

Re-enrollment, part 2

Motivate parents to commit now for next school year

Using both a carrot and stick to motivate enrollment/re-enrollment

Next week I'll explain timing and communication in detail for next year. But, for now use these basic principles.

- Don't change your system if you can't:
 - » get your school board's support,
 - » communicate it at least three times between now and when you implement it,
- Explain (all 3+ times you announce this) that you are doing this because:
 - » Your school needs to be responsible stewards of its resources.
 - » Everyone has to balance their budgets (except, sadly, the government).
 - » Since employment costs are the single largest expense at your school, you must know that before you can create a sustainable budget.
 - » You must accurately project the number of students in order to accurately project the teachers and staff needed
 - » You need to know next year's numbers in order to hire/re-hire teachers in a timely way and be a responsible, ethical employer
 - » Note: the NCC deadline for you to submit a budget will not be a persuasive argument for your parents.

You can't delegate this, but you can't do it on your own either. You will need to work through this with your board and then communicate it often to your parents.

: January
All

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?