



Start telling your parents now

Outlining the deadlines and fees that will be expected in January next year


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If your parents are not used to paying a substantial fee in January to (re)enroll their children, you need to start telling them now--and tell them often.

Since we've had a hiatus for spring break and Principals' Council here is a summary of what is important about re-enrollment and fees:

- Encouraging re-enrollment
- Enrollment carrots and sticks
- Enrollment projections for less-stress budgeting

And now for this week's recommendations:

Talk about this at least monthly

Include the details of your enrollment fees in your school newsletter at least once in April, May, June, August, September, October, November and December. (In January you should talk about this weekly.)

Put yourself in your parents' shoes when writing

Start you messages by acknowledging this will cause difficulties for some people. Invite people to talk with you (or the treasurer, finance committee chair, financial aid coordinator--whoever else is appropriate and you would be comfortable with) if this will be a hardship for them.

Include your excellent reasons for this change

Here are the talking points I would use:

- Everyone (except perhaps the federal government) has to balance their budgets.
- To be responsible stewards of our resources and your tuition dollars, we need to plan ahead including how many staff and for what hours we can hire.

- The conference asks for budget projections in March in order to deadlines for employment contracts.
- We are asking for your decision in January so our board can make informed choices at the February board meeting in time for tke andhoteadlines