
29 Ideas to Make Your School Customers (Parents & Kids) Smile

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1. Take the first 10 minutes of every faculty meeting to have your staff fill out appreciation cards for the students in their classrooms. It's easiest if they have peel and paste names and addresses to the parents.
2. Every Wednesday night (pick your week day) visit two or three of your students' homes. Always make the appointment ahead of time. Make sure the student has an opportunity to show you their room. Pray over the family and thank them for their business.
3. Every morning and after school spend 15 minutes in the parking lot greeting students and connecting with parents.
4. Host biannual fireside meetings in your home for parents. Of course, if your home can't accommodate these meetings, find a local church member with a home that will. Use this opportunity to highlight the good things going on in your school and some time to listen to some suggestions of what you and your staff can do better.
5. When your school hosts an open house/school tours have your students trained to guide tours of the school. This will only work well if you've trained your students on how to act, what to say, and how to say it.
6. Post it note ministry. Every time you see a student do something of note (positive things only) put a Post-it note on their locker or desk letting them know how you appreciate them.
7. Within the first week of school, host a parent information meeting. Introduce them to your whole staff, give them all the general information they need in a larger meeting, then have them visit classrooms so your teachers can go through classroom expectations and syllabi.
8. Lay out your policy and plan for dealing with bullying/bullies. Define what bullying is and how it can show itself in a school. Give students and parents ways to report and let them know they will be taken seriously.
9. Put

13. Start a customer loyalty program. Reward loyalty with school swag, tuition rebates. Loyalty comes in the form on on-time tuition payments, student attendance, GPA, parent participation