

Insist that all teachers follow the plan

Each teacher communicating with parents in their own way, on their own time schedule is chaos for parents. Let me give you some examples (and while the names have been left out, the information is real).

Music teacher A is trying hard to communicate with parents so (s)he sends emails with quantities of useful information. But since parents don't know **when** to expect these emails the messages easily languish in overfull inboxes until after the events described.

Teachers B, C, D and E believe high school should take responsibility for their own schedules. While this is laudable it ignores the fact that high school students may not yet have a drivers' license or a car to drive, so families still need to coordinate getting their student to school events.

Teacher G (we will not label anyone Teacher F) calls parents individually when drivers are needed for a field trip because (s)he knows who is likely to say yes. This means that the same parents drive 95% of the time. Parents not asked often feel left out and not fully part of the community--even if they couldn't drive--because they are never asked.

Teacher H sends permission slips home on Monday for a field

Teachers Q, R and S teach through amazing simulations and active learning events. Parents with students in those classrooms are mostly, but not fully, aware of all the great learning that is happening. Parents of students in other grade levels are only marginally aware. All parents could be more effective sharers of great word of mouth about the school if they had more complete information. School T has great service activities and amazing stats from their standardized testing but few parents and almost no non-parents are aware because there is not a venue for sharing that information beyond the school board.

Unfortunately, I could go on but I hope that you and your teachers are beginning to see a picture of what makes life simpler or more difficult for parents. As well as opportunities for giving your parents fodder for sharing about your school in your community.

Next week: The recommended solution

Delegating:

You don't need to delegate anything yet, but you do need to share this with your teachers and staff.

Credits:

Thank you Dan Krause for allowing me to share the results of your meta-analysis.

Binder tab: September

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?