attend Events

New Family Ambassador

- Raving Fan
- Selective Membership
- Year Long Commitment
- Equip and Train
- Monthly Communication

Building Engagement to Grow Enrollment



Community Outreach

- Influential Parents
- Take School on the Road
- Host Neighborhood Coffee
- Business Introductions
- Speaking Engagements
- Facebook and Social Media

Special Events

- Attend Events of Welcoming Committee
- Open House
- Parent Coffees
- Home Coming and Traditions

Parent Ambassador Strategy

The purpose of the Parent Ambassador Program is to engage parents and family members to help in the retention of current families and recruitment of new families through personal connections. Parent Ambassadors are advocates for the school who are willing to share their experiences and impressions, and will assist in communicating the school's mission, vision and distinctives. Prospective parents want to hear from current parents – they are truly your best advocates!

1. **New
Family
Ambassadors**

2. **Community
Outreach
Ambassadors**

3. **Special
Events
Ambassadors**

Although there are three distinct types of ambassadors, participants can sign up to be in one or more categories. This program is a great opportunity for all families to get engaged, but particularly great for Middle and Upper school families. The Parent Ambassador program connects new and old families for the common cause of sharing the school's story internally and in the community "One to One".

New Family Ambassadors



1.

- Mentor to new families
- Engage through grade level social events, answering questions and connecting them with resources within the school community
- 2 per grade, with more in transition grades
- Year-long commitment
- 2 Summer gatherings per grade

Community Outreach Ambassadors



2.

- Take the school to the community
- Collaborate with businesses to promote school events
- Assist the Admission team with networking with local churches and pastors, real estate agents and neighborhood communities through community coffees.
- Expand the reach of the Admission office to more people and greater results accomplish.

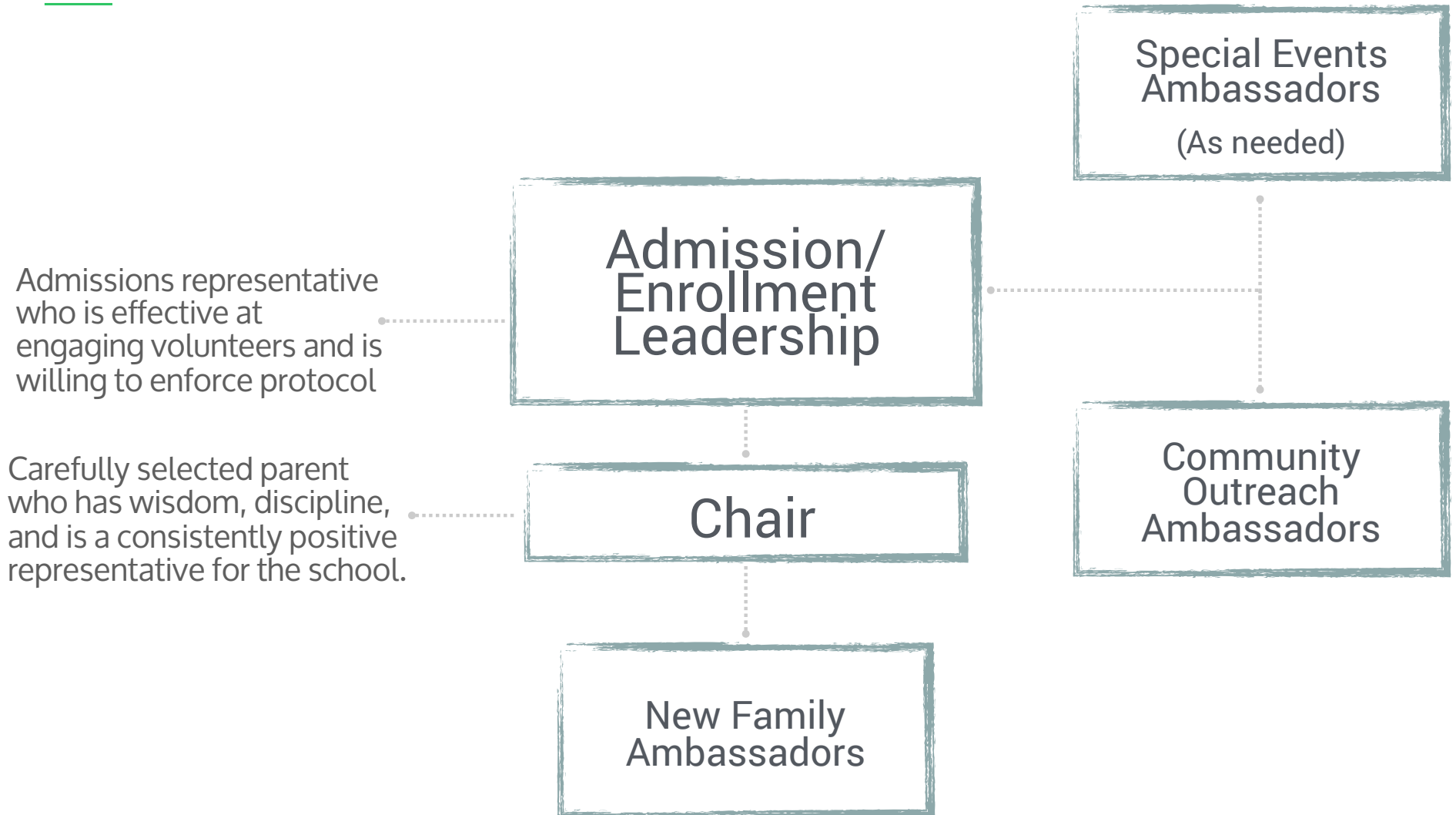
Special Events Ambassadors



3.

- Host a table at various events
- Assist with tours at Open House
- Help lead school related special events to build relationship within the school community.
- Offer support during larger events held on campus such as homecoming, curriculum nights, etc.

Parent Ambassador Leadership Structure



Parent Ambassador Meeting Schedule

1. Create a Calendar of Admissions-related events and monthly ambassador meetings
2. Define annual communication plan
3. Choose ambassadors
4. Create key messages

First Meeting

- Review calendar and admissions materials
- Highlight the story and key message points
- Review responsibilities of each Ambassador, especially communications

Second Meeting

- Review New Family Mentor Handbook—Refine & Revise
- Train ambassador families and reiterate expectations

Subsequent Monthly Meetings

- Highlight events to attend for the month and needs
- Share division successes
- Provide talking points

Inquiry Enrollment Process



Enrollment Continuum of Engagement

Inquiry	Offer inquiry options: email, phone, website. Two inquiry forms based on the type. With web & phone, use a shorter form to get them started. Follow up every week for six weeks and then monthly unless they opt out of receiving your communications.
Visitor/Tour	Fill out longer data collection form with interest categories. LISTEN for key areas of interest and concerns. Plan tour route & dialogue accordingly. Review app process and additional materials needed. Invite to events. Stay in touch weekly for 6 weeks to convert to applicant, then monthly unless they opt out of receiving your communications.
Applicant	Send bi-monthly updates/e-news. Encourage to attend open house. Host student shadow day(s) w/ parent meetings. Faculty/Mentor family send notes. Invite to at least one on-campus event each month (e.g., art shows, athletic events, play, etc.)
Interviewee	Host family interviews. Review each candidate file carefully and methodically. Deepen relationships as you get to know the family more. Assess alignment with mission and culture.
Accepted Candidate	Continue building relationships, encouraging connections with teachers and coaches. Engage with mentor families. Call weekly until they make an enrollment decision.
Enrollee	Collect contract, tuition & fee payments. Deliver welcome packet w/ calendar, uniform, book, contact info, etc. Direct mentor families to plan at least 2 get-togethers over the summer. Begin onboarding sequence with division leadership in May.
Onboarded Family	Host meeting with new families before the deadlines for any sports or other programs in order to get them involved. Train them on expectations for giving, communications, participation, etc. Step through the school year to align goals.

* Survey families who declined your offer of acceptance to determine where they enrolled and why they chose another school

Building Engagement to Grow Enrollment



Listen

- Reason for Change
- Driving Motivation
- Capture the Info
- Inquiry Card / Application
- Tour Routes
- (Summer vs. Regular Admissions Season)
- K-Tours
- 6 Week Follow-Up to Convert to Applicant

Engage

- Utilize Mentors
- Faculty/Admin Intro
- Invite to Events
- Assign Shadow Host
- Monthly Newsletter

Building Engagement to Grow Enrollment



Roots vs. Connections

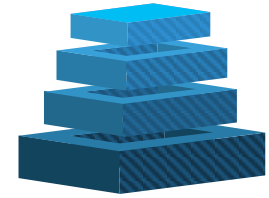
- Notes from Faculty & Students
- Parent Coffee & Grade Overview
- Family Interviews

Onboarding

- Welcome Packets
- Connect with Counselors
- Engage with Mentors
- Engage with Parent Organizations to Volunteer

- Spring & Summer Social
- New Family Survey for Valuable Information
- 12 Month Process

Onboarding Schedule



January

Delineate Responsibilities

- Meet with admin & staff
- Create calendar with timeline for handoffs with specific items from the welcome packet to be supplied by each division or admissions. Items should be submitted by May 1st with Admissions assembling packets.

March - May

New Family Ambassadors

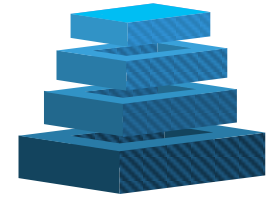
- Engage mentor moms early in the process
- Review handbook and revise as needed
- Define responsibilities
- Train
- Review Welcome Packets

May 1

Create Welcome Packet Items

- Head/Principal Welcome Letter
- Important calendar dates & info
- Before & After School Options
- Volunteer Opportunities
- Whom Do I Ask?
- System “Getting Started” instructions
- Information on uniforms, books, etc.
- School Calendar
- Mentor Parent List

Onboarding Schedule



Mid May

Spring Social/Connect Event

Coordinated by Admissions and New Family Ambassadors, but led by Divisions. This is the “official” handoff to the academic leadership

- Division heads meet with new families to welcome
- Review packet information
- Introduce technology
- Review summer programs
- Schedules
- Technology Orientation
- Q&A about start of school

June - August

Summer Engagement

- Admin & Staff meeting to discuss summer protocol for customer service, phone answering, communication, etc.
- Weekly updates from Admissions to Divisions and mentors with new family info
- Mentors will contact and connect
- Division Heads will contact and welcome weekly

August - January

- Faculty in-service to review new family principles, processes, and practices
- New Family Orientation Meetings prior to beginning of school, each Division hosts a meeting for families to set expectations, equip for start of school year, answer any and all questions
- New Family Research
- Quarterly feedback from each division regarding emotional, social, and academic assessment
- Mentor family training & followup

School Growth Training & Services

Curriculum designed to cultivate deeper relationships with clients, co-workers, and communities.



Talent & Team

- Talent & Team Audit
- Building Faculty Engagement
- Effectively Dealing with Difficult People & Situations
- Hire Well, Fire Well
- Personal & Organizational Genius
- Leadership Coaching/Mentoring
- Talent Recruiting

Communication

- The Laws of the Grapevine: Communication habits to build relationships & trust
- Social Media Strategies to Build Engagement
- The Integrated Communication Plan

Enrollment

- Enrollment Audit
- Strategic Year Round Enrollment
- Target Market Research & Assessment
- Branding & Marketing Plan
- Parent Engagement

Finance & Funding

- Operations Audit
- Optimize Financial Aid
- The Consultative Business Officer
- Right-sourcing for Optimal Growth
- Better Fundraising Strategies
- Building Donor Engagement
- Systems Selection & Implementation
- School Operations Management

Strategy & Growth

- School Organizational Assessment
- Strategic Planning
- Innovation Planning
- Advanced Campus Safety & Security
- Optimizing School Design
- **School Design & Development**

School Board

- School Board Audit
- Building Board Engagement
- Board Retreat
- Board Coaching/Mentoring
- Succession & Legacy Planning





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