

## Share your improvement plan

Telling parents what you plan to improve this year—and how you plan to do it

This week's message assumes you and your team have a) read *Raving Fans*, b) chosen an area to improve (either an academic area or a customer service area), and c) have scheduled a Back to School event.

Since school starts next week, now is the time to fine-tune how you will tell parents at your Back to School event about your improvement plans for this school year.

### **Tell parents      you chose the area you will be improving.**

Ideally, you can say your team chose this area based on feedback from parents. It is always better to say "we are doing this because you wanted it," than "we are doing this because we think you need it."

### **Tell parents specifically      you will be doing differently.**

Here is an example. Parents at Chico Oaks had said they felt their children could be learning more writing skills. The teaching team decided the whole school would focus on a specific type of writing during each quarter (e.g. poetry, persuasive, etc.). All teachers created plans for teaching and improving writing in their grade levels in each of the areas. For each quarter there was an opportunity for students to share their work (e.g. poetry night, etc.). This plan was announced at Back to School Night, which prompted the quote above.

### **Tell parents      you will gauge effectiveness--which should include asking for their feedback.**

Of course, their feedback should not be the only factor in determining success, but it should be part of your evaluation.

**Delegating:**

Announcing your school's plan for improvement should come from you as the school's leader.

**Credits:**

Leslie Bartsch—thank you for telling me about comments parents may not have shared directly with Rick Nelson.

**Binder tab:** August

**School size:** All

**Marketing process step:**

- 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?