

Accept only excited families

So how do you do this effectively?

If they seem uncertain, tell them: "We'd love to have you and your family here. But only if you will also love being here. If you aren't certain yet, please take the time to research and consider your options. We'll still be here when you've decided."

This sample approach comes from Karen Kanas, Director of Community Outreach at Lodi Academy.

Delegating:

You as principal need to interview parents and students. You can have a designee handle initial contacts and tours if you have chosen that person extremely carefully.