Learning what works for other schools

## Follow up with interested parents

At Principals' Council you heard from Rick Nelson, Katie Richmond and Matthew Jakobsons (in absentia) about how their schools handle prospective parents.

You asked for the full information from Matthew--here it is. I've added and outline and the benchmarks for the full process so you have all this information in one place.

## **Step 1 -- An interested family contacts the school (Rick Nelson)**

Cynthia Cox, the office manager at Chico Oaks, answers questions but primarily focuses on getting interested parents scheduled for a Education Success Consult with Rick.

She uses the Inquiry Tracking and Checklist form in a binder she keeps on her desk both to a) capture contact information for the family, and b) track the school's follow-up process with that family.

## Benchmark

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my office team out because I will repeatedly say, "we won't know if a family is enrolled until the first day of school."

**Question**: You told me you gleaned value insight from Dale Henry's presentation. What was that?

• Candidly, my teaching and support teams can be frustrated by this approach but I view every family as a valued customer that allows us to, at the very least, remain