

## Character development is your highest priority

Making the "Christian" or "Adventist" in your school name practical

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### **Share again with teachers that their role in marketing is: terrific teaching and primo parent communication**

With the bar for quality high (see [Teachers' role in marketing, part 1](#)) and your teachers' time very limited, how should teachers prioritize their efforts? First, with terrific teaching. But (surprise) Christian school parents are typically more concerned about character development than academics.

### **Christian character development is your top priority**

Academics need to be as good as public and charter schools, but your school will not win students by being as good as, or even somewhat better than, the free option down the street. Your school will win students when parents can see that their child's character is developing in a positive, Christ-like manner.

### **Parents equate character development with consistent discipline and high behavior standards**

When parents walk onto a Christian campus, they expect to see students interacting as Christians. If they see students being unkind, untruthful, unChristian they may be willing to overlook it *if*

school's philosophy, you will need to spell that out, **in advance**