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Improving your school's visibility and image through board members and yourself

Mark Witas shared this idea at our teacher in-service day—and it's a great one.

Although we expect board members to be supportive, we rarely give them a specific, tangible way to be supportive. And we often focus our connections and visibility solely within our church community.

Ask board members to share good features/news

At you

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?