

Add marketing events to next year's calendar

Letting parents know when to plan for school events

Stephen Covey

As you are setting your calendar for next school year, it is the perfect time to schedule your three annual marketing events.

Please notice these should not all be new events but, in some cases, a new focus for existing events.

Back to school event (in the fall)

In all likelihood your school already has some type of "welcome back to school" event for students and families. If so, make sure you are maximizing this opportunity to give parents great information about your school's successes. If not, put one on the calendar now for next fall.

Open house (in the winter)

If you haven't been doing an open house, please plan to do this next year. Remember that incorporating re-enrollment and application incentives into this event will also give you useful information for budgeting in February and March.

Celebration of the year (in the spring)

If your school already has a spring concert, don't add another event but expand the purpose of that one to celebrate student accomplishments in many areas of school--not just music.

Delegating:

You may ask your home and school leader to find open times in your school's schedule for these events. But you will want to confirm those choices are appropriate.

Binder tab: March

School size: All