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## Promote your seminar to the community—maybe

### Determining readiness for promoting your school success seminar

Because the school success seminar offers a tangible service to your community, it is an excellent opportunity to raise the visibility of your school. But please make sure you, your school families and your facilities are ready and able to present a professional and pleasant seminar.

Promoting the seminar to your community is A+ work. If you don't believe you're ready this year—please go ahead with the seminar for your own parents this fall and expect to tackle external promotion for it next year.

#### **Will enough of your own school parents attend?**

Community parents will be more impressed and more comfortable if they are not the only people attending.

#### **Will your school parents be welcoming?**

School families often know each other so well that they greet and visit with each other at events; ignoring new people they don't know. Ask your friendliest families to not only come, but to introduce themselves and welcome any new parents who may attend.

