

Running an after school program is no simple task. It's easy to let the management of the program slide while you're focused on your students. However, it's critical to not only take care of participants, but also drive success for your business. Here are five secrets to managing a successful after school program:

Make your website parent-friendly

Parents are busier than ever and don't have too much time to spend on any one task. Offering a fast and efficient website user experience ensures they'll have a positive interaction with your brand and will increase the chances that they'll sign their child up for your program. Offer easy online registration and make your FAQs easy to find!



Define the curriculum

Parents want to know what their children will be up to while at your program! Be specific in telling them what they're getting for their money and time by outlining your program curriculum in detail. Show that you have a set agenda, skilled instructors, and goals that your students will be working toward.



Maintain consistent communication

To gain the trust of parents, it's critical to keep them in the loop about your program.

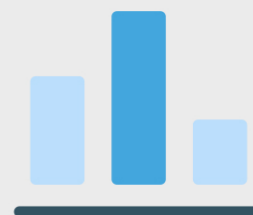


Communicate frequently about:

- Program schedule and activities
- Changes to scheduling, curriculum or instructors
- Updates on activities and what the kids have been doing
- Important reminders

Collect some data

You may think you know what students and their families need, but how can you know for sure?



Send them a survey using an online tool like SurveyMonkey. Allow them to answer anonymously so that you can get more honest answers! By conducting surveys, you can look for trends and make sure your program is meeting expectations.