

*Teachers' role in marketing, part 6*

**Assumption #4: Parents will not be wowed by your customer service if each year (or in high schools, for each teacher) they have to learn and conform to how that teacher communicates student progress.**

Remember, since parents are our customers we need to design our services to be convenient for them--not us (although our systems need to be efficient for us as well).

As before, here are some examples of how difficult it is for parents if each teacher has their own way of communicating student progress.

- Teacher A works hard to send weekly packets home with her elementary students. The packets include homework for the week and graded homework from the prior week. Parents really appreciate seeing how their child is doing, the big bright stars on the graded homework and the encouraging comments from the teacher. But they can still be unpleasantly surprised when grades come out. How? Because if a homework sheet isn't turned in, it doesn't get graded and returned and the series of zeros can create a grade lower than the parents expect.
- Teacher B has an inbox slot system and puts graded schoolwork in each student's box. But this system isn't explained to parents (who still have a fond attachment to the packet system from last year's classroom) who are frustrated they have no idea how their child is doing until grades come out--and she failed two of her classes.
- Teacher C uses Renweb to record student grades and encourages parents during the "back to school" event (three cheers for this) to check on their child's progress there. He even does a mini-tutorial on how to look up grades in Renweb (four cheers for this). But he grades papers in large batches sporadically, so parents are frustrated because they can't rely on Renweb data being a current picture of their child's progress.
- Teacher D sends sheets home daily

there are tabs in the "student information" section of Renweb for "homework" and "lesson plans" and she wonders if one of these might work for listing assignments throughout the semester.

Once again, my hope is that this helps you see what life is like from the perspective of parents who are sincerely interested in their child's education and want to be appropriately supportive.

### **Next week: A recommended solution**

#### **Delegating:**

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

#### **Credits:**