

Set an improvement goal for next year

Working with your team to choose and announce next year's goal

“You have to decide what your highest priorities are and have the courage--pleasantly, smilingly, unapologetically, to say 'no' to other things. And the way you do that is by having a bigger 'yes' burning inside.

Most schools are finishing school this week or already starting their post session week. Before you all leave for the summer, decide as a group (even if that is just you and your school board chairperson) on your goals for school improvement next year.

Use research results

If your school did a satisfaction survey this year, choose a goal based on what you heard from parents. This could be either improving an academic area or a customer service area.

Even if you didn't do a survey, you still have the data from your IA results—choose an academic area from that.

Tell parents now

Write a final school newsletter to all parents. Thank them for sharing their child(ren) with you this year. Tell them what your plans are for next year. This should include what area you will be working on over the summer (not the specifics of what you plan to do) and that all of your team will be addressing this area.

Plan this summer

Ask your teachers, and yourself, to brainstorm over the summer on what changes will need to happen in each classroom and for the whole school to create positive change in your chosen area.

Finalize next fall

Set aside time during pre-session to talk together and finalize your game plan for the year. In a larger school, you might consider choosing accountability partners amongst your team.

Explain at your back to school event

Remind parents that you choose your area to improve by looking at data (a satisfaction survey or the IA results) and that your whole team spent time planning over the summer. Then share your plans for the year. Lastly, tell them you look forward to their feedback during the year on how the new approach is working.

Delegating:

You and your team need to work together on choosing your area, but you need to do the communicating with parents this spring and next fall.

Binder tab: May

School size: All

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?