

Ongoing	
1	School Spotlight' once a month in church. Parent testimonials.
2	"Our school thrives with families like yours - so please tell a friend about our school" - on all literature.
3	Thank you notes - board members, pastors, volunteers, staff, parents, children
4	"Good News" phone calls and e-mails to Promoters, before they read it.
5	"We are always seeking to serve families like yours - that's why your referrals are so important" at all church events and publications.
6	Insert to churches 1st of every month - FilAm, Central, Spanish x2, Milpitas, Wellspring
7	Bulletin board for people needing / selling / buying something
8	If someone gives a testimonial, ask them for referrals. Train everyone to ask.
9	Share one success story at every staff/board/finance meeting.
10	Email pics of kids to parents at random times.
11	Send a thank you note immediately after receiving testimonial.
12	Testimonial / success story in every newsletter.
13	Suggestion box. Have a "Best idea" contest.
14	Thank you notes for all thank yous received.
15	Monday memos - have mini lessons for your staff.
16	Schedule an "Education Day" in every church. Ask for the whole service.
17	Customer (parent) service "mini lesson" at every staff meeting.
June	
1	Update and review all Teacher Handbooks.
2	Update your website for the new school year.
3	Assess your program - how can you add more and improve what you have.
4	Analyze SWOT. Strengths, Weaknesses, Opportunities, Threats.
5	Newsletter: Here are all the changes we have made base on the Parent Survey:
6	Buy lots of cards and stickers, etc. for personal notes - you will need them.
July	
1	Mail out postcards to children hand written by the teacher. "Hope your summer has been fun. I can't wait to see you next year".
2	Plan final registration - plan an "experience."
3	Develop a question for bumper stickers/t-shirts/bulletin boards. "Why would you send your child anywhere else?" "What is God's best for your child?"
4	Create a "Professionals in the Area" referral packet. Churches, learning disability specialists, counselors, vegetarian restaurants, library, etc.
5	Meet with the PTO leader - make sure their vision is compatible with the school's. Create calendar.
6	Order brightly colored bumper sticker: "I love Foothill/Dland" - sell and use as gifts.

7	Final registration - end of July
8	Order bright colored T-shirts: "I love Foothill/Dland" - sell and use as gifts.
August	
1	Do a "Customer service" in-service during pre-session.
2	Prepare 5 Teacher Appreciation gifts. Give out in Aug, Oct, Jan, March, and May.
3	Set up Robo-calling.
4	Send letters to all alumni freshmen and seniors
5	Start creating an e-mail data base for newsletters, promotions etc.
6	Review web site again. Add "e-mail this page to a friend".
7	Create a template: What is a great school. Have a vision. Sell that to your staff and parents.
8	Telephone script/training
9	Determine community group involvements. Join a group in town.
10	Hold "Back-to-School" night the evening before school (flowers, balloons, etc.)
11	First day of school phone call. Ask teachers to call all the new students to find out how the day went.
September	
1	"How are you doing?" phone calls by school board chairman.
2	Promoters lunch - thank them and tell them how to help find more students (at least 10 promoters).
3	Administrators, teachers, pastor in the parking lot in the morning to welcome children.
4	Identify community events in which the schools can participate.
5	Appreciation letters to CCC, PTO, Pastors, School board etc.
6	Identifying and dealing with negativity.
7	Find a parent to mail handwritten birthday cards to all the students/staff/board members each month.
8	Book of Fame. Create a book with testimonials and accompanying pictures. Leave on the counter in the office. "Why I love Foothill".
9	Try to get onto the Christian talk radio stations.
10	All employees to have business cards.
11	Add a parent survey/stickers/notes, etc. to every bill.
October	
1	Have a staff meeting about "Word of Mouth"
2	Find Alumni information. Their achievements academically and spiritually - publish.
3	Join a community group. Make contact with community leaders.
4	Prayer letters - begin with new kids
5	Give Promoters a gift - e.g. t-shirt.
6	Update your Mission Statement

7	Essay writing contest - "Why the biblical heroes, are relevant today".
November	
1	Review enrollment process. The easier it is to enroll, the more your families will enroll.
2	Design or review your page or procedure for asking new parents for a referral.
3	Prayer letters - Elementary
4	Thanksgiving letter - change it <i>every</i> year
5	Get "Thanks for enrolling" packets and rewards ready to go. Mail after child has enrolled.
6	Dress up as your favorite Bible character Day.
7	Children design Christmas Cards
8	Decorate the school for Christmas.
December	
1	Send out homemade Christmas cards to everyone, community.
2	Total Surprise Day: Kids show up at school and the entry has been converted into a stable with live animals.
3	Organize a "Promoters" Christmas party at someone's home.
January	
1	Get an "Expert" to come and speak at a parent forum.
2	Set a date for staff training before Open House.
3	Host a "Promoter's event" - as in September.
4	Send a letter to every parent - Please make a referral. Include a postcard that can be forwarded. They can write a personal message on the back.
5	Open House Extravaganza, and Re-registration Day. Free gifts, Spin the Wheel, Bounce Houses, Food, etc.
6	Prayer letters - Middle School
7	Semi follow up letters to all those who visited Open House.
8	Design a key ring for all parents and promoters. Put the Mission Statement on the back.
February	
1	Contact community professional who could make referrals and visit them. Preschool directors, etc.
2	Try to ensure that there is enough money in the budget, for the new school year, for marketing.
3	Make sure the re-enrollment form has a place which asks for referrals.
March	
1	Promoters dinner.
April	
1	Send out a parent satisfaction and referral survey

2	Add suggestions from parents to the newsletter, and what solutions there are.
3	Student Appreciation Day: Do something the kids would like.
May	
1	Update testimonials for website.
2	Cull/categorize referrers. Compile a new list of promoters.
3	Parent Appreciation Day. Parents can come and have lunch with the students.
4	Volunteer brunch. Invite all volunteers to this event. Have the kids perform for them.
June	
1	Pre-K, K, and 8th grade Graduation - give each child a bible.
2	Send letters to everyone thanking them for contributing to a successful year.

SAMPLE

Church Marketing

- Have a newsletter and send monthly to area churches.
- Have a current website that reflects the mission of the school. Make sure that updates are made in a regular basis.
- Display school's advertising poster on the bulletin board of area churches.
- Any and all events should be announced from the pulpit by the church liaisons or a member of the school faculty.
- Have students sing at various church evangelistic meetings – great exposure.
- Have teachers give children's story at church.
- Build relationships – students and their parents love to see teachers/staff at their churches – interaction with parents outside of school time.
- Make home visitations to potential students.
- Provide school's marketing materials to the VBS and make a personal appeal during the parents first meeting.
- Maintain a database of baby dedications and gift the family with a voucher for a discount for the new baby.
- Send out personalized pickle letters to specific families in the churches (those whom you've already spoken with but need that extra little push). Include info about the school, with a special invitation to visit and discuss options for tuition and enrolling their child.
- Promote science fair and other events in a HUGE way. Go to each church with a personal invitation to the congregation. Bring students.
- Bring "Children's Church" program to area churches – either singing/sermon during the main service or one for children only.
- Have key people/parents share their testimonials from the pulpit in all our feeder churches.
- Consider involving volunteers in your marketing efforts.
- Most importantly, use generous amounts of word of mouth marketing.

WORD-OF-MOUTH MARKETING FOR YOUR SCHOOL

The Importance of Word of Mouth Marketing

There are two main ways that parents find out about your school: word of mouth and the internet, mainly Google searches, your school website, Facebook, and online reviews.

Word of Mouth Marketing

- builds credibility from satisfied customers
- produces better results than traditional advertising
- makes your brand stronger and more trusted
- reaches your target audience much more effectively than any other marketing method
- involves remarkable content and joining in the conversation
- ONLY WORKS if you have good products and services
- ONLY WORKS if people like and trust you

Your marketing focus must be on telling the remarkable story of your school.

- Inspires word of mouth conversations in-person and online
- Inspires a movement of passionate ambassadors for your school
- Is about relationships—likeability, trust and service
- Tells your story
- Celebrate your school
- Engages people

Why Stories? We live in a story, we relate to stories, we listen to stories, we can see ourselves in a story. Stories are real—they pull you in, they are deep and personal, they are passed on by word of mouth, they are a part of who we are.

Word of mouth marketing must focus on people and how they are impacted by your school.

“Word of mouth marketing isn’t about marketing at all—it’s about great customer service that makes people want to tell their friends about you, it’s about fantastic products that people can’t resist showing to everyone.” (*Word of Mouth Marketing*, Andy Sernovitz, 2012)

Think about this:

1. Where do parents talk about your school?
 - a. Parking lot
 - b. On the Phone
 - c. At Starbucks
 - d. Online (Facebook, Instagram)
 - e. By email
 - f. At church
2. Where are your parents talking about your school online?
 - a. Social Media sites--Facebook, Instagram, Twitter, and more
 - b. GreatSchools.com
 - c. Google, Yelp, and other online review platforms

9 Web Strategies to Inspire Word of Mouth Marketing

1. Tell alumni stories
 - a. Display map of world with dots on it to indicate where in the world alumni are making a positive difference in the world, how they are shaping the world, what they are doing.
 - b. “Life after . . .”, “throwback
 - c. Thursday posts—post old photos and ask for info about who is in the photo and what they are doing”

2. Tell student stories
 - a. Short video vignettes, slide shows, news stories
 - i. Student leadership stories
 - ii. Social activities
 - iii. Athletics stories
 - iv. Academic success stories

3. Tell stories about your programs
 - a. Spotlight/highlights/key stories
 - b. “Ideas in motion” showing important happenings in classrooms (projects, etc)
 - c. Traditions at your school

4. Tell stories about your faculty
 - a. “Meet our teachers” gives opportunity to share stories about teacher’s lives
 - b. “Faculty profile section”

5. Use a blog to generate traffic to website
 - a. Articles interesting to both parents/students and community.
 - b. Helpful information for parents
 - c. Stories about what is going on in school—sports, music, drama
 - d. Opportunity to provide content
 - e. Share philosophy of Christian education
 - f. Share aspects of leadership and learning
 - g. Share photos/stories about life at school
 - h. Share stories of experiences on school trips

6. Facebook Posts that work—you never know who is looking at your stuff
 - a. Pictures with captions and stories (NOT just announcements of events). Give a sense of what’s happening at school—a day in the life
 - b. Blog posts

7. Ask parents to do something on Facebook
 - a. Ask for LIKES frequently
 - b. Ask questions that parents can answer in the comments of a FB post
 - c. Ask parents to share a post about your school
 - d. Ask alumni and students to post their favorite memory while at your school

8. Use video to tell your story
 - a. Short video vignettes of real-life testimonials and stories about your school
 - b. Post on You Tube, Vimeo or etc, then link them to your website or send them out in an email
 - c. Topics for video vignettes
 - i. Current Parents: What do you like best about your school?
 - ii. New parents: Why did you select this school for your child?
 - iii. Alumni: How did your school prepare you for success in college and in life?
 - iv. Faculty: What do you like best about teaching at your school?
 - v. Seniors: What college do you plan to attend next year?
 - vi. Current students: A Day in the Life of . . . , What is it like to go to school here at . . . , 10 Things I love about . . . , etc.

9. Share a Photo of the Day
 - a. Photo/video of the day with caption/story

Talkers, Topics, and Tools

Talkers—who will tell their friends about you?

Topics—What will they talk about?

Tools—how can you help the message travel?

- I. Talkers: Who will tell their friends about your school?
 - a. Employees (happy or unhappy, Parents (satisfied or unsatisfied), Students, Alumni, Grandparents, Vendors, Administrators, Pastors
 - b. Anyone who has heard something positive (or negative) about your school
 - i. 90% face-to-face, 10% online
 - c. Who are the Right Talkers?
 - i. Those who have a passion for your school
 - ii. Those who have credibility among their peers
 - iii. Those who have connections at the school and in the community
 - iv. Those who have the opportunity to be involved.
 - d. How to get the talkers talking?
 - i. Identify the parents that are positive about your school
 - ii. Meet with them and give them things to talk about
 1. Individual or small group meetings
 2. Quarterly breakfast or lunch meetings
 3. Share stories of student, faculty, alumni successes
 4. Encourage them to share stories about your school
 5. Share your school's vision for the future
 6. Create buzz
 - iii. "This is the foundation of buzz: in order to get people talking about your product or service, you must provide a great experience." (Rosen, 2009)

- II. Topics—Give people a reason to talk
- a. What will they talk about?
 - i. Anything and everything about your school—the good and the bad
 - ii. Their experience and the experiences of others
 - iii. Things they've heard
 - iv. Things you've told them
 - v. Things you want them to talk about (that is, if you've told them what to talk about)

So . . . what do you want them to talk about?

- Key stats—class size, enrollment numbers, college acceptances, graduation rates, test scores, etc.
- Stories of faculty, students, parents, alumni
- Your vision for the future
- Your philosophy of education
- How your school makes a life-changing difference in students
- Educational topics
- Parenting topics

- b. Tell Stories—we live in a story, we relate to stories, we listen to stories, and we can see ourselves in a story. Tell stories about student successes, alumni successes, missionary/outreach activities, academic bright spots, sports, music, drama, etc.

III. Tools to spread the message further and faster

- a) People—faculty, staff, parents, alumni, friends
 - i. The most effective way to spread word of mouth is through face-to-face conversations
 - ii. Recruit a team of parents to
 1. Do campus tours
 2. Host new families for a meal in their homes
 3. Mentor a new family throughout their first school year
 4. Call or write personal notes to parents and welcome them to school
- b) Customer service
 - i. Great customer service makes people want to tell their friends about you
 - ii. Personal conversations
 - iii. Stress the quality for staff and their excellent work
 - iv. Tell your school's story
 - v. Turn negative moments into positive moments
 - vi. Channel concerns to the administration
 - vii. Build relationships with parents
 - viii. Create memorable moments
 - ix. Be positive ambassadors for the school
- c) Meetings
 - i. Every meeting and conversation is an opportunity to tell a story about your school and to spread positive word of mouth
- d) Website
 - i. MUST be current, attractive, engaging, and filled with stories

- e) Social Media
 - i. Facebook, Instagram, Twitter, You Tube, Yelp, Yahoo, etc
- f) Email newsletter
 - i. Frequent communication with parents
 - ii. Contains info, stats, and stories
- g) Online reviews
 - i. ASK parents to leave review in multiple places—Great Schools, Google, Yelp, etc.
 - ii. Create space on website for parents to leave reviews

Sources:

“Developing Your School’s Word of Mouth Marketing Plan,” by Rick Newberry, Ph.D.
<https://www.enrollmentcatalyst.com/wp-content/uploads/2012/07/Developing-your-Schools-WOM-Marketing-Plan-AISAP-SI-Workshop.pdf>
Rick.Newberry@EnrollmentCatalyst.com

Brains on Fire: Igniting Powerful, Sustainable Word of Mouth Movements Phillips, Cordell, & Church, 2010

Word of Mouth Marketing, Andy Sernovitz, 2012

The Anatomy of Buzz Revisited: Real Life Lessons in Word of Mouth Marketing, Emanuel Rosen, 2009.

SCHOOL YEAR EVENTS

Promotional/Volunteer Event Ideas

WANTED

∞ **YOU** ∞

**At the MAC Schools
Promoter's Banquet**

6:30pm, Wednesday March 2
in the Foothill Gym

R.S.V.P: Arlene - 408 263-2568

REWARD

Corral a Student!

No children please.

Promoter's Banquet March 2, 2011

Table Discussions

Finance

- E-mail monthly statements and provide a link to make on line payments. One week credit per year is too little. Suggest 2 weeks or more a year. (Discoveryland)
- Suggest going from the current 5% discount for siblings to 10%.
- Very Reasonable
- Good – very positive experience from everyone at our table
- Would like to be able to pay with credit cards
- Would like monthly account statements
- Excited about online pay coming up!
- Consistent statements – possibly on line
- Availability of scholarships – provide it to parents. Grants? Selection process?
- Online payments

Extended Care

- Great
- Would like to see separation between older and younger students
- Like seeing kids working on homework at daycare
- Would like to see formal schedule posted with strict adherence to study time – with all students having quiet time.
- More variety of activities that are structured and safe
- Concern about injuries during free play and PE
- Have a specified amount of time dedicated to doing homework

Safety

- Fence around the whole facility with an entry gate that is open during peak hours, but is closed during non-peak hours. It would require people to buzz in.
- Our campus is too open! We need a Gate!
- Traffic control in the morning is a problem – we need people to go one way. Parking spots are not marked clearly enough and people get confused how to park. Angled spots would help and also encourage one-way traffic.
- Too much accessibility to campus
- Need to lock down campus so no one can come in uninvited –there's general feeling that we need a more safe campus
- Too many people have access to the school – no one knows who belongs here and who doesn't
- Kindergarten should have its own recess – away from the rest of the school children

Promoter's Banquet March 2, 2011

Table Discussions

Spiritual Climate

- Teach kids how to give Bible studies and share their faith
- Good – we're like a small family, Christian values extending to home life
- Like the E.G.W. quote on lobby wall "smiley face" - "Train youth to be thinkers and not mere reflectors of other men's thoughts." Does the climate allow our students to do this? What are we doing to encourage our kids in this direction? Debates for the upper-graders might encourage this. Student council should lead out in this area.
- Worship services. Bible study group.

Curriculum

Discoveryland

- Too much homework (frustration on child's part)
- Learning another language in early years – 2 years start, 3 years introduce phonics
- One week in a month should have a theme – ocean/mountain/universe – for exploration and understanding
- The afternoon should be a refresher of the morning circle time – at least 30 minutes of structured learning

Foothill

- Incorporate keyboarding class/program into the regular curriculum
- Music – add simple instruments to the music program for the younger children (recorder, etc)
- Motivation/incentives for reading
- See more Differentiated Instruction
- Communicate through website exactly what standards are met for each grade level and what curriculum is being used

School Board and PTO

- Offer meetings at different times, after school, too
- No issues, they have been great
- Parents do not know who the school board members are. Bios on the website would be nice. For PTO – bios on homeroom parents

Extra-curricular Activities

- Gymnastics and soccer
- Teach a class on how to play musical instruments
- More outdoor activities: camping, outdoor church, cultural activities (symphony, ballet)
- Chess would be cool.

Promoter's Banquet March 2, 2011

Table Discussions

- Is it possible to have a Christian book fair? Some parents did not like the Scholastic offerings this year.

Front Office

- Phone system is antiquated – especially the voice mail
- See “campus” for office comments
- Hours are convenient and very accommodating
- Increase space and entry way by relocating the office
- More convenient location from the parking lot
- Generally positive experiences

Staff

- Great communication
- Love the staff!!
- We love the teachers!!
- Mr. Morita has great communication skills. All staff really want the students to succeed

Campus

- Re-stripping of the parking lot
- Lines in parking lot need to be repainted
- Fence
- Office closer to parking lot
- More prominent/clear sign for schools (Dland/Foothill)
- Fix the parking lines
- Bathrooms and kitchen need a facelift
- See “safety” for parking lot comments
- Office needs a waiting area

Communication

- Notice when events are cancelled or extracurricular classes are cancelled
- Communication from classes when tests are coming, projects, etc.
- Advanced notice of events
- Front office to teacher communication when new students start, when students will be absent, etc.
- Staff communication among each other regarding student needs (i.e. potty training)
- Weekly grade/progress reports

Promoter's Banquet March 2, 2011

Table Discussions

- Put copies of newsletter in the office – online newsletter is cool, but some parents might want to pick up a hard copy
- Lunch menus need to be posted and given to teachers ahead of time so students know what will be served
- Notification if a child is failing – before it goes on too long
- Make sure e-mail list is updated and accurate
- Send all information by e-mail, including coupons – Merrymart, etc.
- Have information/communication in Spanish for parents who don't use English as their primary language

Other

- PTO – more parents = more ideas. Both on same night – good/bad
- Returning students enroll on line
- All forms available online
- More emphasis on lower grade activities
- Recycling bins!!
- Sell healthier food for fundraisers
- Push for more health education in the class and for families

Invitees:

Foothill Parents:

Yared Negash
Martha Sanchez
Julie Long
Dora Martinez
Blanca Zuniga
Ronika Jeypaul
Nancy McMorris
Marybeth Knight
Marlene McCain
Tina Phung
Jose Mejia
Kris Solomita
Julio Tabiolo
Norma Barraza
Stephen Blaylock
Hieu Khuu
Teresa Welch
Edwin Apostol
Glenda Ellacer

Dland Parents:

Kennedy Juma
Danny Nguyen
Phu Nguyen
Eveleen Britz
Tiffany Hicks
Rechilda Cuyugan
Caroline Ngo
May Lee
Kalyan Samanta
Mindi Tran
Tom Ung
Jerry Peirre
Phoebe Jacobs
Janet Velasco
Paula Sharpe
Olivia Liu
Nytzia Licoma
Prabha Deepak
Pinky Arumbaka

Table Decorations:

Flowers
Bandanas around plant pots
Checked red/blue tablecloths
Round tables
confetti
Table numbers
Sherriff stars
Programs

Wall Decorations:

Wanted posters
Western cut-outs
Campfire
Picket fence
Hats
Welcome Banner

Brainstorming:

PTO/School board
Curriculum
Spiritual climate/church
Security
After-care
Other
Finance
Communication
Campus
Teachers/principal
Front office
Extra-curricular

Food:

Hamburgers
Sweet potato fries
Beans
Corn
Coffee
Cookie Bar

Water

Straw Hats

Flashcards
Sharpies
Scratch Paper
Velcro dots
Instruction sheet

Foothill Staff:

Melinda
Carol
Tiffany
Richard
Patricia
Nelly
Ramona
Lenny
Arlene
Delia
Jackie
Justine

Dland Staff:

Toni
Leila
Gwen
Angela
Maria
Estelita
Robin

Friends:

Orson
Daniel
George
Margaret
BP
Johnny
Doug
Calvin
Ps. Rob
Lynda
Pastor Tony
Raul

Friends:

Violet
Rodica
Bee
Lisa
Diana

Flashcards/markers on tables
Suggestion box cards

Entertainment:

Campfire background music
Home on the range on screen

Goodie Bags:

Water
Bookmarks
Harmonicas

Promoter's Banquet

- Program must take 1 hour – max!
- Have 12 tables – decorate in a theme
- Goodie bags for each guest on the tables
- Mix lower grade, upper grade, board members, and teachers at each table – make sure you invite people who do not like you.
- Pick a leader – someone to direct traffic
- Number each table. Provide markers, pencils, tape, suggestion box cards, and large sheets of paper
- When guests arrive, direct them to their table
- Provide background music
- Provide food to go with the theme
- Have worship, sing a song or two, eat
- Give instructions: each table has a topic, group is to write suggestions down on the large sheets provided
- Stop the part after 45 minutes
- Stick the sheets on the wall
- Thank everyone for coming – promise to follow-up
- Topics:
 1. PTO/School Board
 2. Curriculum
 3. Spiritual Climate/Pastor, church involvement
 4. Security
 5. After-care
 6. Finance
 7. Communication
 8. Campus
 9. Teachers/Principal
 10. Front office
 11. Extra curricular
 12. Other
- E-mail the compiled notes to all attendees. Be sure to highlight the things on the list that will be done.



You're invited:

What: Brunch

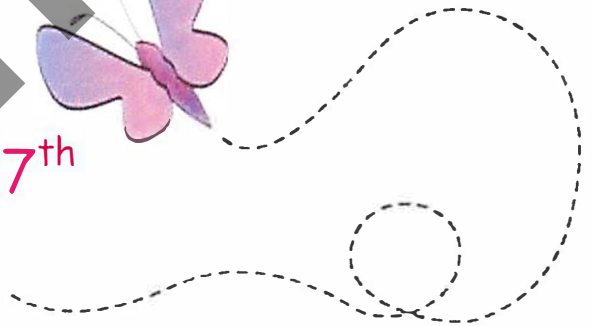
Where: Foothill Gym

When: Friday, May 27th

Time: 10:00am

Why: Because the students and teachers at Foothill think you are the *BEST!*

Please RSVP: Arlene, 408 263-2568



Volunteer Brunch

Friday May 28, 2010

10am

(prepared for 40 people)

Menu

Bagels and cream cheese

Fruit Salad

(strawberries, blueberries, cantaloupe, grapes)

Hardboiled eggs

Fruit yogurt

Apple/Mango juice

Entertainment

5th/6th Grade ukulele ensemble

Poems from different classes

Set-up & decorations

5 round tables/8 chairs each

Vase of fresh flowers on each table

Round table covers

Pretty disposable plates and eating utensils

(5 sets of vase, serving dishes/bowls, salt shakers, etc.
are in a bright green plastic bin in the music room upstairs)

School Event Ideas

Foothill Adventist School

July 1, 2013

Dear Parents,

Welcome to Foothill Adventist School. Every child can achieve success at Foothill. Education at our school is about progress and development- mentally, physically and spiritually. In order for your child to have a positive school experience, we need to form a partnership. Young children love their teachers, and we become some of the most important people in their lives. Together, it will be a delightful experience watching them develop from day to day.

The first day of school is Thursday, August 16, 2012. Registration dates for all new students are Tuesday and Wednesday, July 24 and July 25, from 5:30pm– 7:30pm. Students with last names beginning with A-L, please register on Wednesday. Students with last names beginning with M-Z, please register on Thursday. If you are unable to register on either of these two days, please contact the school office to re-schedule. Any student not registered by Friday, August 3, 2012 (without prior arrangements made to register at a later date) will be removed from the 2012-2013 school roster.

The Registration Process will be as follows:

1. See the school secretaries to turn in all required information such as **birth certificates, completed physical examination forms, immunization records, and Parent Contribution Commitment Contracts** and to make sure that the application form is complete with all required information and signatures. Please be sure to bring in the names and numbers of your child's physician and dentist and your child's social security number.

For first through 8th grade students, please provide copies of grade report cards and standardized test results for the past two years.

ALL students entering **TK, K** (if first time enrolling at Foothill), 4th and 7th grades **MUST** submit a Physical Examination Report. A blank form is enclosed. Or can be downloaded from our website: www.foothilladventistschool.org. And **ALL** students entering Kindergarten **MUST** submit a birth certificate.

Enclosed is the Consent to Treatment form which must be completed at the beginning of each school year. Please complete this form and bring it with you to final registration.

2. See the finance manager to pay final registration fees, the 1st month's tuition, lunch, daycare, and other miscellaneous fees. **All unpaid balances MUST be paid in full before your child can be fully registered (Discoveryland tuition included).**

Please note that admission to Foothill School is not final until all required forms are completed and turned in, and registration, tuition and all other fee payments made.

See you at final registration. Sincerely,

Justine Leonie Principal

1991 Landess Avenue Milpitas, CA 95035
(408) 263-2568 ♦ (408) 263-1994 fax

Foothill Adventist School

July 1, 2013

Dear Parents,

I was greatly encouraged by the favorable responses that we have received regarding your intentions for the upcoming school year. Even though these are financially difficult times, we are grateful to you for allowing us to continue to be partners in educating your child and are especially grateful to those who are willing to help promote our school or serve on a committee.

This summer is moving by at an unbelievably fast rate! I do hope you are enjoying this time with your family and that you will all be ready to begin school refreshed and re-energized. The first day of school is Monday, August 26, 2013.

Final registration is Wednesday and Thursday, July 24 and July 25, from 5:30pm - 7:30pm. Students with last names beginning with A-L, please register on Wednesday. Students with last names beginning with M-Z, please register on Thursday. If you are unable to register on either of these two days, please contact the school office to re-schedule. Any student not registered by Friday, August 9, 2013 (without prior arrangements made to register at a later date) will be removed from the 2013-2014 school roster. ALL students are required to complete the final registration process.

The Registration Process will be as follows:

1. See the school secretaries to turn in all required information such as **birth certificates, completed physical examination forms, immunization records, and Parent Contribution Commitment Contracts** and to make sure that the application form is complete with all required information and signatures. Please be sure to bring in the names and numbers of your child's physician and dentist and your child's social security number.

ALL students entering **TK, K** (if first time enrolling at Foothill), 4th and 7th grades **MUST** submit a Physical Examination Report. A blank form is enclosed. Or can be downloaded from our website: www.foothilladventistschool.org. And **ALL** students entering Kindergarten **MUST** submit a birth certificate.

Enclosed is the Consent to Treatment form which must be completed at the beginning of each school year. Please complete this form and bring it with you to final registration.

2. See the finance manager to pay final registration fees, the 1st month's tuition, lunch, daycare, and other miscellaneous fees. **All unpaid balances MUST be paid in full before your child can be fully registered (Discoveryland tuition included).**

Please note that admission to Foothill School is not final until all required forms are completed and turned in and registration, tuition and all other fee payments made.

See you at final registration. Sincerely,

Justine Leonie Principal

1991 Landess Avenue, Milpitas, CA 95035
(408) 263-2568 ♦ (408) 263-1994 fax

IMPORTANT INFORMATION FOR KINDERGARTEN PARENTS

Foothill Adventist School
1991 Landess Avenue, Milpitas, CA 95035
(408) 263-2568

1. REGISTRATION FEE= \$250 **Additional Fees:**
Materials/Lab/K Graduation/Parent Contribution Fees= \$200 Earthquake Kit= \$15
2. TUITION (2011-2012)= \$855 x 10 Months (August- May) Includes:
 - ▶ Hot lunch and afternoon snack
 - ▶ Daycare (7:00 a.m. - 8:00 a.m. and 3:15 - 6:00 p.m.)
3. ASSESSMENT TEST - required
4. FINAL REGISTRATION - you will be notified by mail of the date (usually held the end of July). Parents will need to come back to complete registration at that time. The following documents are required for registration:
 - ▶ Child's birth certificate
 - ▶ Child's Social Security Number
 - ▶ Complete physical examination report from your child's doctor
 - ▶ Immunization record indicating that your child has had all the required vaccinations to enter Kindergarten
5. AGE REQUIREMENT - must be 5 on or before November 2
6. SCHOOL HOURS: M-TH 8:00 a.m. – 3:15 p.m. F 8:00 a.m. – 12:00 p.m. Please call the school office if your child is absent. Office: (408) 263-2568
7. REQUIRED BEDDING FOR RESTTIME:
 - ▶ One 2 ft by 4 ft sleeping mat. (Provided)
 - ▶ 1 crib-size fitted sheet and blanket
 - ▶ 1 crib size pillow
 - ▶ 1 backpack for keeping the sheets and pillow
8. SCHOOL UNIFORM - required for all students. Free Dress Day- every Friday
9. PARENT PARTICIPATION - required. Parents may either volunteer in the school or contribute \$70.00 as a commitment contribution fee.
10. SUMMER DAYCARE: Daycare is available for students during summer vacation.

Educational Experience Evaluation

At Foothill Adventist school, you are more than just customers...you are family! We want to make sure your child's education is the best that it can possibly be. In order to accomplish that goal, we are interested in learning how you feel about our school. Your input is valued and your opinions can help us make a difference. (Please bring this completed evaluation to the office or return it in a sealed envelope, thank you!)

1. How would you rate your satisfaction in the following areas: (please place an "X" on the line which comes close to your opinions).

a. Teaching staff:

Inadequate _____ Good _____ Excellent

b. Education:

Inadequate _____ Good _____ Excellent

c. Spiritual environment:

Inadequate _____ Good _____ Excellent

2. Name 3 things that you like most about Foothill:

a. _____

b. _____

c. _____

3. Do your children feel safe at school?

4. What would you like to see added to our calendar?

5. What improvements could we make at Foothill?

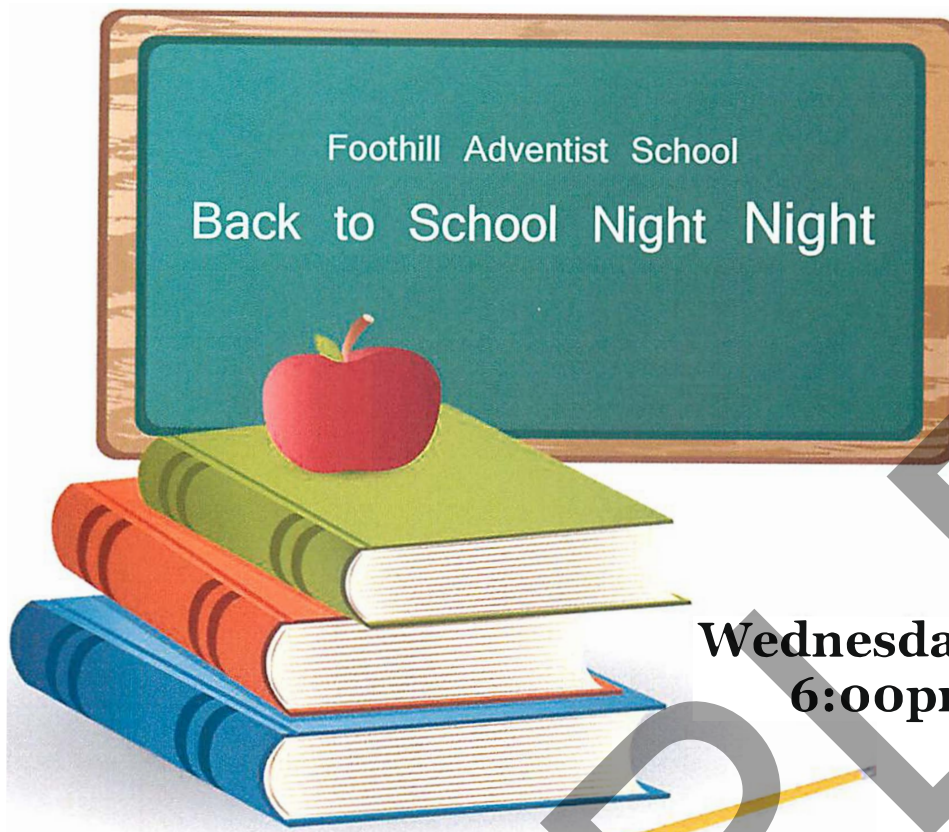
Please feel free to write on the back of this form.

6. Do you have any ideas for our PTO?

7. Are there any ways in which the administration, office staff, or school board can improve the service to your family?

Name

Phone



**Wednesday, August 15th
6:00pm-7:30pm**

Please attend this important meeting!

At least one parent/guardian must attend
Students are welcome to come with their parent/guardian

6:00 – 7:00pm – general school meeting
7:00 – 7:30 – classroom visitation/meetings
7:00 – Refreshments will be served

First day of School

Thursday, August 16, 2012
7:55am

Students, get a good night's rest, eat a healthy breakfast and come to school ready for another exciting year! Wear your school uniform.

School Picnic - Friday, August 17 @ 10am: Lunch will be provided for all the students. Parents, if you'd like to help with supervision or assist with the games and/or lunch, please speak with your child's teacher at "Back to School" Night.

Back to School Night
August 15, 2012

Agenda
6:00pm

1. Welcome
2. Classroom Rules
3. Lunches
 - a. Microwaveable foods
 - i. Not enough time to heat up food, please bring foods that do not need to be heated
 - b. School lunch
 1. Students must have lunch ticket or pay daily – can not give credit
 - ii. \$5 – daily lunch
4. Daycare
 - a. Closed Campus
5. Extramural program
 - a. Must have application and payment before student can be attend a class
 - b. GPA – no lower than a C average
 - c. Must be current on tuition payments
 - d. Hand out applications to interested parents
6. Uniform policy
 - a. School uniform
 - b. P.E. uniform – required that all 3rd-8th grade students dress in P.E. uniform
7. PTO
8. Calendar

Milpitas Discoveryland Preschool & Foothill Elementary School

Milpitas Adventist Center

Visit our schools and learn more about our quality programs!



Join Us At Our
OPEN HOUSE
February 10th,
10am-3pm

BALLOONS • PRIZES • FOOD • JUMPERS

PRESCHOOL-8TH GRADE

- Small class sizes
- Fine arts program
- Sports • Computers
- Educational field trips
- Reasonable tuition
- Affordable extended care
- Transitional Kindergarten
- Safe environment
- Christian values



Call today for a tour or for more information

408.263.8137

WWW.MILPITASDISCOVERYLAND.ORG
WWW.FOOTHILLADVENTISTSCHOOL.ORG
1991 LANDESS AVE., MILPITAS

Discoveryland Preschool

ages 2-5

www.milpitasdiscoveryland.org

Foothill Elementary

K-8th Grade

www.foothilladventistschool.org

Open House Extravaganza!

Sunday, February 10, 2013
10:00am – 3:00pm

- ❖ Is your child receiving the quality education she/he deserves?
- ❖ Are classroom sizes at your school limiting the time your child receives from the teacher?
- ❖ Is diversity and different points of view important to how your child should see the world?
- ❖ Do you believe that a sense of integrity and citizenship should be a part of a curriculum along with high academic achievement?
- ❖ Are your children being taught by a fully credentialed faculty?

Come and meet our staff and tour the campus.

Free gifts for all children. **Free** readiness testing. **Childcare** available.

Milpitas Adventist Center

1991 Landess Avenue, Milpitas CA 95035

(408) 263-2568

Call Today:
**(408) 263-
2568**

Why your children should attend our schools...

- ★ They will receive a high-quality education. Our children test, on average, at least a year ahead of the national norms.
- ★ Each child will feel cared for and loved in our nurturing, safe environment.
- ★ They will learn self-respect, service to mankind and how to be good role-models.
- ★ They will have the opportunity to expand their horizons – we offer fine arts, sports, technology, drama, Chinese, Spanish, choir, photography, and gymnastics.
- ★ Healthy and nutritiously balanced vegetarian meals.
- ★ We offer morning and afternoon daycare.

Our Schools:

Since 1974, we have graduated 100's students who continue to further their education at universities and institutions of higher learning. We offer an education from pre-school through grade eight.

Discoveryland and Foothill are just one part of 4,400 schools, colleges, and universities operated by the largest Protestant school system in the world.



Schools Open House Extravaganza Planning Meeting

Advertising:

Newsletter: Invite parents, offer incentives. Flyer each week

Referral cards to parents. (Vista print, or other printing service.)

Radio

Newspaper: Advertise in local newspapers. How much?

Internet: Craigslist, Facebook and other Social Media.

Banners: 4 banners with Velcro dates – make it re-suable. Countdown caption addition.

Flyers: Design a half page back to back.

Adventist Churches: Mail invitations to families. Pulpit announcements. Bulletin inserts.

Team Spirit:

Volunteers

Morning Worship

Food: Offer a breakfast. Consider getting subs for lunch.

Uniform: Coordinate that everyone uses the same colors. Polo or shirt with logo, jeans. Name tags that say "Hi my name is..."

Team Training

Kick it up a Notch:

Classrooms: Play NAD DVD where visible.

Art: Take the Art to the outside walls and bulletin boards.

Bible verse on other bulletin boards.

Office: Uniforms cleaned. Bulletin boards up to date.

Playgrounds: Art on walls at the school.

Arrival area: Fresh paint, planters, Welcome sign.

Work bee: Organize a work bee previous to the open house.

Create a clean-up crew for after the Open House.

Spruce up bathrooms.

Registration packets.

Services and Freebies:

Gifts to visiting kids: Scholastic warehouse. Find books for \$4 each. Attach a ribbon and card.

Referral Rewards: \$5 gift cards to Jamba Juice, Yogurt Ice-cream place, or similar place.

Bookmarks

Testing

Health Services

Snacks

Balloons everywhere and have balloons to give to kids.

Daycare:

Bounce house

Registration:

Ask the finance committee to commit to a HUGE incentive for immediate "that day only" sign-up.

Foothill Adventist School

January 21, 2010

Dear Mr. and Mrs. Long,

The staff at Foothill Adventist School would like to personally invite you to visit us anytime, but specifically during our Open House Extravaganza on Sunday, January 31st.

We believe that our school has so much to offer, academically, physically, socially, and spiritually. Come and meet our teachers, peruse the curriculum, tour the campus, and experience our warm, caring atmosphere.

After your visit, if you think that you would like to become a part of the Foothill family, come and talk to us. As a member of the Seventh-day Adventist denomination, your tuition rate will be significantly lower than our non-Adventist tuition rate. Additionally, we have some scholarship programs, and discounts that may apply to your family.

Remember, we take care of children from preschool through to the 8th grade. Every visiting child will receive a free gift, and free readiness testing will be available.

I look forward to meeting you soon.

For His children,

Justine Leonie
Principal, Foothill Adventist School



A Journey to Excellence

1991 Landess Avenue Milpitas CA 95035
(408) 263-2568

Foothill Adventist Elementary School

February 4, 2011

Dear Mr. and Mrs. Dhumad,

Thank you so much for visiting Foothill Adventist Elementary School.

We look forward to you becoming a member of our school family, and therefore a part of an exemplary schooling system.

It is our privilege to talk to you about our goal to graduate well rounded students, striving towards spiritual, academic, physical, and social excellence.

We know that it is a daunting task to make decisions regarding your child's future, so we are excited that you have chosen Foothill. I believe that you will become an integral part of our family, as we work together to educate your child.

Sincerely,

Justine Leonie
Principal, Foothill Adventist Elementary

1991 Landess Avenue Milpitas CA 95035
(408) 263-2568

FOOTHILL AFTER SCHOOL EXTRAMURAL PROGRAM SCHEDULE 2012-2013

Day	Activity	Instructor	Time	Season	Age Group	Cost	Location
Monday	Sr. Drama	Mrs. Leonie Nelly Carrillo	3:30-4:15pm	1 st Sem	5 th -8 th	\$100 (plus \$20 for tshirt)	TBD
	Jr. Drama		4:15-5:00pm	1 st Sem	TK-4 th	\$100 (plus \$20 for tshirt)	TBD
	Photography	Tiffany dos Santos	4:30-5:30pm	1 st Sem	5 th -8 th	\$100	7 th /8 th Grade Class
Tuesday	Sr. Flagball	Lenny Leonie	3:30-4:30pm	1 st Qtr	5 th -8 th	\$50	Sinnott Park
	Sr. Volleyball	Lenny Leonie	3:30-4:30pm	2 nd Qtr	5 th -8 th	\$50	Gym
	SVAL Basketball	Lenny Leonie	3:30-4:30pm	3 rd Qtr	5 th -8 th	\$150	Gym
	Concert Choir – by audition only	Ramona Rivera	4:30-5:30pm	School Year	5 th -8 th	\$200	7 th /8 th Grade Class
Wednesday	Sr. Kickboxing Fitness	Peninsula Fitness	3:30-4:15pm <small>(subject to change)</small>	School Year	5 th -8 th	See attached info sheet	Gym
	Jr. Gymnastics	Peninsula Fitness	4:15-5:00pm <small>(subject to change)</small>	School Year	1 st -4 th	See attached info sheet	Gym
	Jr. Choir	Ramona Rivera	3:30-4:15pm	School Year	1 st -4 th	\$200	7 th /8 th Grade Class
	Sr. Choir	Ramona Rivera	4:30-5:30pm	School Year	5 th -8 th	\$200	7 th /8 th Grade Class
Thursday	Sr. Flagball	Lenny Leonie	3:30-4:30pm	1 st Qtr	5 th -8 th	\$50	Sinnott Park
	Sr. Volleyball	Lenny Leonie	3:30-4:30pm	2 nd Qtr	5 th -8 th	\$50	Gym
	SVAL Basketball	Lenny Leonie	3:30-4:30pm	3 rd Qtr	5 th -8 th	\$150	Gym
Friday	Jr. Softball	Jovinia Mustard	1:00-2:00pm	1 st Sem	1 st -4 th	\$100/Sem	Sinnot Park
	Jr. Basketball	Angela Sanchez Martin DoMoe		2 nd Sem		\$100/Sem	Gym

Applications and payments must be submitted before activities begin on Monday, August 27.

Application for Foothill After School Extramural Program 2012-2013

Date _____

Please complete one form per child:

Student's Name _____

Grade _____

Class or classes applied for:

Activity

Cost

Total _____

Please make all payments to Foothill Adventist School, clearly indicating to which class it must be applied. (Payment must accompany application)

Parent's Name _____ Date _____

Parent's Signature _____

Home Phone _____ Cell phone _____

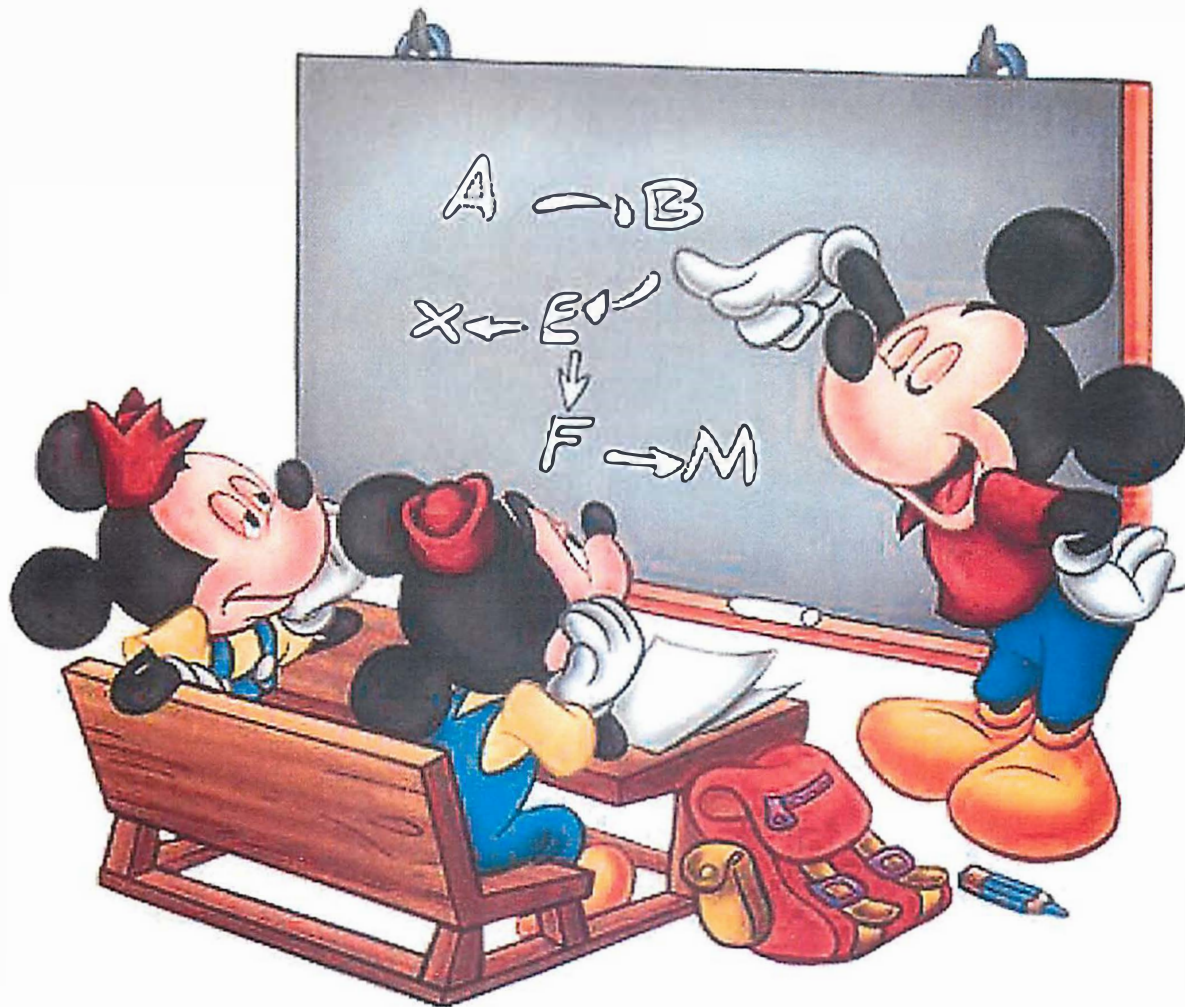


FOR SCHOOL USE:

Date received: _____ Cash/Check # _____ Amount: _____

STAFF/VOLUNTEER INFORMATION

Lessons from the Mouse



Foothill Teacher In-service

2/8/2012

Lesson 1 – Never Let Backstage come Onstage



- ◆ Try to find a place to store all your extra stuff that you are unlikely to need for most of the year. Keep your rooms looking fresh.
- ◆ If you are organized and are well prepared, it will show in your attitude and your students, parents, and colleagues will notice. You will feel confident and in control.
- ◆ Excellence should never be compromised. Always find ways to improve your program.
- ◆ If we have this onstage/backstage philosophy, we will pass those lessons onto our students. They will learn the value of being “ready”.
- ◆ Be “show ready”. Do not prep your lessons on the fly – come to class completely ready for each day. If you got a speeding ticket on the way to school – FAKE IT! Do not drag your classroom down. We have Advil, chocolate, prayers, and hugs in the office.
- ◆ Be prepared for the unexpected. Have extra easy, fun lesson plans for rainy days, a sub, or if you are having a flat week.

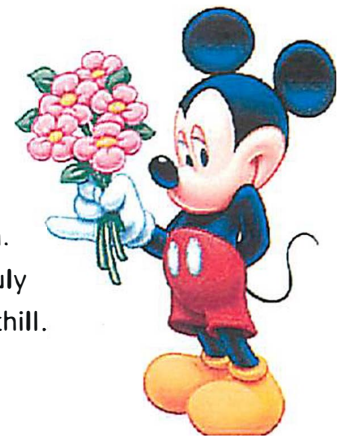
Lesson 2 – What time is the 3:00 Parade? Is Not a stupid Question

- ◆ When parents ask a question which is answered on the website, in the monthly newsletter, the homework packets, and in your weekly e-mails – do not have, “you are an idiot” tattooed on your forehead!
- ◆ In most circumstances there might be a question behind the question, or an issue behind the issue.
- ◆ Think before you respond to “unusual” parent behavior or questions. Respond as if that is something that happens all the time, and remain engaged and courteous.
- ◆ Be sure to avoid internal speak or jargon which could be considered unprofessional, especially when you are on friendly terms with a parent. Do not include OMG or LMAO in an e-mail or conversation. Take extra care on Facebook.
- ◆ Ensure that your customers who make a mistake are “wrong with dignity”.
- ◆ In all situations, “Walk a mile in the other man’s moccasins, and you will know his journey.” You will be surprised at the things that can contribute to parents’, and students’ puzzling behavior.



Lesson 3 - Little "Wows" add up

- ◆ Think of examples of occurrences that have caused one of your parents to literally exclaim, WOW! - Do those things again!
- ◆ Think of examples of simple courtesies that prompt smiles and gratitude from your families. Do them often.
- ◆ Find actions that you can take that demonstrate you truly care about the students and parents experience at Foothill. Repeat, repeat, repeat!
- ◆ What things have you done that demonstrate excellent responsiveness?
- ◆ Find opportunities to teach your parents something they may not have known before. Include that information in your weekly e-mails.



Lesson 4 - Have FUN with the Job NO MATTER How Miserable you Feel

- ◆ There can be many stressful or unpleasant aspects in teaching. If there were no parents, our jobs would be easy, right?
- ◆ Find a purpose to repairing bad situations. If you can maintain a good relationship with the parent, you are helping the student, that parent, and yourself. Figure out a way to build the bridges you need to make that happen. This is not a contest, it is a mission. Accept that, and then you can enjoy the children.
- ◆ It is not difficult to have fun at Foothill! We hang out with kids all day. That's why you became a teacher in the first place. Don't lose sight of your original passion.
- ◆ We are most fortunate to work in an environment where we are all members of each other's fan club. Continue to bring positivity and fun to school every day – on any given day, your neighbor may just need the extra boost that you can provide.



Lesson 5 - Don't be a customer Service robot

- ◆ Think warm and fuzzy. We are taking care of other people's children. They don't want to leave their kids with Grumpy!
- ◆ You know what it is like to receive robotic service. Give extra special care at all times.
- ◆ Think of what routine tasks could potentially appear robotic to our families – with the result that they feel they've simply been processed. Can you change that?
- ◆ Let's try and find what is automated at Foothill (such as voicemail, bulletin boards, or the Web site) and make it more "Animated".



Lesson 6 - Pay Attention to the Details – Everything Speaks



- ◆ We tend to get used to the clutter on our desks, or the boxes under a table so we don't even notice them anymore. However, those things will impact your visitors' impression.
- ◆ Take a good look at your classroom, (preferably with a colleague or even a parent). What messages are being "spoken" in your work setting?
- ◆ Change things in order to ensure the details support our philosophy: God first, values based, caring, friendly, high academic standard, organized, and professional.
- ◆ Everything, including information on the walls, your e-mails, papers sent home, to the way you speak on the phone, will deliver a message. Constantly check to make sure the messages are good.

Lesson 7 - Never Ever Say, "That's Not My Job" – Don't Even Think it!

- ◆ This is an easy thing to say because we all have so much to do. Don't even think it.
- ◆ If we develop the "Sure, I can help you" attitude, it will impact our customers and colleagues.
- ◆ By all of us being willing to do whatever it takes, we create a sense of ownership, and teamwork at Foothill.

Lesson 8 - Everyone has a Customer

- ◆ We can also treat each other as customers.
- ◆ When an internal service breakdown occurs at Foothill (the copier, the phone, technology, the toilets, etc.), remain patient and supportive. Try to be a part of the solution if you can.
- ◆ Our internal customers include the School Board, church members, and any visitors. Take care of your support structure.
- ◆ Try to find ways to communicate warm fuzzies to our internal customers. This practice will contribute to the caring atmosphere we want to create for each other, and our kids.



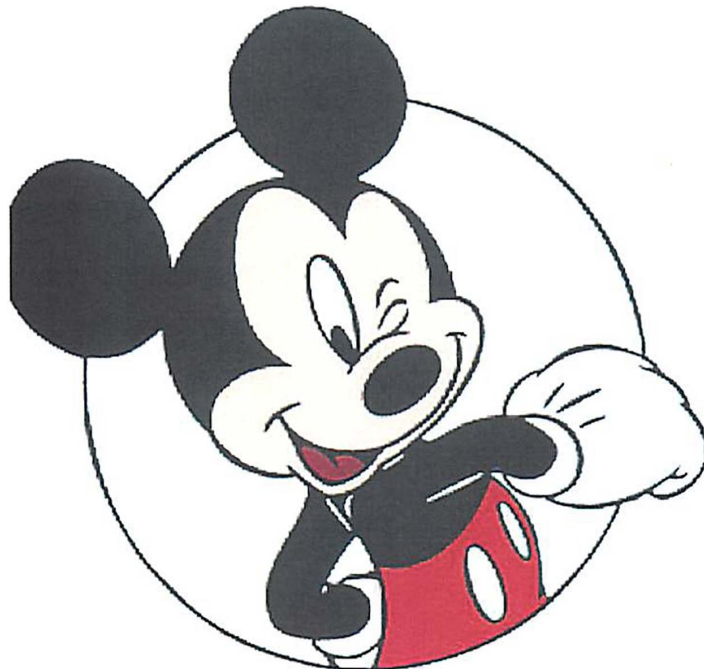
Lesson 9 - Figure out What Ticks off Your Customers – And DO Something About it



- ◆ We have all been frustrated customers before, and we must not allow our customers to experience that feeling.
- ◆ We do not want our parents to experience processes at Foothill that are designed for our convenience rather than theirs. We are not here to do them a favor.
- ◆ Keep your ear to the ground. Help the Administration find what is frustrating the parents, and offer solutions. Together we can prevent the dreaded “Parking Lot Meetings”.
- ◆ Foothill has a Suggestion box and Parent Surveys which are efforts to find ways to better serve our families. Think of a way to get feedback each year as to what they would like from you, your classroom routine, or communication style.

Lesson 10 - Take Responsibility for Your Own Career

- ◆ Become a knowledgeable educator. Read publications, join a professional organization, keep current with education news, and set goals for your future. You have been called to do this job. Do it well.



The End

Lessons From the Mouse is a book written by someone who actually worked on Disney World's rides, controlled the crowds at parades, and stood in the rain for hours telling guests Space Mountain was closed. At one point, Dennis Snow even had to reprimand Goofy for poor attendance. It is from this first-hand point-of-view that Snow peels away the veneer to show the day-to-day operation. Lessons include things he learned from his early days as a front-line cast member to the business imperatives he lived as a member of the management team.

The Disney organization is not presented as perfect or infallible in this book. In fact, Snow humorously shares some of the company's missteps. However, you will see that the things Disney does well, it does very well. The proof is that Disney World is usually ranked the single most popular vacation destination on earth.



Volunteer Recruiting Guidelines

1. **Pray first.** Pray that God would lead you to the right persons and pray that God would put the recruits in the right frame of mind and heart to hear you.
2. **Pray again.** (And pray again after that!)
3. **Recruit face-to-face.** We are conditioned to say “No” by phone – blame it on the phone solicitors. On the flip side of the coin, people will see your sincerity and enthusiasm in the non-verbal when you talk face-to-face. Sabbath morning recruiting works (but not during church!)
4. **Put aside personal problems** and get into a caring, “interested in you” mode.
5. **Be positive and upbeat** about the process, and candid about time and other requirements.
6. **Do not leave long phone messages** – just name and number. Do not recruit people via the answering machine. (It does not work!)
7. **Start by emphasizing God’s purposes** through your school’s Marketing Task Force. Not, “You wouldn’t want to do this, would you?” Do not start with an apology.
8. **Emphasize the importance of the Marketing Task Force’s mission** and recruit’s unique skills and abilities which could help accomplish it. “This is a unique opportunity to advance our school, and here’s how you can help.”
9. **Emphasize that this is a short-term commitment.** Most Marketing Task Force members commit to about six months. The emphasis is on doing, not meeting. Meetings are kept to a minimum.
10. **Allow the person time to think and pray about it.** But hold them accountable for a decision – “May I call you this weekend about a decision, or would next Tuesday be better?”
11. **If “maybe” or “no”, clarify why the person is hesitant.** Often time a “No” answer is the result of a simple misunderstanding about the task or role. Make sure you understand the reason for a “No.” Gently correct misunderstandings.
12. **Ample training/coaching will be provided.** Be certain to explain this to all recruits.
13. **Invade the 80%** of people who are not very active. The main reasons people do not volunteer is they are never asked.
14. **Thank people** for their time in talking with you and considering your request.

John and Mary Doe
123 Home Address Drive
Anytown, ST 99999

Dear John and Mary,

For decades, one of the biggest problems of public schools is over-blown classrooms. From literally hundreds of studies we know that large classes do in fact hinder student achievement significantly.

What would this under-achievement look like with your friends and acquaintances? Here are some likely possibilities:

- A mom or a dad who complains to you that their child's reading is poor or not close to potential.
- A child who you know is bright, but is not interested in learning, or is bored with school.
- Parents who are frustrated that the discipline in their child's school is too lax - or that discipline is too frequent (i.e. concerns about safety)
- Complaints about a poor relationship, or poor communication, with the teacher
- Grumblings that the teacher is unenthusiastic to "burned out"

If you hear these kinds of concerns, please call me. I will be glad to meet with the referrals you make - with no obligation or cost - to explore options to improve their child's education.

Your ongoing support of our school is much appreciated.

For the Educational
Success of Children,

Your Name
Your Title

Remember that the most successful referral is when you tell the family about me and tell me about the family. Make clear to your friend or acquaintance that I will be calling to set up a no-obligation, no-cost educational success consultation. Thank you!

Non-Verbal Communication on the Telephone

How do you stand a chance at making a positive impression when the person forming the impression is using factors she can only perceive? Keying in on the principles for non-verbal communication can help. The principles for non-verbal communication are:

1. **Use positive body language.** You may wonder about the purpose of smiling while you're talking on the telephone. After all, the other person can't see your smile, so what's the point? While it's true that your smile can't be seen, it can definitely be heard. Putting a smile in your voice projects an image that will help you establish rapport and build long-term, lasting business relationships, while creating a lasting, positive impression.

Part of the beauty of communicating over the telephone is that you can't be seen. Maybe you're working from home, in your swim suit, but it doesn't matter, since no one can see you. While your swim suit won't be revealed over the telephone, your body language will. Not only does your body language impact your attitude, it could also impede good vocal production.

If you have an ultra-casual, laid back, feet-on-the-desk posture, it is sure to come through in your voice and your attitude. You run the risk of sounding uncaring or disrespectful. You should not slouch either as it projects a sloppy, indifferent attitude. Additionally, slouching restricts your diaphragm, the muscle that allows you to support and project your voice. Sitting up straight with your feet on the floor gives the best impression.

Your body language is clearly reflected in your voice and it comes through loud and clear on the telephone. Although you can't see the other person, behave as you would if he was sitting across the conference room table from you.

2. **Have a positive attitude.** While attitude is more difficult to measure than a smile or body language, it is a critical part of non-verbal communication. It's easy to spot a person with a bad attitude. It is also easy to hear one. Attitude is everything over the telephone. Either you're there to help, or you're not. A bad attitude can't be masked by the best telephone etiquette. It colors the entire interaction. A positive attitude, however, can make up for all sorts of deficiencies.

Your non-verbal communication speaks volumes. Make sure it is saying what you want it to say. The list below is a comprehensive review of tips for non-verbal communication:

3. **Put a smile in your voice.**
4. **React like it's your best friend on the phone.**
5. **Start smiling before you answer the telephone.**
6. **Think of every call as a welcome break.**
7. **Sit up straight with both feet on the floor.**
8. **Don't slouch.**

9. **Treat callers with respect.**
10. **Focus on what you can do.**
11. **Don't take your problems out on a caller.**
12. **Try to project a perky, positive, upbeat image.**

Although you can't see the person on the other end of the telephone, non-verbal communication speaks loudly. It has strong influence on the impression you project of yourself and your company.

As work environments grow more and more business casual and working from home becomes more common, you run the risk of sending negative non-verbal messages. Whether you're calling from the board room or poolside, be mindful of what your nonverbal communication is saying about you and your company.



You're on the phone...

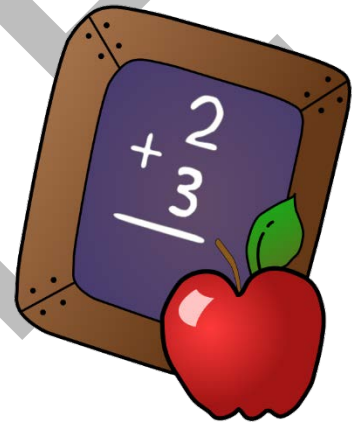
Phone etiquette check sheet:

- Physically smile when the phone rings.
- Answer the phone on the second ring.
- Be aware of environmental noises the caller may hear.
- Introduce yourself first.
- NEVER respond with "I don't know" – instead say – "I'll be happy to find out that information for you."
- End the call with a Thank you for calling.
- Remember, phone impressions are made within the first six seconds of the call.

Check out our website:

www.foothilladventistschool.org

- ❖ School Calendar
 - **Calendar Tab**
- ❖ Monthly Newsletter
 - **News Tab**
- ❖ Classroom Supplies
 - **Campus Life Tab**
- ❖ Lunch Menu
 - **Campus Life Tab under "Lunch Program"**
- ❖ Pay Tuition Online



Find lots of other
useful information!



Dear Foothill Staff - Please will you write one thing that you like about each staff member:

Angela

Jo

Melinda

Carol

Nelly

Tiffany

Delia

Richard

Thea

Jackie

Arlene

Ramona

Lenny

Patricia

Justine

Please put this page into my box when you are done -Thank you.



November, 2012

Dear Melinda,

During this time when we think about all the things we are thankful for, I know that my life is happier because I have a great group of people to work with.

Thank you for being a valuable part of this team. Foothill is growing and thriving, and you are an integral part of that success. Here are some of the things your colleagues feel make you special:

- Always ready to help and support
- Very compassionate, shows her appreciation
- She is our book of knowledge
- Very organized
- Loyal and steadfast

Have a well deserved break. Enjoy the time with your family – rest, eat well, and travel safely.

Much Love,

Justine

SAMPLE LETTERS

VHM Christian School

427 Capitola Road Extension
Santa Cruz, CA 95062

February 11, 2013

Dear (Volunteer),

I hope you know how much all of us VHM Christian School appreciate your volunteer service. You have truly made a difference in the lives of our students this year.

Volunteers with your passion and dedication can be so hard to come by. It is one thing for people to give money, but to give so selflessly of your time speaks volumes. It is our privilege to partner with you as we educate our youth for eternity.

Thank you especially, for all the work you put into supporting the students and staff, and all our programs this year. Our students have been very busy, and we are only able to provide such a rich program with people like you to work alongside us.

We are so looking forward to working with you again soon. Please continue to keep our school in your prayers.

Appreciatively,

Judy Seagraves,
Principal

"I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do. " 'Helen Keller

VHM Christian School

November 16, 2013

Dear _____,

During this time when we think about all the things we are thankful for, I know that my life is happier because I have a great group of people to work with.

Thank you for being a valuable part of this team. Foothill is growing and thriving, and you are an integral part of that success. Here are some of the things your colleagues feel make you special:

- ◆ Her optimism
- ◆ Enthusiastic love for teaching
- ◆ Always strives for excellence
- ◆ Easy to talk to
- ◆ A dynamic teacher

Have a well-deserved break. Enjoy the time with your families - rest, eat well, and travel safely.

Much love,

Judy

VHM Christian School

427 Capitola Road Extension Santa Cruz, CA 95062

April 14, 2011

Dear Pastor

I hope you know how much all of us at VHM Christian School appreciate your commitment to supporting our school, and Adventist education. You are truly making a difference in the lives of our children every day.

Pastors with your passion and dedication can be so hard to come by; the entire school owes you a debt of gratitude.

I know how busy you are, and for you to spend time trying to make Christian education a reality for all your children, really speaks volumes.

It is our privilege to partner with you as we educate our youth for eternity.

Appreciatively,

Judy Seagraves,
Principal

VHM Christian School

427 Capitola Road Extension
Santa Cruz, CA 95062

February 11, 2013

Dear Elder Ramiro Cano,

I want you to know how much all of us Foothill Adventist School appreciate your support. By believing in our school, and specifically Adventist education, you are truly making a difference in the lives of our children every day.

Advocates with your passion and dedication can be so hard to come by. It is one thing for people say they care, but to give so selflessly of your time and energy speaks volumes. It is our privilege to partner with you as we educate our youth for eternity.

Every day, we are blessed with testimonies from parents, and students, whose lives will be forever changed because of their relationship with our school. May God continue to bless us as we strive to be stellar witnesses for Him and our Adventist Church.

We look forward to working with you this school year.

Appreciatively,

Judy Seagraves
Principal

"I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something that I can do. " 'Helen Keller

VHM Christian School

427 Capitola Road Extension
Santa Cruz, CA 95062

November 23, 2013

Dear *Church Board Member*,

Long ago the Pilgrims honored God by celebrating a time of thanksgiving for His provision and protection during their first year at Plymouth, in a new world. Therefore, with this Thanksgiving Season upon us, I would like to thank you for your faithful support of the ministry that is VHM Christian School. Thank you for investing in the spiritual and academic lives of all our children.

We are off to a great start. No successful school program is possible without the support of dedicated families, teachers, board members, staff, and community workers. I am so privileged to be able to work with this special group, of which you are an integral part.

Our children are very important to us. I look forward to working with you and our students, to prepare them for adulthood and eventually Heaven.

May God bless you as you celebrate this wonderful holiday together with your family. Travel safely and rest well.

Happy Thanksgiving,

Judy Seagraves
Principal

"I know what it is to be in need, and I know what it is to have plenty. I have learned the secret of being content in any and every situation, whether well fed or hunger, whether living in plenty or in want. I can do everything through Him who gives me strength." Phil. 4:12-13

Foothill Adventist School

1991 Landess Ave. Milpitas, CA 95035

September 14, 2012

Dear Kee Family:

Every week we pray for students and their families in Foothill by name. I want you to know that we, the faculty, have you in our thoughts.

It is our privilege to have Victoria in our school - she is a delightful young lady. I love to visit her in the classroom to be a part of her energy and creativity. I am really looking forward to seeing her grow from year to year. Thank you for entrusting her to our care.

Please feel free to come and see me anytime should you have any concerns or ideas. I enjoy spending time with the parents, as the best education involves a partnership between home and school.

Sincerely,

Justine Leonie
Principal

"And so, we know and rely on the love God has for us. God is love. Whoever lives in love lives in God, and God in him." 1 John 4:16

October 24, 2011

Dear

Every week we pray for students, their families, and people in our Foothill School community by name. I want you to know that this week the faculty is praying for you specifically.

We are blessed to have you as our partner in the work of educating our students for both here and eternity. "It takes a village to raise a child," and so I thank you for being a part of our team.

Please feel free to come and see us anytime should you have any concerns or ideas. We enjoy spending time with parents and friends, as the best education involves a partnership between home, school and church.

Sincerely,

Justine Leonie
Principal

"And so, we know and rely on the love God has for us. God is love. Whoever lives in love lives in God, and God in him." 1 John 4:16

VHM Christian School

427 CAPITOLA ROAD EXTENSION SANTA CRUZ, CA 95062

September 14, 2013

Dear Kee Family:

Every week we pray for students and their families in Foothill by name. I want you to know that we, the faculty, have you in our thoughts.

It is our privilege to have Victoria in our school - she is a delightful young lady. I love to visit her in the classroom to be a part of her energy and creativity. I am really looking forward to seeing her grow from year to year. Thank you for entrusting her to our care.

Please feel free to come and see me anytime should you have any concerns or ideas. I enjoy spending time with the parents, as the best education involves a partnership between home and school.

Sincerely,

Judy Seagraves
Principal

“And so, we know and rely on the love God has for us. God is love. Whoever lives in love lives in God, and God in him.” 1 John 4:16

September 10, 2012

Dear Kiana,

We have just completed our first week at Foothill, and we were thinking of you.

All of us at Foothill wish you everything of the best. We miss you already, and hope that your freshman year at your new high school year will be a happy and successful one.

Please let us know how you and your family are doing - and be sure to visit!

God bless,

Mrs. Justine Leonie
Principal

Foothill Adventist School

September 14, 2012

Dear Rischel,

We have just completed our first month at Foothill, and we have been thinking of you.

All the teachers and students wish you everything of the best during this upcoming school year. We think of you often, and hope that your senior year will be a happy and successful one.

Please continue to let us know how you and your family are doing - and be sure to visit!

God bless,

Mrs. Justine Leonie
Principal

PARENT INFORMATION

Get Ready for Kindergarten

The first day of kindergarten is tearful for parents, who can't believe their child is growing up so fast. For the child, however, it doesn't have to be a time for tears. We collected tips from veteran principals on preparing for a smooth transition to kindergarten.

1. Allow your child to become familiar with the school by driving past it as often as you can during the summer.
2. Call ahead and tour the school during the summer, even if your child visited on registration day, just to get her more comfortable in the building.
3. Bring up school in conversations at home as much as possible. Talk about the fun things your child will get to do. Don't express regret that he's starting school. Make sure he views it as a positive step.
4. Make shopping for school supplies a fun experience. Get a list from the school of exactly what is allowed and expected. Let your child make some choices about the color of her backpack or the type of pencil case.
5. Start the school bedtime routine a month before school starts. Parents can scale back gradually, having the child go to bed just five or 10 minutes earlier each night. It takes 30 days to establish a routine, you don't want your child to be too worn out to make it through the day.
6. Check out books from the library that help ease jitters about starting school. We recommend *The Night Before Kindergarten*, by Natasha Wing, and *The Kissing Hand*, by Audrey Penn.
7. Attend registration night, and Back-to-School night with your child. Join the PTO-it's a great way to meet other parents with children in the same class and to keep up with what's going on at school.
8. Prepare yourself. If you want to cry, be strong and don't cry in front of your child. Hold the tears until you're in your car.
9. Work with your child throughout the summer on kindergarten readiness academic skills such as writing her name or reading letters-but only if she's ready. You know your child best, follow your child's lead. Don't force it. Drilling them before they're ready creates stress.
10. Do arts-and-crafts projects with your child during the summer. He'll get more comfortable using scissors, markers, and other supplies that he'll see plenty of in kindergarten.
11. Familiarize yourself with what today's kindergartners are expected to learn. Kindergarten has changed dramatically in the past 20 years. Many of the skills your child will learn were once taught in 1st grade.
12. Make sure your child has the necessary immunizations to start school.
13. Be prepared for a wide range of kids in your child's class. Some don't know their last name and others are reading at a 1st grade level and higher. Don't make it a competition. Development at this age varies from child to child, as does school

readiness. By 3rd grade, most kids will be at the same level, but younger kids need to be allowed to grow at their own pace.

14. Over the summer, work with your child on problem-solving. Some kids are whizzes with flash cards but unable to think for themselves when a problem arises. Give your child a chance to answer who, what, where, and why questions. Going grocery shopping can be a great learning experience in preparation for school.

Kindergarten readiness doesn't have to be the main focus of your summer. Your child will be too busy playing to think much about it. But taking time to familiarize your child with school and educate yourself on what modern kindergarten is all about will go a long way toward guaranteeing a smooth transition.

Be sure to call us if you have any other questions or concerns.



John and Mary Doe
123 Home Address Drive
Anytown, ST 99999

Dear John and Mary,

If you are concerned about safety in your child's school, I urge you to read the enclosed attachment on the devastating effect of bullying. The impact of bullying is not well known for two reasons:

- 1) Many children are too embarrassed or ashamed to level with their parents
- 2) Many parents don't realize the long arm of bullying extends all the way into adulthood

Some of the long-term impacts of bullying are shocking, such as formerly bullied children have poorer job prospects as adults. Some are just sad, such as adults who are largely loners, or act as victims. Some are alarming, such as increased evidence of depression and suicide. The pain of being bullied can last an entire lifetime.

No school is exempt from bullying or teasing. However, the interventions that anti-bullying experts recommend – a curriculum emphasizing kindness, communication, cooperation, empathy, and friendship – are natural to Christian schools, including ours.

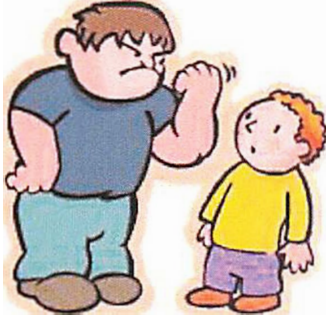
Whether your child is being bullied or not, I would be glad to meet with you to explore the educational needs you have for your child...regardless of whether you ultimately enroll your child at our school.

Please call us at () - to schedule your free, no-obligation educational success consultation. You can bring your child as well.

In Christ,

Your name
Your title

P.S. The same values that educational experts know prevent bullying or teasing behaviors flow naturally from the values taught at a Christian school...kindness, communication, cooperation, empathy, and friendship. These same values are essential for success and happiness in life.



The Devastating Impact of Bullying

Jack, a slight sixth grader, rounds the hallway corner and sees a group of older boys centered in the middle of the next hall. He turns back quickly, trying not to make eye contact with the group and heads down the hall he'd just walked.

"Hey, Johnson," says one of the group. "Where do you think you're going?" Too late – he'd been seen. The last time they'd seen him, they took his lunch money. This time, he ducked into Mrs. Greene's class – his teacher last year ("Just to say hi") – as the group passed.

Lately, Jack has avoided everything about school. He used to want to ride the school bus, participate in school activities and hang out with his friends. But not lately. He's "lost" a couple of personal items and his clothes are torn once in a while. Normally a good student, he's missed assignments and become "lazy" about school work. He doesn't tell anyone about the threats and "hits" at school – in fact, he doesn't talk to anyone much anymore.

When he goes to school, he returns late because he takes a "detour" out of his normal way (a detour that makes no sense). More disturbingly, he complains that he "can't sleep" at night and when he does, he has frequent nightmares. He's depressed and has even had thoughts of suicide from time to time.

These changes to Jack's behavior point to one thing: He's being bullied.

Unfortunately, Jack's situation is not unusual. In fact, a recent government study revealed that 1 out of 4 students (both boys and girls) have been bullied in the last year, nearly 1 in 3 have reported bullying or being a target of a bully, and more than 1 out of 3 have seen hate-filled graffiti in their public school in the last 12 months.

There are many tell-tale signs that a child is being bullied. Do you recognize any of these behaviors in a child you know?

- ✓ Fear of going to school, riding the school bus
- ✓ Fear of taking part in organized activities with peers such as clubs or extracurricular activities
- ✓ Missing belongings or torn clothing
- ✓ Comes home with bruises, or cuts, or other physical injury
- ✓ Few, if any, friends, with whom he/she spends time
- ✓ Often preferring adult friendships
- ✓ Takes a long "illogical" route when walking to and from school
- ✓ Has lost interest in school work or suddenly begins to do poorly in school
- ✓ Appears sad, moody, depressed, even occasionally suicidal
- ✓ Sensitive, quiet, shy, and withdrawn
- ✓ Has trouble sleeping or has frequent bad dreams
- ✓ Complains of stomach or head aches or other physical problems
- ✓ If a boy, are often physically weaker than other boys
- ✓ Appears anxious and/or suffers from low self-esteem and insecurity

Sadly, the long-term effect of being bullied extends all the way into adulthood, where formerly abused children have more depression and lower self-esteem than non-abused adults. Many formerly bullied children end up angry and bitter as adults. Dr. Mark Dombeck, a psychologist who was bullied as a child, sees the following as long-term consequences of being bullied as a child:

- ✓ Reduced occupational opportunities
- ✓ Lingering feelings of anger and bitterness, desire for revenge
- ✓ Difficulty trusting people
- ✓ Interpersonal difficulties, including fear and avoidance of new social situations
- ✓ Increased tendency to be a loner
- ✓ Perception of self as easy to victimize, overly sensitive, and thin-skinned
- ✓ Self-esteem problems (don't think well of self)
- ✓ Increased incidence of continued bullying and victimization



No school is perfect, to be sure. However, no child should be threatened, harassed or intimidated at school.

What can parents do to help students? Are there any choices?

Experts who have studied bullying recommend a curriculum that emphasizes kindness, communication, cooperation, empathy, and friendship. Schools should adopt a moral stance against bullying, school-wide. Additionally, students should learn how to control their anger, how to solve conflicts, how to apologize, and how to reconcile. Parents who are involved and close adult supervision are also important factors that deter bullying.

Christian schools teach these important lessons – and they have done so for years. Small class size means teachers are more involved with students and parents are generally more connected to the school as well. Studies show that parents who send the children to private schools (largely Christian schools) are more satisfied with their child's school than those who send their children to public schools. These schools are considered safer than most public schools and they foster a supportive family atmosphere where teachers and parents know what's really going on.

If your student feels threatened at school, is reluctant to go to school, or shows signs of being bullied, maybe it's time to consider a quality Christian school that you know.

For more resources on bullying see:

- ✓ www.schwablearning.org/articles.aspx?r=697
Dr. Marlene Snyder, Ph D.
"What Parents Can Do about Childhood Bullying"
- ✓ www.safeyouth.org/scripts/topics/bullying.asp
The National Youth Violence Prevention Resource Center
- ✓ www.kdshealth.org/parent/emotions/behavior/bullies.html
"Helping Kids Deal with Bullies"

John and Mary Doe
123 Home Address Drive
Anytown, ST 99999

Dear John and Mary,

Every parent is concerned about their son or daughter living up to their God-given potential. That is our top concern as well.

One of the most researched topics in all of education is the effect of small class size on student achievement. Today, there is no question – students in small classes do much, much better – in math, in reading, in overall performance.

That is why we limit our class size to ____ students per teacher. It is important that students and good teachers not be limited by an over-crowded classroom.

If small class size with significant amounts of individualized attention is important to you, we can help. We are in the business of helping children reach their full potential.

And if you are looking for ministry-minded teachers who view their work with your child as a call, a passion, and a matter of the heart, we are here to serve.

Thank you for your interest in our school. I hope this article is helpful to you in the important decision you are now making about your child's future.

For the Educational Success
of Your Child,

Your name here
Your title here

P.S. Small class size is one of the top reasons parents like you choose our school. I would be happy to further discuss with you how we can help your child achieve his or her full potential.



Lost in the Numbers: Class Size Does Impact Our Children

Mr. Smith struggles through yet another science lecture, interrupting himself on numerous occasions to verbally dress-down, boisterous students all over the classroom. Bone-tired and battle-weary, he mentally asked himself: "How can anyone learn anything in a class of 28 students?"

If only the learning approach could be hands-on! But how do you do experiments with 28 squirrely 5th graders – and no aide? So much time for learning wasted in unnecessary discipline. The saddest part was that several of his "trouble-makers" were really bright kids bored with the droning on of lectures, day after day. Good kids, not even close to living up to their potential. Children like Emily...

Emily threw her backpack on the couch. "Hi, Emily," her mother, Jennifer, cheerfully said, "How was school?" "Oh, fine, mom, I'm going to play now." "Do you have any homework, Emily?" her mother asked, with concern. "Nope, everything's fine, see ya!" And Emily runs out the door.

In her heart, Jennifer knows that everything isn't "fine." As bright as she is, Emily has been earning A's and B's, with a C last quarter in Science. Yet she rarely brought home any homework.

When Jennifer tried to investigate this at parent-teacher conferences, she learned that conferences were done on a drop-in basis, the entire class in a two-hour block. Jennifer had less than 10 minutes with Mr. Smith, whose only knowledge of Emily seemed to be what was in his manila folder.

On the way back to her car, Jennifer wondered out loud: "Is this the best I can do for Emily?"

Perhaps there are Jennifers in your life; or perhaps you are Jennifer.

Class size is one of the most researched topics in education. And the research is clear – Emily is losing (a lot!) in any class with over 20 students:

- ✓ Lower reading and math skills
- ✓ Half or less individual attention
- ✓ Much less "hands-on" and small group learning
- ✓ Less classroom instruction (more discipline & distraction)
 - ✓ Poorer relationship with the teacher
 - ✓ Less safe

The National Education Association and the average Christian school don't have much in common, but they both agree on this: **Small class size is essential for strong student achievement!** In fact, since 1995, there is very little debate in the educational community.

Christian elementary and secondary schools are characterized by small class size, typically with dedicated, ministry-minded teachers. What are the advantages of this to students?

There are many benefits, according to research:

- ❖ Student performance improves by a minimum of 33%
 - ❖ Stronger reading and math abilities
 - ❖ Less disciplinary problems
- ❖ Improved teacher morale and enthusiasm
- ❖ High levels of classroom participation
- ❖ More instructional time & materials covered
 - ❖ Greater joy for learning

And that's just the beginning.

Students who were educated in small classes during the crucial early grades (Kindergarten through Third Grade) were much more likely to graduate on time, with honors – and about half as likely to drop out of school altogether. Small class size, by itself, reduced the performance gap between Blacks and Whites by 38%, according to a 13-year study of 7,000 students in Tennessee.

In fact, minorities and the poor have the most to gain from education in a small class environment. The academic benefits of small class size stay with students after only three of four years in small classes – even when they move on to middle schools and/or high schools with large classes.

Tender Loving Care + Small Class Size =



In some parts of the county, charter schools and public schools are catching on, and have begun lowering their class sizes to more manageable levels. Students fortunate enough to attend these schools do receive the kind of individualized attention that Christian schools have provided for decades.

The difference is, with Christian schools, teachers approach their students with a pastor's touch. They have chosen to work at a lower salary than the public schools because they care, because teaching is a call and a ministry. The success of students in their classrooms is a matter of the heart.

The result is WOW! Students who can achieve their God-given potential. Not students who achieve 33% better – but **two or three grade levels ahead of their actual grade**. Students who naturally work in teams and accept their peers from other races or socio-economic backgrounds – because they have the values grounding that makes genuine acceptance possible.

For many parents, the combination of individual attention, and the strong spiritual and values offered by Christian schools justifies the cost of tuition.

Self Esteem...

Self-esteem isn't bragging about how great you are. It's quietly knowing that you are priceless. It's not about thinking you're perfect, but that you're worthy of being loved and accepted.

Self-esteem isn't like a pair of sneakers that you'd love to have, but don't have to have. You need to have self-esteem. It gives you the courage to try new things and the power to believe in yourself. You can respect yourself, even when you make mistakes. It is also the ticket to making good choices about your mind and body. If you think you're important, you will be less likely to follow the crowd if your friends are doing something silly or dangerous.

As kids get older, they have a bigger role in developing their self-esteem. Achievements like getting a good grade on a test or making the Football team are things they can be proud of. So are having a good sense of humor, or being a good friend.

A kid's family and other people, like coaches and classmates, can boost self-esteem. They can help a kid figure out how to do things, or notice good qualities. It's all part of kids learning to see themselves in a positive way, to feel proud of what they've done, and to be confident that there's a lot more they can do.

For some kids, classes at school can seem so hard that they can't keep up, or get the grades they'd hoped for. This can make them feel bad about themselves and hurt their self-esteem. This will improve when a teachers and parents help them get back on track. When they start to do well, their self-esteem will skyrocket!

Some kids start out with a strong level of self-esteem, but things can change that: If a kid moves and doesn't make friends right away, kids whose parents divorce, a kid who feels too fat or too thin, a kid who's dealing with an illness, or the body changes of puberty can affect a kid's feeling of self worth.

Here are a few things that you can encourage your kid's to do:

- Make a list of the stuff you're good at. Drawing, singing, or telling a good joke.
- Give yourself three compliments every day. Like, "I was a good friend to Jill today" or "I did better on that test than I thought I would."
- Remember that your body is your own, no matter what shape, size, or color it is. Remind yourself of things about your body that are cool, like, "My legs are strong and I can skate really well."
- Remember that there are things about yourself you can't change. You should accept and love these things, such as skin color and shoe size, because they are part of you.
- When you hear negative comments in your head, tell yourself to stop. When you do this, you take the power away from the voice inside that discourages you.

By focusing on the good things kids do, and all their great qualities, they will learn to love and accept themselves — the main ingredients for strong self-esteem!

ADDITIONAL RESOURCES

NAD Promo Material

**For more Promotional material visit
<http://adventisteducation.org/>**



Adventist Education
A JOURNEY TO EXCELLENCE

“All your children will
be taught by the Lord,
and great will be
their peace.”

ISAIAH 54:13



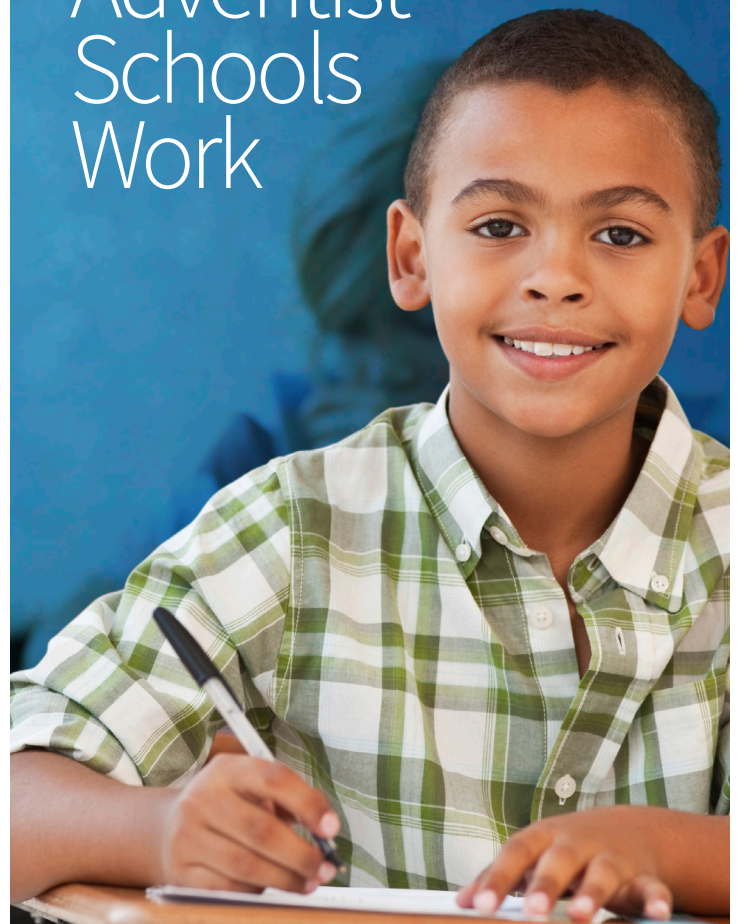
Adventist Education
A JOURNEY TO EXCELLENCE

North American Division
Office of Education
9705 Patuxent Woods Drive
Columbia, MD 21046

adventisteducation.org

10 Reasons

Adventist
Schools
Work



10 Reasons Adventist Schools Work:

Spiritual Focus

1 Seventh-day Adventist schools focus on preparing students not just for success in this life, but for eternity. The ultimate goal of each teacher is to see each student in a personal relationship with Jesus Christ.

Student-Teacher Ratio

2 Most Seventh-day Adventist schools have a low student-teacher ratio. This allows for more individualized attention and instruction. “The benefits of smaller classes extend beyond test scores and student engagement. In addition to the longer-term positive attributes of small class sizes in the early grades, benefits include continued academic and life success.”

www2.ncte.org/statement/why-class-size-matters

Academic Achievement

3 CognitiveGenesis, a four year study of 30,000 students enrolled in Seventh-day Adventist schools across North America found that students in Seventh-day Adventist schools achieve an average of half a grade above predicted ability in all subjects.

Tailored Curriculum

4 Seventh-day Adventist schools benefit from a curriculum especially designed for single and multigrade classrooms. The North American Division Office of Education has developed excellent, high-quality, standards-based materials for all classrooms. The curriculum is designed so that students are constantly connected with Christ and the possibilities He has for each life.

Family Atmosphere

5 Seventh-day Adventist schools have a family atmosphere that is similar to what students encounter in the real world outside the classroom. “The range of social relationships students build in a multilevel classroom more closely reflects the social situations individuals encounter in workplaces, communities, and families.” edu.gov.mb.ca

Involved Parents

6 Parents appreciate the stable learning community of Adventist schools and the stronger relationships they are able to develop with their child’s teacher. There are more opportunities for parents to be involved whether it is volunteering in the classroom, assisting with a field trip, or serving on the local school board.

Peer Tutoring

7 “The benefits of having older students offer assistance to younger students are supported by research. Studies show that both the student being tutored and the student doing the tutoring improve academically.”

Anderson, R.H. and B. Paven.
Nongradeness: Helping it Happen

Community Service

8 Students in Seventh-day Adventist schools are encouraged to become active members of the local community through various community service projects. From putting on a musical program at the nursing home to raking leaves for an elderly person in the school neighborhood, students are actively engaged in showing God’s love to the world.

Higher Education

9 “A national survey found that 75% of high school dropouts in the United States said that providing smaller classes with more individualized attention would have improved their likelihood of graduating from high school.”

Bridgeland, John M. *The Silent Epidemic: Perspectives of High School Dropouts*

Students who attend Seventh-day Adventist schools are more likely to attend college. Over 85% of graduates from Seventh-day Adventist high schools attend college and over 80% of them complete college degrees. This is compared to 66% and 14% of public high school students respectively.

Remediation & Enrichment

10 In single and multigrade classrooms, remediation and enrichment activities can be more discreetly arranged than in traditional classrooms.





Adventist Education

A JOURNEY TO EXCELLENCE

A PASSION FOR QUALITY

Research has shown that Adventist education is a step above the rest. Without the distraction of ever-changing government reforms and ineffective state policies, our schools can focus on what they do best: providing high quality, Christ-centered education to students. The end product? Successful students who are intrinsically motivated, academically prepared, and committed to a life of service.

VISIT [ADVENTISTEDUCATION.ORG](https://www.adventisteducation.org) TO LEARN MORE ABOUT ADVENTIST EDUCATION AND FIND A SCHOOL NEAR YOU.

the
Journey *to*
Excellence



IT'S NOT EASY GROWING UP.

Young people face challenges, pressures and temptations unimaginable just a few years ago. In a world of turmoil and constant change, parents increasingly look to Adventist education to offer their children the tools they need to survive and succeed in this life—and for eternity.

Academically, the numbers speak for themselves:

ADVENTIST SCHOOLS	PUBLIC SCHOOLS
% of graduates who attend college: 85+ %	66 %
% of graduates who complete college degrees: 80+ %	14 %
% of applicants accepted to medical schools: 34 %	9 %
% of teachers certificated: Nearly 100 % (Adventist Certification)	as low as 58 %
Percentile performance on nationally normed tests: 70th — better than 70% of all schools taking the test nationwide, which includes public and private schools (results from 2010 scores).	

But some things—perhaps those that are most important—just can't be measured in test scores and college completion rates. Around the world, in more than 6,709 schools and through the inspired efforts of more than 65,679 Adventist teachers, young lives experience critical transformation.

It happens in morning worships. In earnest prayers. In community service projects and mission adventures. In so many little ways each day, our children find God and a future on their journey to excellence. And isn't that worth everything?

VISIT ADVENTISTEDUCATION.ORG TO LEARN MORE ABOUT ADVENTIST EDUCATION AND FIND A SCHOOL NEAR YOU.



ARTICLES

Online Resources

[Marketing Your School: How Visible Is Your School?](#)



www.privateschoolreview.com

I am assuming that your school is well-known within your local community. But what about beyond that community? Are you visible to families looking for a school like yours? How will they know that your school fits their specific requirements? Well, there are several things you can do to reach that ...

<https://www.privateschoolreview.com/blog/marketing-your-school-how-visible-is-your-school>

[Making Social Media Work for Your School |](#)

PrivateSchoolReview.com



www.privateschoolreview.com

A decade ago you spent a fortune on a gorgeous catalog and a couple of recruiting trips. Then you waited. If you had gotten your catalogs into the right hands and had a good turnout for your recruiting trips, you were in good shape.

<https://www.privateschoolreview.com/blog/marketing-your-school-how-visible-is-your-school>

[7 Fatal Mistakes of School Website Design -](#)

campussuite.com



www.campussuite.com

If you're in charge of your school website, or on the team that manages it, there's a good chance you get an earful of suggestions on how to improve it.

<https://www.campussuite.com/blog/7-fatal-mistakes-school-website-design>

[Top Private School Website Design Trends for 2018 |](#) [Blackbaud K-12](#)



k12hub.blackbaud.com

Editorial Note: Listen to a discussion about this article on the Get Connected podcast, Episode 49: Star Wars T-Shirts & 2018 School Website Design Trends..

It often seems like website design trends change with the seasons, which can be frustrating for private schools trying to maintain a modern look to win over admission prospects.

<https://k12hub.blackbaud.com/blog/the-year-of-the-school-website-top-design-trends-for-2018>

[Digital Marketing Tips for Private Schools](#)



ibisstudio.com

Statistics show that only a small portion of American students are enrolled in private schools. It has become extremely important for private schools to market themselves well to encourage enrollment.

<https://ibisstudio.com/digital-marketing-tips-private-schools/>

[Powerful Tactics to Increase Parent & Family Engagement through Facebook - blog.enrollhand.com](#)



blog.enrollhand.com

It's no secret that most schools struggle to properly reach their audience on Facebook. And if they do, often by chance, they usually fail to keep them engaged.

School Website Planning Guide

The practical guide to planning and creating a successful school website



School Website Planning Guide

How to plan and begin building a website for your school

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Introduction

The *School Website Planning Guide* is intended for those at your school or in your district who are responsible for planning and managing your school website. Whether you're looking for a new provider – maybe your existing provider's contract is about to expire – or looking to re-energize your current website or provider, this guide can get you started on putting in place a time-tested plan for creating an effective website.

We've boiled it down to these prescribed steps to follow so you can build a website that will help your school or district achieve its communications goals. Using this guide, which centers largely on thorough **planning, analysis and effective design**, will assure you've covered all the bases for creating a strong web communications foundation.

The *School Website Planning Guide* stresses the importance of goal-setting and a full understanding of what constitutes great design. And while some of the recommendations are based on the author's personal experience with developing and implementing proprietary content management system (CMS) software, regardless of who your website provider is, the information contained in this guide can and should be universally applied for any school planning a website.

We recommend using this guide in conjunction with the ***School Website Buyer's Guide*** (www.campussuite.com/buyers-guide), which outlines specific steps to take and tools to use when evaluating potential website vendors, the *School Website Planning Guide* outlines much of the insight and best practices gathered from more than 15 years of planning and building websites for school districts and schools, large and small, private and public.

This guide is published by Campus Suite and is part of The Campus Suite Academy's commitment to ongoing professional development for educators in the realm of web communications.

About the Author

Co-founder of Campus Suite, Steve's on a mission of helping schools and colleges stay current with web technology and communications. His tech savvy and passion for design fuel his desire to help educators understand and seize the power of web communications.



1. Form your team

Your first order of business in planning for a great website is to assemble a great team or committee of school personnel who can help shape precisely what your school's website needs to be. Even though you may be the de facto champion or lead on the website project, you should not proceed independently or in a vacuum. Everyone on the planning team should have **clearly defined roles**, with each bringing valuable perspective.

Chances are the webmaster, school communications or IT director will be at the point on this project. It's a good idea, especially with the import role of the website in the communications mix these days, to **have a high-ranking administrator or two on the team**. So try to get a principal or even your superintendent involved along with key communications, technology, admissions or enrollment (if applicable), academic and even parents.

A rank-and-file teacher – one who's a champion of technology and maybe has a great teacher website – is also good to include on your team. He or she can speak for many of the classroom-driven concerns of building your new website. Some schools may even opt to have a student or parent representative on your planning team as well, for better communication between these two groups is a catalyst for improved academic achievement – the end game of all school communications.

Once you're satisfied you have **good representation from key departments** on your website planning team and roles are clearly defined, be sure to develop your plan consistent with your school's overall communications mission and goals. The website has quickly become the communications hub for many schools, so it's critical that your planning is in concert with the bigger picture.

Next steps:

1. Get buy-in from school leadership.
2. Assemble a well-rounded team of decision makers.
3. Start planning.

2. Survey all your user groups

Your committee's first order of business in planning your school website is to gain a better understanding of the needs of all your users. Not just parents and students, of course, but your entire school community. For the content managers, creators and your website visitors, you want the website experience to be delightful and keep them coming back.

Through a thorough understanding of your stakeholders – **your target audiences and the users themselves who will be managing the content** – you may discover some constraints and possibilities in making the most of your website to reach your communications objectives.

Using both surveys and other forums, such as focus groups of staff, parents, and faculty, you can gain insight and confirm some assumptions your selection team has made about the direction of your new website. Informal meetings and focus groups are good opportunities to gain buy-in and discover champions in your website initiatives.

Consider the following user groups when surveying what's required for your website:

Website visitors	Website editors
<ul style="list-style-type: none">- Parents- Students- Faculty- School support staff- Extracurricular groups- Athletics	<ul style="list-style-type: none">- Webmaster- IT support- Communications/PR staff- Other content creators/editors- Teachers- Others

For your visitors, ask questions concerning what kinds of content they want to access, when and where they visit the web (time of day can determine, for example, how and when your stage your content), what devices are they using to view the website, what social media accounts they use.

For your content managers, ask them “what if” kinds of questions to stretch how they might better utilize the school website to improve how they do their jobs. It might be

finding a way to more readily share content like a dedicated department web page, the ability to create online forms and surveys, creating their own blog, or establishing a school-based Twitter account.

Survey Monkey, Survey Gizmo, Constant Contact and Moodle are popular and affordable online survey services that makes it easy to create and manage surveys and forms to gain useful insights into building a school website that meets your user's needs. Some website providers may even have a ready-made survey or other tools you can use.

Full Web Accessibility

One important user group not to overlook are individuals with disabilities in and around your school community. Close to 60 million people in the United States have a disability, and schools – like every public institution or organization – are required by law to make their websites fully accessible. Section 508 of the Rehabilitation Act of 1973 and the American Disabilities Act (ADA) require that schools have ADA-compliant, fully accessible websites, and there is a lot of pressure on schools from many sectors to comply with new accessibility standards.

Unfortunately, many schools currently don't have websites that accommodate the students, staff, parents and other school community members who have vision or hearing impairments, are physically disabled, or suffer from one of many cognitive or learning disabilities. It's important from a legal and ethical standpoint that you factor ADA compliance and web accessibility into your website planning. You need to first understand the scope and requirements of web accessibility, perform an ADA audit, appoint a web accessibility coordinator if one doesn't already exist, and make accessibility part of your school's website DNA.

Read a related article: [How to Conduct a School Website Accessibility Audit](#)

Next steps:

1. Build a comprehensive list of internal users.
2. Build a list of all potential 'visitor' groups – including those with disabilities.
3. Survey your groups.
4. Conduct informal focus group meetings.

3. Assess your existing website

Before you forge ahead and begin looking for new features and capabilities for your website, first thoroughly **review your own website** to determine what it's doing well and where there's room for improvement. And by thoroughly, we mean using objective analysis combined with subjective examination of your site. Part of your assessment should include an ADA-compliance audit.

Analyzing how people use your current website will not only flag some of the weaknesses of your site – perhaps confirming some assumptions – but can tell you what's successful with the current website. You may be doing some things very well. You also need to gain an understanding of the content and what is to be migrated into the new website. In addition to some critical analytics, here's where the insight from your webmaster, internal IT support team and your heavy users can be very valuable. What's working and not working will emerge in your data, but there's also great intuitive input to be gained.

How people use your website

While there are a number of web analytics tools available to collect, measure and provide reports on your school website, one of the best ways to get good data on how people use your website is to use **Google Analytics**. It's free to schools and is relatively easy to set up on your website.

Read related article: [How Schools Can Use Google Analytics](#)

Google Analytics enables you to collect some very valuable data. You can drill down as deep as you'd ever imagine examining your website, however the key areas where it can help is in determining:

- **Where** visitors are coming from
- **Which** pages are most popular
- **What** content they're searching for
- **How** they're accessing your site and viewing your pages

Track where visitors come from

Knowing the route visitors take to get to your website can unearth communications

opportunities for your school. You may see, for example, a lot of visitors come from Facebook or Twitter, so you would want to start sharing more content in those channels and encourage sharing on pages like blogs or news announcements.

Determine what's popular

Site content analytics help you identify the most popular pages, and helps you make that content easily accessible from the main pages of the website and within the navigation. This makes your school website so much more user-friendly.

Get help with page design

In-page analytics provide a visual overlay on your website and shows what people are clicking. This helps you position the popular links in prominent areas so visitors do not have work hard to find a links that they are clicking regularly, making your school's information easy to find.

Know what they're looking for

Any searches within your site can be analyzed as well. Data on searches can help you promote this regularly searched content on links on the homepage and navigation. Also, consider when someone is using the search, you might not have made it easy for them to find the information intuitively.

Learn what visitors use to access your site

Determining what devices your school website visitors are using is an important metric. Desktop, tablet, smartphone – each works with your website in distinct ways. The increasing number of mobile users, for example, indicates your school should be using responsive design or a mobile app. Know how your visitors view your site.

Google Analytics not only will help your team gain a deeper understanding of your website as it exists now, but provide a benchmark for improvement, and serve as an ongoing website performance measurement tool.

Next steps:

1. Appoint a lead to assess your current site.
2. Examine it objectively using Google Analytics.
3. Gather informal input from content managers.
4. Complete your website "audit" with a report.

4. Research other school websites

From the no-need-to-reinvent-the-wheel department, your selection committee's due diligence should include seeing **what's working well for other schools**. In addition, a little introspective look at your own site should be included in your website reviews.

Start close. Maybe your school is part of a larger group determined by geography or athletic conference, for example. If you're a private school, you know who your competition is and can easily determine what you like and don't like about their web communications. Public schools too are faced with competition. Open enrollment, magnet schools, charter schools, online and homeschooling are putting more pressure on districts to check what their 'competitors' websites are doing before proceeding with building their own.

Beyond the schools in your own backyard, check out what the standard is for great websites from schools across the country. There are award-winning school websites that you can learn from. Edustyle, Webby Awards, and the National School Public Relations Association have annual award programs that recognize the leaders in school website design and web communications.

Checklist for evaluating school websites

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Design<ul style="list-style-type: none"><input type="checkbox"/> Attractiveness<input type="checkbox"/> Navigation<input type="checkbox"/> Accessibility<input type="checkbox"/> Navigation<input type="checkbox"/> Event calendars | <ul style="list-style-type: none"><input type="checkbox"/> Directories<input type="checkbox"/> Teacher pages<input type="checkbox"/> Frequently updated content<input type="checkbox"/> Calls to action<input type="checkbox"/> Mobile access<input type="checkbox"/> Social media integration |
|--|---|

Next steps:

1. Gather a list of school websites you like.
2. Create a checklist and rating scale.
3. Grade and highlight the ones that work well.

5. Design your website

With a full understanding of your user needs and a clear idea of what you want or don't want in your website, now it's time to put all your research and preliminary planning to work. Remember, as you work through the following design steps, end-user satisfaction – happy, fulfilled website visitors who keep coming back to your website – is really the ultimate goal of good design.

Read related article: [5 Tips for Great School Website Design](#)

Your specific requirements

Your next step in planning your website is establishing the requirements that will dictate a large part of your ultimate design. It can be daunting to sort through the many features and options your potential website vendor has to offer, so be careful not to take on more than you're willing or capable of handling.

More is not always better. That is, **your school may not need all the features available**. If you don't need all the bells and whistles, certainly don't ask (and don't pay) for them.

Make certain your school is equipped to manage features such as discussion boards, parent portals, for example, if they're part of your website design. If third party application integration, for instance, is part of your requirements, be certain your IT department is leading that aspect.

Custom design vs. themed templates

You may be a candidate for a custom website, but cost and time may preclude that. Fact is, most CMS providers have **ready-made templates that are 'road-tested' for effective, usable design**.

By using templates, you'll have a built-in safeguard against over-designing and trying

to cram too much content onto each page. Website budget aside, in most cases, you're better off going with a design template that's proven and ready to go. It will also save time in the design and implementation phase.

TIP: In multi-school districts or large schools with multiple departments, use themed templates to reinforce branding standards. If your respective school or department sites are "all over the map" from a design standpoint, take this opportunity to establish some standards.

Well-organized navigation

Intuitive, organized navigation is well-designed navigation. It's key to a school website's usability. Most website providers will start you off with a **common school or district architecture and show you how to edit** it to your specific needs.

Organize navigation and sub-navigation with no more than seven links. Studies show people are most likely to make a decision when they have seven links or fewer to choose from. Anything more can be overwhelming. Quick links help lead users to the most frequently requested features or information on your site. Quick links can cut through the clutter, saving readers' time by getting them where they want to go, fast. Keep in mind school pages and teacher pages should be readily accessible on the navigation and home page.

TIP: Do not use 'click here' wording on your links. Instead, use descriptions that are in context with the content. Don't think of the link as a verb; rather the subject matter to which you want the reader to have the option of reading.

Beautiful, strategic images

You'll want to upload your best quality images to your asset library for central organization and to ease the page-building process. Take this opportunity to **establish an intuitive file-naming convention** for all your digital assets if one doesn't already exist.

From the 'a picture's worth a 1,000 words department,' a great image or a well-positioned video clip can speak volumes on a web page. There certainly should be a place for those on your school's website, and in fact, those elements can be

'designed' into the site. It's striking that delicate balance, however, between beauty and utility that improves usability.

Rotating banners (also called sliders) are a nice visual way to keep visitors updated on new, important school events. These can combine images with short text highlights. Images should be easy to change out using a friendly CMS.

TIP: Do not allow the slider to dominate your homepage. The homepage is valuable real estate, and visitors should be easy directed to that next step: what they're likely looking for, or where you want to steer them with a clear call-to-action.

Current, fresh content

Frequently updated content – directories, news, calendar of events, athletics schedule and scores, lunch menus, etc. – is the blocking and tackling of a school websites, so **commit key school personnel to be responsible** for keeping this information fresh.

This fundamental core content is what most visitors are looking for, and they want to find it fast. It's content that is typically created, edited or otherwise managed by non-technical users, so make sure the tools your CMS provider has to offer are easy to use. School and district news should be fresh. If visitors see stale news, they won't come back.

TIP: The school events calendar, the workhorse of school communications, so make sure it's prominent, always current, and links each event listed to more information.

Next steps:

1. Establish requirements using *School Website Buyer's Guide* (www.campussuite.com/buyers-guide).
2. Review custom design or template options.
3. Commence site architecture mapping.
4. Establish file-naming convention.
5. Assign content supervisors.

6. Select a website provider

Equipped with a fuller understanding of your current website, your specific requirements going forward, and a structure to transform your future website into a more effective communications engine, your team is now ready to choose a CMS provider.

Sifting through the many vendors can be a daunting task. Determining capabilities and differences is much like purchasing an automobile: the spectrum is wide when it comes to performance and even price, but all of them will pretty much get you from point A to point B. How smooth the ride is, service, how long it will last, – determining true value – requires a disciplined approach.

That's why it's important your team use a resource like the *School Website Buyer's Guide* to steer your selection. Vendor capability criteria such as usability, design, accessibility, and support can and should be evaluated as objectively as possible. Add to these, **vendor commitment to technology** and a **strategic approach** that demonstrates the ability to integrate your website into your school's total communications, and you'll be equipped to make an informed decision.

Next steps:

1. Download the *School Website Buyer's Guide* (www.campussuite.com/buyers-guide).
2. Confidently select a strategic website provider.

Conclusion

“By failing to prepare, you are preparing to fail.”

– Benjamin Franklin

School websites are more important than ever to helping schools and districts achieve not only their communications objectives, but educational goals. That’s why it’s imperative that, now more than ever, you approach your new website with a planning discipline and a strategic method.

By following the steps outlined in this guide, your school will be prepared to put in place the kind of website that all your users and visitors will come to rely on, keep coming back to, and become an integral part of your school’s communications.

Get a strong team together, one comprised of decision makers; survey your all your key user groups; gain a thorough understanding of your site using analytics; make note of what other schools are doing well; establish your unique requirements; then select the website vendor that best fits.

Use this planning guide in conjunction with the *School Website Buyer’s Guide* (www.campussuite.com/buyers-guide), and you might find it’s easier than you originally thought to get the school website you deserve, and create a powerfully vital communications hub for your entire school community.



SCHOOL MARKETING

CONTENT GUIDE

**A resource of suggested content topics for
your school's marketing efforts**

In this guide, we provide topics that will help you generate content for your school. These are suggestions that could spawn additional topics for your specific school.

In addition, we have created a “Suggested delivery” section where we outline our suggested method of delivery for the content. Your content will be delivered primarily in one of three ways:

WRITTEN, AUDIO OR VIDEO



CONTENT GUIDE

LOWER SCHOOL

- **A newcomers guide to our city: helping your little ones love their new town and school**

Suggested delivery: Have your admissions director or student write a detailed blog post about welcoming a family to your city including restaurant tips, map to local parks, and family entertainment options. Create a video tour of your school and upload to YouTube.

- **How to know if a Kindergartener is "reading ready"**

Suggested delivery: Ask your top teachers to compile a checklist or provide video/audio of tips for parents to use.

- **Best tips for making the first day school the best for parents and students**

Suggested delivery: Have the head of school create a fun welcome video that is sent to all incoming students via email a week before the first day. Have students write tips to knowing how to get around the school.

- **How much screen time should your children get a day: 3 teachers, 3 parents and 3 child counselors weigh in**

Suggested delivery: Get teachers, parents and counselors weigh in that could be compiled into one blog post. Produce video content from local experts as well on your school's YouTube/Vimeo account.

- **7 Mistakes Christian Parents Most Often Make in Raising Disciples**

Suggested delivery: Have local parenting expert in your community provide a guest blog post either in written or video format. Have the Head of School offer thoughts as well.

MIDDLE SCHOOL

- The most popular apps and websites your preteens are obsessed with and you may not even know it

Suggested delivery: Have a local social media expert serve as a guest blogger on this topic. Produce a written blog post with links to social media sites, apps, etc so parents can conduct their own research. Produce a local live presentation and make this available to your community as well.

- At What Age Should My Daughter Get a Cell Phone?

Suggested delivery: Ask local experts and parents to weigh in on this topic and produce a written blog post with the results. Ask expert to produce an audio file as well.

- How to evaluate the academics of your student (when we don't use the state's standardized tests)

Suggested delivery: Have your head of school do a video or audio explanation of this evaluation process at your school. A written document might be good to put on your website as well for prospective families to read.

- Having A Social Media Contract with Your Teen

Suggested delivery: Work with a social media expert to create a sample contract. Ask teens to weigh in on the topic as well. Produce a blog post that includes links to research as well as the sample contract (Word or PDF format).

HIGH SCHOOL

- **How to find college scholarships**

Suggested delivery: Ask your counselor(s) at your school to provide a written blog post with links to scholarships applications. Have them provide tips on applying to college as well.

- **A graduating senior's mom shares tips about how to make the most of a college visit**

Suggested delivery: Have a Mom produce a written, audio or video “checklist” that could be shared on the blog, website or on YouTube/Vimeo. Include notes from the graduating seniors as well.

- **5 characteristics of a “Kingdom Athlete”**

Suggested delivery: Have a coach give you what the perfect athlete looks like at your school in terms of leadership, quality of play and spiritual maturity. This could be in video, written or audio format.

- **7 Tips to Choosing a College**

Suggested delivery: Ask your guidance counselor to provide tips that could be produced in a written blog post. In addition, have the Head of School offer thoughts in audio or video format.

- **Disturbing Things High School Girls Are Doing with Snapchat & Ask.fm**

Suggested delivery: Work with social media expert to provide written or video presentation that can be shared on the blog, your website as well as in a local community presentation sponsored by the school.

- **Credit Card Danger: Preparing Your Child for College Finances**

Suggested delivery: Ask your parents, teachers and local financial experts to offer helpful tips on this topic. While a written blog post could be sufficient, consider adding video or audio testimonies from families who either made good financial choices or individuals who made poor credit card choices and have turned their financial life around.



For a FREE, 30-minute phone consultation, visit:

yourschoolmarketing.com/contact

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School Marketing Consultant
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Digital Marketing Tips for Private Schools

- [Digital Marketing, Web Design in Coral Gables](#)

Statistics show that only a small portion of American students are enrolled in private schools. It has become extremely important for private schools to market themselves well to encourage enrollment. However, the strategies many private schools have used to increase enrollment in the past have become quite dated. If private schools don't embrace new forms of marketing — specifically, digital marketing — their enrollment rates will continue to decrease.



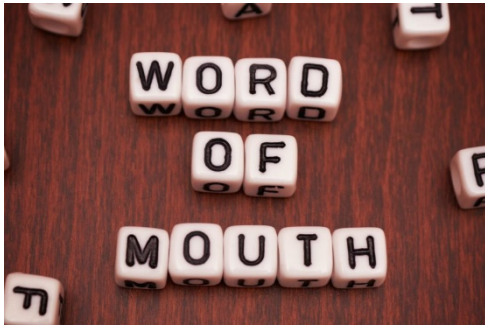
Fortunately, there are lots of digital marketing ideas for private schools that are fairly easy to implement. You may be overwhelmed by the thought of digital marketing at first, but there are some small changes you can make that will have a big impact on your outreach. Here are just a few private school marketing tips for the digital age:

1. **Make your website functional, attractive, and optimized for mobile** A simple landing page is not going to cut it for your school website. Not only do current students and parents need to be able to use your site as a resource for what's happening at school, but potential students and their families need to be able to get a sense of the atmosphere from the first few seconds on your site. Your site should be easy to navigate, have useful information, and look great. Website design is inextricably linked to how visitors will perceive your organization. In fact, 48% of people surveyed cited a site's design as the top factor in determining that company's credibility. Take that to heart and make sure your website looks good and functions well on all platforms, including mobile devices. If your site doesn't work on a smartphone, visitors will get frustrated and Google may even penalize your site.
2. **Create a blog** You might not realize it, but nearly every website needs a blog. You'll be able to implement far more of our digital [marketing ideas for private schools](#) if you actually have a specific place to create content. Many businesses and organizations don't give blogging a second thought, but it's a great way to get Google to promote your website, which will result in more traffic. If you consistently create interesting and useful content, you'll be creating more pages, will be able to rank on specific keywords, and will show up more often in search results. So be sure to create a blog and update it often; answer questions or discuss topics that are relevant to kids, teenagers, parents, the benefits of private schools, or education in general.
3. **Get on social media** Some people think social media is just for teens, but it's actually a beneficial marketing tool for businesses and educational organizations. Social media marketing platforms provide you with a way to cross-promote your content creation, keep the community informed, and connect with potential new

families. Facebook is a great platform to promote events and communicate important information. Twitter can be useful for alerts and to forge relationships with other organizations in the area. Instagram is excellent for sharing photos and memories, as well as getting everyone involved. It may take a little time to get the hang of each platform, but your students can also be a great resource for this type of marketing!

If you want more marketing ideas for private schools or want to focus on web design and SEO, contact Ibis Studio today. We'd love to help your school make a bigger impact in your community.

7 Things Word of Mouth “Is” and “Isn’t” in School Marketing



Every year I conduct hundreds of focus groups and parent surveys at schools. Parents continue to tell me that word of mouth is the number one way that they discover and consider a school.

If you've followed my blog for a while or are brand new to my posts, you will discover my passion for word of mouth marketing. It is the number one strategy that you should focus on in your school.

As I have considered what word of mouth is and isn't, I wanted to share my thoughts with you. This will help to guide you in your marketing effort as you inspire parents to be ambassadors and advocates for your school.

1—Word of mouth is natural. It should not be forced. Sometimes school leaders want to create gimmicks and incentives to motivate word of mouth. However, the reality is that word of mouth occurs in a natural relationship in a real conversation. It is not something that you can force on your friend.

2—Word of mouth is authentic. It should not be a memorized sales pitch. People crave authenticity in our world today. Parents want to hear the real scoop rather than a memorized spiel. Parents want authenticity instead of a regurgitated speech.

3—Word of mouth should come from your own stories. It isn't about a slick marketing campaign. Sometimes schools pay big bucks for the right tagline or ad design. However, this really doesn't sell a school. Word of mouth is driven by real stories from real people. It is about an individual sitting down with a friend to share their own stories at the school. Slick marketing campaigns might look cool but real stories stick.

4—Word of mouth is shared from your own experiences. You don't have to be an expert on your school to share with a friend. Prospective parents want to learn from the experiences of others. That is why they ask a friend to share their experiences at your school. The parent isn't looking for the other parent to be an expert about the school. The admissions director and head of school can be the experts with all the right answers.

5—Word of mouth is a conversation. It is not an elevator speech. Word of mouth occurs during natural conversations about real experiences. It is not a one-minute elevator pitch that is memorized and recited at just the right time. Parents don't need elevator speeches to share word of mouth. Rather, they need and want to engage in a conversation.

6—Word of mouth nudges a friend to consider your school. It is not a sales strategy to get your friend to enroll. Your parents are not used car salesmen looking for the next sale. Instead, they are the best word of mouth marketers when they nudge their friend to take a look at your school. A simple nudge to come visit for a tour or to take a look online works best. A nudge does not sell.

7—Word of mouth is shared from your own passion. It is not something that can be bought. Just last week I heard from another school that implemented a tuition incentive to motivate parents to share word of mouth. However, the reality is that word of mouth cannot be bought. Instead, it must come from the passion of your parents. If they are satisfied and passionate about your school, your parents will share word of mouth freely and willingly to their friends. Buying word of mouth cheapens it and it often looks desperate.

Since word of mouth is the primary way that parents discover your school, it is critical for you to understand what it is and isn't. Then, you will be able to inspire your advocates to action.

6 Ways Your Private School Can Boost Inquiries from Parents Online

Date posted: January 27, 2016



Over the last several years, private schools have been moving away from traditional outbound tactics like television spots, mass email blasts, newspaper ads, brochures, and billboards.

As the marketplace grows more crowded, it's simply harder to stand out with outbound marketing – and it can be prohibitively expensive, while results are often difficult to track and measure.

Now, just to be clear, we're not suggesting you do away completely with your traditional marketing tactics!

But we do recommend that private schools consider some of the compelling, relatively low-cost, and measurable ways digital marketing can help them reach more prospective parents online.

Consider the decision-making journey parents may undertake when selecting a school for their child. Here's one possible sequence:

1. Word-of-mouth recommendation
2. An online search for reviews on your school
3. A visit to your website to confirm reviews
4. A peek through your social media channels
5. Attends campus tour and recruitment presentation
6. Browses through your print brochure
7. Submits follow-up questions online/fills out an application

What's important to note is that, for many parents, the journey happens BOTH on and offline. So, it's useful for your school to be strategically present in both traditional and digital mediums.

So without further ado, here are our top 6 ideas for the digital dimension of your marketing mix, so you can attract and convert more parents online.

1. Define Your Unique "Parent Personas"

If your role at a private school puts you face-to-face with parents and families on a regular basis, you probably have a very good idea of your target recruitment audience.

However, if you report to other stakeholders (a board, perhaps) it can be very helpful to formalize your observations by creating official "parent personas." The personas you develop will help guide and justify the [student recruitment](#) marketing tactics you choose.

Your "typical parent" profile will include a number of descriptors and characteristics, such as:

- Average age
- Place of residence
- Average number of children
- What they look for most in a private school
- Their top concerns or fears ("pain points")
- Who is most likely to influence their decision (spouse, other family members, child, etc)
- How do they discover your school? (word of mouth, traditional ads, online search, an agent, etc.)
- What "evidence" are they looking for when selecting a private school for their child?

Your answers to these profile questions will change for each demographic you hope to reach. Some private schools are heavily focused on select international markets. Others are specifically targeting local parents of children with learning challenges.

Once you know precisely what your particular target audiences are looking for during the decision-making process, you can ensure that all of your marketing content contains that crucial information, reassurance, support, and "proof."

Customizing your marketing messages in this way will help you cut through the noise, and connect with your prospective parents in meaningful and persuasive ways online – creating the conditions necessary for "conversion."

2. Publish Blog Posts to Help Parents Discover You Online

One of the best ways to reach out to your personas online is by blogging on a regular basis. Blogging is an essential tool for [private school student recruitment](#) for several reasons:

1. Blog posts help raise your visibility online so your website appears higher in search engine results pages (especially when you optimize them for SEO by including important keywords in your titles, subtitles, and building internal links throughout the body of your posts).
2. Regular blog posts are a great way to speak directly to your parent personas' goals and concerns for their child. When you publish high quality posts that reflect those needs, you show that your school's interests are aligned with those of your target audience. This builds confidence in your educational vision and approach.

Here's a great example from Lakefield College School (LCS), a private boarding school in Ontario, Canada that uses SEO-optimized blog posts to reach out to their parent personas in meaningful ways:



The screenshot displays the Lakefield College School (LCS) website. At the top left is the school's logo, "LAKEFIELD COLLEGE SCHOOL". A navigation menu includes links for "About LCS", "Admission", "Academics", "Beyond the Class", "Boarding at LCS", and "Support LCS". The main banner features a photograph of students on a boat with the text "LCS BLOG" and "THE VOICE OF LCS". Below the banner, two blog posts are visible:

- 4 Benefits of a Co-Educational Boarding School**
13/01/2016 | Boarding School
In boarding schools, your child will develop their own perspective on the world, and learn how to...
[Read more](#)
- How to Help Your Child Prepare for Boarding School**
6/01/2016 | Boarding School
Boarding school can offer your child great academic and personal benefits, and they're sure to look back...

On the right side of the page, there is a "LCS LEARNS" section with a form titled "FILL OUT THIS FORM TO RECEIVE MORE INFORMATION!". The form includes a text input field for "FIRST NAME*" and a green "LCS" button.

The LCS blog covers topics most important to its target audiences, including:

- preparing students for the boarding experience
- what to look for when selecting a private school
- how boarding schools ensure the safety of each student
- insights on how best to prepare teens for success at university
- the benefits of an international boarding school experience

Your blog should focus on the issues and questions your parent personas are talking about most during the inquiry process.

By addressing (and anticipating) these concerns upfront, you establish your school as a trusted source of information. Parents then feel more comfortable submitting an inquiry, filling out an application, booking a tour, etc.

3. Commission Content from Parent & Student Ambassadors

Many private schools have a small team of communications and admissions professionals. They juggle a wide range of responsibilities on a daily basis and adding an insightful weekly blog post to that to-do list could be next to impossible!

This is where parent and student ambassadors enter into the “content marketing” equation.

Private schools typically have student leaders who help out at traditional recruitment events like open houses. They give tours to parents, provide genuine testimonials for your website and brochures, and act as brand ambassadors for your institution. Some schools also get parents involved in these grassroots recruitment activities.

Why not ask a select group of parents and students to contribute content to your school blog? You can even choose parents that best represent the target markets you’re aiming for.

Blog content ideas might include:

- a series of interviews with parents about their experience at your school (angle the questions toward your target personas’ known concerns and priorities)
- have students interview the head of school, teachers, and staff (offers prospective applicants genuine insight into your values, vision, and educational approach)
- have students write short posts on what they love most about attending your school (with pictures, video, etc.)

St. Jude’s Academy (a private K-12 IB school) has asked teachers to contribute blog posts about what goes on in their classrooms each day. If you’re not quite ready to get parents and students on board, this is another strategic solution for generating online content that can attract visitors to your website.

Here’s an example of a St. Jude’s blog post from a grade one teacher. She describes the day’s learning activities and includes pictures of students hard at work:

Important Dates

- January 14 - School Wide Picture
- January 22 - International Day
- January 27 - Casual Day
- February 9 - Pancake Tuesday
- February 11 - Spirit Dress Up
- Wear red, pink or white
- February 12 - PD Day - no school
- February 15 - Family Day Holiday
- February 24 - Casual Day
- February 25 - Oral Presentations

Show and Tell

Jan. 15 - letter S - bring in an item that starts with the letter S
Leah
Yoana
Saraya
Olivia
Ariana

Monday, January 18, 2016

Cold Monday!

We had a great day!
In the morning we had our circle time and snacks.
In language we learned name, sound and formation of the letter c. Students met our animal friend Connie Cow and we learned a little bit about cows.
Students then completed a worksheet where they practiced writing letter c.
In math we completed an activity of cutting and pasting to complete the pattern.
In our UOI we will be talking about Poland this week. Today we made Polish flags.
Have a great evening everyone.

Unit of Inquiry

Unit 1
Transdisciplinary Theme:
Who We Are
Central Idea:
Through play people can discover more about themselves and others.
Lines of Inquiry:
- Ways we discover and develop our interests
- How we learn about others through play
- Promoting play globally

Unit 2
Transdisciplinary Theme:
How We Express Ourselves
Central Idea:
Arts elements can be used to convey messages and influence our emotions.
Lines of Inquiry:
- How emotions are influenced when listening to music
- Colours can reflect the way people feel
- Stories can be told through movement

Unit 3

The bottom line is that parents want clear insights into life at your school before taking “next steps” toward enrollment. Grant them “insider access” online by posting content written by your own families (or teachers), and you will certainly see an increase in website traffic and inquiries.

4. Use Your Social Channels to Amplify Your Blog Content

So you’ve written, and asked parents, students, or teachers to write, fabulous blog posts for your website. How can you get the word out that these posts exist, and amidst all the competing clutter online, entice prospective parents to read them? Social media.

Use your Facebook and Twitter accounts to share and promote each and every post. Include links to the piece on your website, incorporate hashtags, and start creating conversations about the content you’re publishing.

You can even pay to “boost” certain posts to ensure they are seen by your specific target audiences. Facebook allows users to target their ads by:

- country
- state/province
- city
- gender
- age
- specific interests

Writing great content is just step one. You need to amplify each blog post in order to extend your reach online, raise awareness about your school among your target audiences, and drive traffic back to your website. This is a key element of [student recruitment through social media](#).

5. Leverage Online Ads to Directly Target Your Parent Personas

Paid Search, or Pay-per-Click advertising is cost-effective, completely measurable, can be customized to reach your audience, and is proven to help schools generate inquiries online.

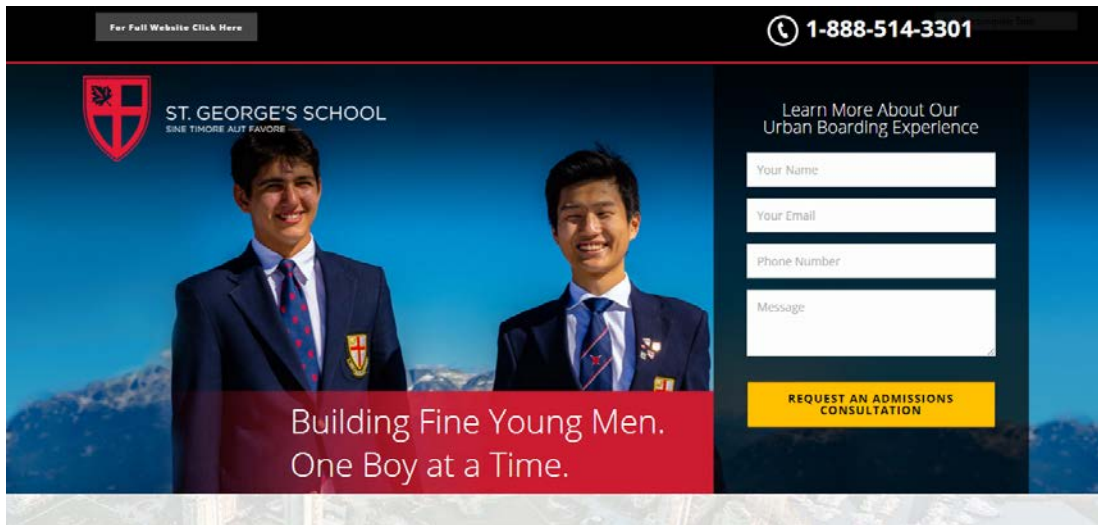
Plus, with PPC, your ad will automatically appear at the top of Google search results, which immediately improves your chances of getting noticed by parents during their online research process.

Here’s an example from St. George’s, a private boys boarding school in Vancouver, British Columbia:

Boarding School Canada
go.stgeorges.bc.ca/Boarding ▼
(604) 265-0535
Give Your Son An Award-Winning
Education! Contact Us Today

This add is clearly targeting the search phrase, “boarding school Canada,” which St. George’s has determined is what their target persona is keying into Google. The message is simple, but persuasive – and they’ve included a phone number to capture offline inquiries as well, which is smart.

Of course, St. George’s has developed a dedicated landing page for this ad – an essential element of your [online advertising for student recruitment](#):



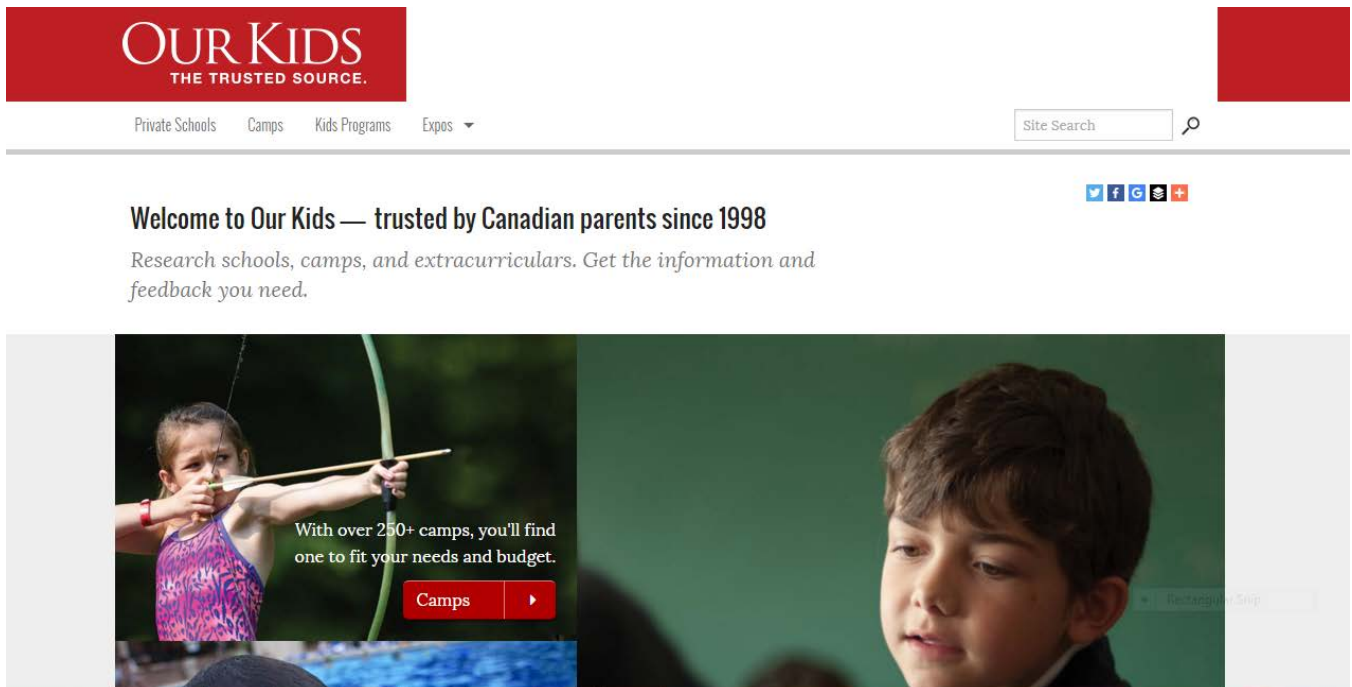
You could even use PPC ads to raise awareness about an upcoming open house, encouraging parents to fill out your form for more information about the event, book a tour online, or download your eBrochure. There are plenty of ways to support and enhance your traditional marketing with online tactics.

6. Get Listed on Relevant Private School Directories

When parents are searching for a private school, they will often turn to (or stumble upon) directory websites that offer lists of schools arranged by city, school type, or region.

These directories help parents navigate the many options available to them, access reviews of various institutions, and compare top schools.

Make sure your school is listed on high traffic directories like ourkids.net, which helps parents compare and select private camps and schools across Canada:



Or this US-oriented example, the K12 Directory of Schools:

K12 DIRECTORY OF SCHOOLS.COM Elementary Secondary High School Search About Us

Top 10 Private Schools in America

October 08, 2009

There are hundreds of private schools located across the nation. Selecting the private school that is the most beneficial for your child may involve rigorous research on both your end and your child's end; you to learn the value of the proposed campus, and your child as he or she studies for entrance exams. Many parents wonder what the top ten private schools in the country really are. The question is, what measures the value of a private school?

Most expensive? Competitiveness? Highest scoring on national tests?

Different parents measure private schools in different ways. In the end, by assessing all of these qualities, you will be able to decide—or at least, be one step closer—to the private school that is right for your child.

Before getting started in the logistics, here is the nitty-gritty and subjective "top 10:"

1. [Choate Rosemary Hall, Connecticut](#)
2. [Concord Academy, Massachusetts](#)
3. [Hotchkiss School, Connecticut](#)
4. [Friends Academy, New York](#)
5. [Lawrenceville School, New Jersey](#)
6. [Middlesex School, Massachusetts](#)
7. [Milton Academy, Massachusetts](#)
8. [Phillips Academy Andover, Massachusetts](#)
9. [Phillips Exeter Academy, New Hampshire](#)
10. [St. Paul's School, New Hampshire](#)

Find A School Near You

Use our school discovery tool to find the best school nearest you.

Search By

Elementary Middle School High School

Private Public All

Near

Learn ways to help your kid succeed in school at

Mom's HomeRoom
on msn.com

[click here](#)

Roll over to play Mini-Wheats™ Match.

Be sure to contribute images whenever possible, testimonials from parents, and an up-to-date description of your school.

Do a little research to determine which directories your prospective parents are looking at most during their decision-making process. And, be sure that you're continuously gathering fresh reviews from your families to post on your directory profile (best practice anyway, since these are so helpful and persuasive across all of your marketing, both on and offline).

And there you have it!

Powerful Tactics to Increase Parent & Family Engagement through Facebook

03 May 2017

[Alexis Marinopoulos](#)

Co-founder at Enrollhand



It's no secret that most schools struggle to properly reach their audience on [Facebook](#). And if they do, often by chance, they usually fail to keep them engaged.

While this is unfortunate, it's very common. Perhaps it's a frustration you're familiar with. You might post appropriate content, and even boost a few posts, but how many of your efforts get little more than a few likes?

There is so much more to effective Facebook marketing than simply writing and boosting your posts. With [smart marketing](#), savvy strategies, and the right tools on your side, you can market as effectively as you choose to. The sky's the limit. But it must be so complicated, right? No, not really.

The good news is that today it's easier than ever to increase parent and family engagement through Facebook with a few proven, powerful tactics.

Let's go over them.

Going Beyond Boosting Posts

Facebook does a good job of encouraging marketers to think that boosting their post is all they need to do. Spend a few dollars, click once or twice, and you're done. You've now gotten the message out there to a fresh new, targeted audience.

Right?

I'm afraid not.

Boosting your post can be effective at times. However, it's not the solution to your school's lack of engagement.

If you really want to grow the number of parents engaging with your posts, reacting to them, and sharing information on their own timelines, you need to go beyond boosting.

Creating Promoted Posts

While boosting allows you to increase the reach of any existing post, and has a number of demographic options to choose from, promoted posts reach further and get more clicks.

With a promoted post you create an advert with a specific purpose. You can choose every known demographic to include, as well as incorporate specific device targeting. Desktop, mobile or tablet? Android or IOS? These are valuable data points to target and can make a real difference in your campaign.

Lastly, with boosted posts, there's no such thing as custom audience tracking. Custom audiences are so important, they actually need their own article. They are the key to your enrollment funnel, moving audiences from unfamiliar with you, to signing up to for [a campus tour](#).

So now you understand the difference between boosting and promoting your posts. And hopefully, you realize how much more is possible with promoting, which in essence, is a proper advertising platform. Now let's talk [tactics](#).

Promoting School Events

School events are ideal for personal interaction and marketing your school. Promoting them properly on Facebook will not only increase the number of visitors to your event but will also boost your online engagement, sharing, and overall campaign success.

Promoting events is simple to do – just create one on your school's Facebook page, and then select the "promote event" option from the menu. Once you've entered all the relevant information, there are 3 types of event advertising support Facebook can provide.

<https://blog.enrollhand.com/powerful-tactics-to-increase-parent-family-engagement-through-facebook/>

Firstly, there are ads to collect responses. This creates a lot of buzz around an event, and people can indicate their attendance. Those clicking on either the “interested” or “going” button can also be targeted again later with follow-up ads, which we’ll discuss later in the article.

Secondly, there are ads to drive potential attendees to a registration page. In this case, you’ll need to decide if you want to create a custom landing page on a third-party site or host the page on Facebook (both work well). This allows for formal registration and directs people to a specific, custom-made page.

Thirdly, Facebook’s Ad Manager and Power Editor allow you to promote your event by targeting specific people and offer some handy functions:

- Demographics-based ads: Reach a specific audience using a wide range of demographic and geographic filters.
- ‘Look-alike’ targeting: Facebook is able to use its algorithms to find users with similar interests and previous attendance to events like yours.
- Retargeting ads: This is where anyone who has visited your event site, but didn’t register, will be reminded of your event when they log into Facebook. It’s a great way to capitalize on initial interest.
- Connections-based ads: Here, friends of friends who have already registered for an event will be notified of your event.

Let’s have a look at a few practical examples of effective event ads.

Here’s an example of an event for a school [hosting an open house](#).



Firstly, they’ve cleverly tied the school’s name into the photo used (the seedlings the kids are holding resonate with “Sprouts”). They’ve also included the basic ‘when and where’ of the event and have facilitated mapping options.

Below is another example of a great open house for the Mad Science Lab.



The imagery is vivid and captures attention, and they've also included links to the hosts' Facebook pages, along with the date and time, the location (and ability to map the location).

Here's another example:

Here, the event name, date and time is placed centrally on the ad image. It provides a neat summary and entices the viewer to check the details out. It also links back to the host page (Barnhart School) and can be mapped easily.



In this final example below, they include iconic fall imagery that ties directly with the name of the event (including mapping and host page links).



As you can see, creating informative and effective Facebook adverts isn't as difficult as you might have thought. Keep them eye-catching, relevant, and include all the basics, and you've made a good start.

Let's have a look at another great Facebook promotional opportunity.

Promoting Student and School Awards

If you really want to boost engagement, you need to relate directly to your audience.

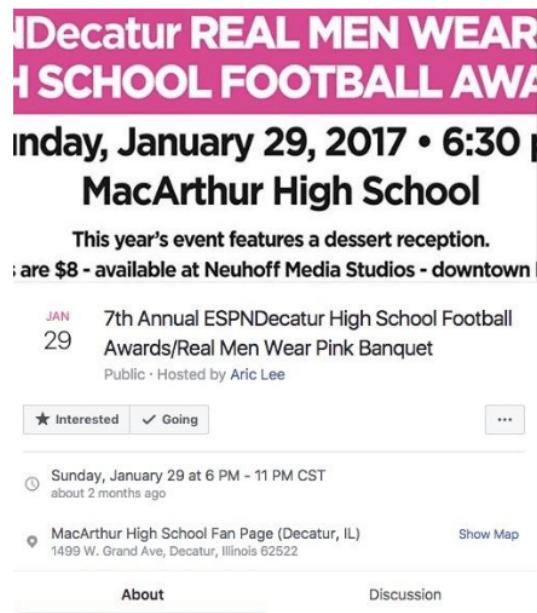
What do parents love the most in life? Their children, of course! Parents do their best, and when their child excels, they're obviously very proud.

When a school recognizes and celebrates the accolades and milestones their children have reached, it reinforces that pride.

It also reminds them that their children are in the right school. It sends the same message to parents who haven't enrolled their kids yet.

You will see a dramatic upswing in post and page engagement by highlighting and promoting student awards. Parents will share these posts more than any other. The entire family will do the same, and the combined effect is massive reach and lots of interest.

Let's take a look at some examples of these sorts of event adverts:



Just to make sure you're paying attention we've included an example of what not to do here! Let's go over where this ad went dismally wrong.

Firstly, and most alarmingly, the image has been cut off. This might be an extreme example of bad formatting, but it does happen.

Not only does it prevent the audience from getting the information they need at a glance, but it's a sure way to tell everyone who sees it, that an amateur is handling the school's social media.

The name is also way too long, try to keep things punchy and memorable.

Finally, the imagery (besides being cut off) is bland and boring and definitely won't engage the audience well.

Any issues with formatting, spelling, graphics, and messaging will leave a lasting impression of your school to anyone who views it. Make sure you get the right people for the job.

Here's a much better example:



Vibrant, evocative and relevant imagery leaves no doubt as to the nature of the event. An event advert like this, including a proud parent exclaiming, “Tommy is going to be in this!” or “Katie’s going to be honored tomorrow night!” can be incredibly effective in building engagement.

Content is King

Ok, so, we’ve covered going beyond boosting, advertising and campaign options and seen what to do (and what not to do) when it comes to event and award ceremony promotion.

You need to harness every tool available to you in order to boost engagement, and one of the best ways to do that is through appropriate content creation. What you post, how you post it and targeting your content effectively is what it’s all about.

You might have posted plenty of content, using all the formats, and had little or no real effect. The problem might have been that you were using the wrong content for your particular audience, or that you weren’t targeting your audience well in the first place.

We’ll be discussing 5 essential categories of Facebook content, namely:

- Videos
- Articles
- Contests
- Polls
- Graphics

They’re all unique and have many different functions. Let’s take a closer look.

Videos

If there’s one type of content that consistently outperforms others on Facebook (and across most online platforms), it’s video. You can record footage at an event, in class, during a presentation or any other time and upload it simply and easily.

You can also make use of the Facebook Live feature, which has become a very powerful tool for online marketers in pretty much every single industry. Live events are simple to record and they’re streamed live. You don’t even need any special hardware – a decent smartphone will suffice, as long as you remember to keep it steady!

The sky’s pretty much the limit when it comes to what type of video content you can share, but some of the most popular include:

- School sports events
- School presentations and award ceremonies
- Graduation ceremonies

- "A day in the life"
- "What we're doing in class today"
- Virtual tours of the grounds or facilities
- Subject modules

In the example below, a clip from a subject module is promoted by Science4Us:

Learn more about Food Webs with Science4Us !
<http://ow.ly/eHUd30aY6jZ>

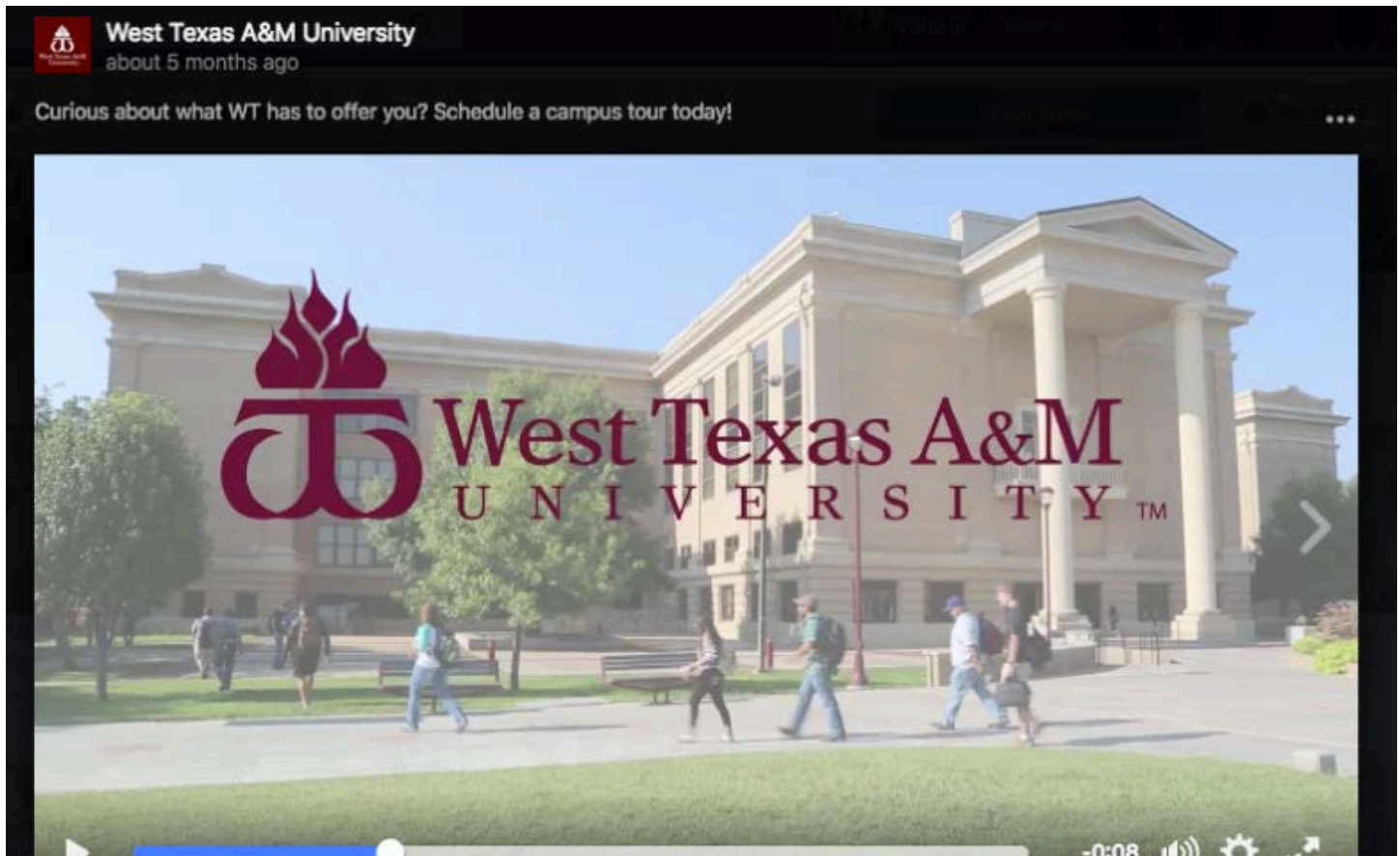


I Don't Know Why She Swallowed A Fly

Learn more about Food Webs in the Life Science module of Science4Us
<http://www.science4us.com/elementary-life-scienc...>

YOUTUBE.COM

Here we see The West Texas A&M University promoting their actual campus tours with a virtual tour informational video:



West Texas A&M University
 about 5 months ago

Curious about what WT has to offer you? Schedule a campus tour today!

West Texas A&M UNIVERSITY™

-0:08

According to Facebook's own research, the best way to build engagement and maximize your reach is to immediately show a photo advert after a video is viewed. This reinforces the brand and is statistically proven to drive higher rates of traffic to your site.

As with all content, make the videos relevant and interesting!

Remember who you're targeting and why you're targeting them for maximum results.

Articles

<https://blog.enrollhand.com/powerful-tactics-to-increase-parent-family-engagement-through-facebook/>

You've probably been told time and again that articles are good for engagement. The truth is that they are. You just need to use them the right way.

One option is to use the Notes feature on your school's Facebook page. FB has revamped this tool, and it's much better than it used to be. Although you can't boost these posts, they do show up on your timeline.

You can also share articles from another location (like your school's blog or website) and simultaneously drive traffic to that site and build engagement. Of course, you'll need to tailor the article content to your audience – an article about the hottest trends in vocational training probably won't relate well to a college-prep audience.

Contests

Everyone loves an incentivized contest, and a school audience is no different.

Here are some cool ideas:

- School meal voucher
- Discount on tuition
- Discount on textbooks
- Free entrance to a sporting event

You can tailor contests to pretty much anything you want.

For instance, think about having an art contest for a particular class. Post the works on your Facebook page and have parents vote for their favorites.

Have a contest to name your school's mascot. Provide a handful of options, and the one that gets the most votes wins.

The sky's the limit here, and they can be tailor-made to promote the specific aspects of your school which need extra marketing.

Polls

People love an opportunity to give their opinion, and you can use polls to both gather information about what parents and family members value, as well as to boost engagement.

Turning on polls is as simple as adding an app to your school's Facebook page. It only takes about five minutes and gives you the ability to generate likes, gather information, and expand your reach.

Here are two great examples of polls being used on Facebook:

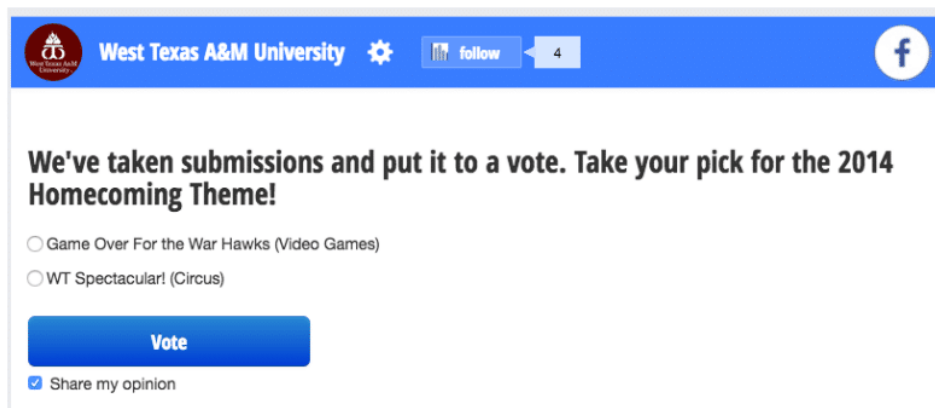
Time4Learning will soon be offering a monitored community for only active Time4Learning high school students. We need your help giving it a name.

- Time4Learning High School Lounge
- High School Lounge
- Time4Learning High School Hangout
- High School Hangout
- Time4Learning High School Circle
- High School Circle
- Time4Learning Student Union
- Student Union
- Other: (leave in comments)

Vote

Share my opinion

Results Share Embed



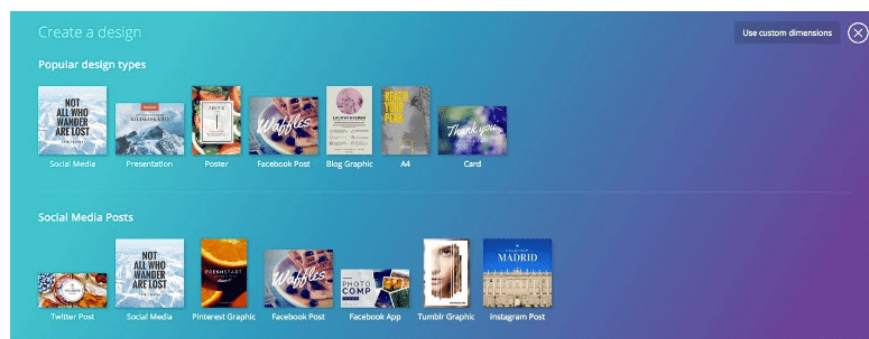
Graphics

While video content might be one of the most powerful options out there for boosting engagement, don't neglect the humble graphic.

By combining quotes, mottos and the like with imagery, you can easily create content that parents and family members will be certain to share. You can do that with a paid program like Photoshop, but there are less expensive options out there too.

[Canva.com](https://www.canva.com) is one of the most commonly used tools for just this purpose. There's even a specific use option for educators.

Just create an account, and then get to work. After you log in, you'll have a screen that looks something like this:



You can choose layouts, opt to use a free template, customize everything, and add your own copy. Once you're happy, you need to export it, and there is a small fee involved.

So now you have a better idea of the different types of content and how to use them effectively. One last point, and then we'll sum up and send you on the path to effective engagement on Facebook!

Creating Custom Audiences

Another important tool at your disposal is the ability to create custom audiences through Facebook. You only need a contact list – phone numbers and/or email addresses to get started.

Once you've uploaded that information to the website, you can create a custom audience through the Ads Manager app.

One of the most useful features is the ability to create multiple lists. You can segregate your contacts based on any criteria you want, including:

- Potential enrollment
- Event attendee
- Interested in events but didn't attend

Essentially, you can create lists that reflect people in all stages of the enrollment funnel. Then, you can create customized ads that will reach only the intended audience, helping your marketing dollars go further, but also increasing relevance and engagement.

<https://blog.enrollhand.com/powerful-tactics-to-increase-parent-family-engagement-through-facebook/>

That's about it!

Ultimately, building better engagement with your audience on Facebook requires that you break out of the "boost" mindset, and start doing the following:

- Promoting events
- Promoting awards
- Promoting student achievement
- Creating engaging content
- Spicing things up with custom graphics
- Creating custom audiences and remarketing to them

Are you ready to build engagement and success through social media marketing? Get started. If you're not quite sure you can handle it on your own, [Enrollhand](#) can help.

7 Fatal Mistakes of School Website Design

Posted by [Steve Williams](#)

Apr 25, 2018 12:14:33 PM

If you're in charge of your school website, or on the team that manages it, there's a good chance you get an earful of suggestions on how to improve it. Most often, the complaints you get have to do with stale content or parents not being able to find what they're looking for.

We get a vantage point here at Campus Suite of seeing school websites before they undergo the massive overhaul that is re-design. Remember now, what we mean by design (and re-design) is more than just photos, colors and layout. Design takes into account navigation and accessibility in addition to the look-and-feel of a website.



Your school is not alone when it comes to the challenges of keeping your content fresh or making that content easy to find or access. If you're setting out to change website providers or re-design your website with your current content management system supplier, there are some fatal mistakes of school website design you need to be sure to avoid.

1. Not ADA-compliant or fully accessible

Did you know that 20 percent of the population has a disability of one sort or another and that one in 10 people have disabilities that present obstacles to using computers? That means that your school website needs to be accessible and ADA-compliant. What's more, beginning in 2018, it's the law. Any school receiving federal support is required to have websites that meet [WCAG 2.0 standards](#) for website accessibility.

Interestingly, the design standards that make websites easier for people with disabilities to use also are fundamentally good design principles for those of us without disabilities. Please refer to this article on [How to Make an ADA-compliant School Website](#) for a review of the most common accessibility problems plaguing many school websites. Also, the [School Website Accessibility Education Center](#) is a good place to start if you need additional help on making your website ADA compliant.

2. Unfriendly for mobile users

Speaking of access – or lack thereof – how does your website look on mobile devices? Currently we are seeing close to 50% of visitors are using mobile devices to use school websites. With more and more website visitors 'hitting' your site from smartphones and tablets, you need to make sure your school website is mobile friendly.

<https://www.campussuite.com/blog/7-fatal-mistakes-school-website-design>

If your website is non-responsive to your mobile users, it leaves a sour taste in their mouths. You know it. I know it. We've all been on sites that are just so darn hard to maneuver around on, you leave in frustration. These sites do not, unfortunately, feature [responsive design](#), which enables a great user experience regardless of whether you're viewing on a desktop or an iPhone.

Remember too, that content from your school website is being, or ought to be shared through social media, so if your website is not working well with these popular channels, you're alienating a big chunk of your audience. In addition, more and more schools are integrating mobile devices into the classroom.

So does that mean you need a mobile app? Not necessarily. While a mobile app will push and pull content from your website, a well-designed, responsive website can also reach your mobile users in the popular social media (Twitter, Facebook, Instagram, Pinterest, etc.) they're accustomed to using.

2. Weak contact page and directory

Another area of website design where many schools fall down is the contact page and directory sections. These areas are traditionally among the most popular pages on your website, so you have to make sure you do a good job with these.

You want to make it easy to find all the faculty and staff contact information. The best way is to have a searchable directory. Visitors simply plug in a name, title, or department, and up pops the info.

Not only should it be easy to find how to reach teachers, advisors, principals and other key staffers at your school, you want to be certain that when visitors find the information, that it's current and accurate. Place a link to your school staff directory on key pages. And make sure your listings are laid out in a logical fashion (by department, grade, etc.), rather than simply a long alphabetical listing.

3. Way too many links in the navigation

Another common mistake made by many schools (and commercial enterprises, for that matter) is to clog up the navigation with way too many links. Have you ever gotten overwhelmed trying to navigate a site or feel like you're lost in a maze of links?

The golden rule is to have no more than seven links per section. That is sometimes hard to achieve but after seven links you can no longer skim read links, you have to read each of them. That number can be higher, providing the visitor feels as if he or she is moving toward what they're looking for. It starts with organizing your information optimally.

How well your content is organized is one of the most important aspects of usability. Regardless of navigation or other design considerations, the website will be hard to use if you don't organize the information properly. Here are some tips to keep in mind to make sure your website doesn't wind up with a confusing amount of links:

- Start with creating an outline.
- Ask your website hosting provider for site architecture best practices.
- Build a hierarchy of how the content is organized, create a landing page with links organized into groups.

4. Burying your popular pages

Your calendar, directory, and teacher pages are accessed time and time again, so make these easy to find from your main navigation. There may be other pages too (e.g., athletics, lunch menu) that are **common go-to pages and should be featured prominently**. See our Google analytics article, which outlines [on-page analytics](#) to help determine what pages are actually being read and how often.

5. The dreaded PDF calendar

Sure it's nice to have a hard copy of the school calendar posted on your refrigerator, but as soon as that calendar is printed, it's probably going to be out of date. Many schools post their calendars in a PDF on their website. Not the best idea. **Make your school calendar interactive**. This allows for changes your school may be making to the calendar. In addition, an interactive calendar enables users to download I-cal events directly to their personal calendars.

6. No search

I don't know about you, but I'm pretty much search dependent. Whether it's Google searches, Youtube searches, searching for files on my computer in my finder – you name it. Having a search page and search windows on key pages throughout your website helps eliminate frustration from users who may not be so intuitive in navigating your site. **Help them find what they're looking for with good search** – a feature increasingly important too for your mobile users.

7. An unfriendly 404 page

It happens. A link breaks on your website. A user clicks on the link and a big, glaring 404 ERROR or FILE NOT FOUND message appears. Maybe the page was deleted, the user typed in the wrong URL. Regardless of the technical glitch, **create a friendly 404 page** that clearly tells visitors that the page they're looking for can't be found, and give them a couple of reasons why.

Your page should be consistent with the look and feel of the rest of your site. People get scared when it looks like they stumbled into a technical black hole. You can even create another page that allows them to report a broken link.

Avoid at all costs

Regardless of how happy you may be with your school website, or how 'well designed' you think it might be, take the time to do a little check up with these common school mistakes in mind. Mistakes like these can be costly, for visitors to your website won't be coming back often if you make it difficult for them.

Remember, looks can be deceiving when it comes to websites. Rotating banners and huge images might look great on the surface, but is it what your visitors are looking for when they come to your site. Check out another of my previous posts: [5 tips for school website design](#), which covers some best practices for designing a school website.

Whether you're looking for wholesale changes in your website, or can only afford to make some spot improvements, be sure to avoid these common school website blunders.



Posted by [Steve Williams](#)

As co-founder of Campus Suite, Steve believes behind every great school is great communication. His tech savvy and passion for design fuel his desire to help administrators understand, embrace and seize the power of web communications.



7 STEPS TO MARKETING SYSTEM SUCCESS

By John Jantsch - Duct Tape Marketing



by
RANDY VAUGHN
with John Jantsch

Practical effective marketing is simply a system.

While this may be hard for some business owners to come grips with – leaning instead towards the “marketing is a strange form of creative voodoo thinking” – marketing is not only a system, it may be the most important system in any business.

To understand how to approach marketing for your business, it may be helpful to understand our definition of marketing. Marketing is getting someone that has a need to know, like and trust you.

One can argue about what “like” and “trust” are in a given industry, but now more than ever, this definition gets to the heart of the marketing game.

Below you will find the 7 core steps that make up the simple, effective and affordable Duct Tape Marketing System. Businesses that appreciate and implement this approach to marketing grow in a consistent and predictable manner.

1. Develop strategy before tactics

Most business owners take the “idea of the week,” tactical approach to marketing when a good strategy is the most important aspect of any successful marketing implementation.

Before you decide on direct mail or a Facebook page, you must adopt and commit to a marketing strategy. All tactical decisions should be filtered through your strategy to see if they make sense or support the overall marketing strategy.

The concept of a marketing strategy may seem foreign or out of reach, but it’s really little more than determining and narrowly defining your ideal client, and creating and communicating some key points of differentiation.

The challenge comes when business owners realize it means they can’t be all things to all people. Simply offering good service isn’t a differentiator, it’s an expectation.

2. Embrace The Marketing Hourglass™

Maybe you’re familiar with the marketing funnel concept: get as many prospects in the top of the funnel and choke a few through the small end.

Marketers today must commit to producing content much like a publisher might.

The Marketing Hourglass suggests that there is a logical path through which each prospect should be led, starting with the large end of a

funnel. However, as in an hourglass shape, the prospect goes to work turning new customers into an expanding base of advocates and referral partners.

This approach starts and ends with a significant focus on the customer experience and requires special attention to the creation of systems and processes that move prospects logically along the path of know, like, trust, try, buy, repeat and refer.

3. Adopt the publishing model

Marketers today must commit to producing content, much like a publisher might. Prospects expect to search and find large amounts of useful information on any subject or challenge.

Consistent production of content that builds awareness and trust, such as client success stories, testimonials, and content that educates, such as blog posts, e-books and online seminars, are major components of the new marketing system.

4. Create a total web presence

It's simply not enough to have a web site and think you're really participating online.

The majority of purchase decisions made today involve some amount of research online. Today's business must be easily found online, easily engaged online and easily communicated with online. This requires a major focus on Search Engine Optimization (SEO) and social media participation.

Of course, this also means integrating your online presence and activity into every offline business function.

5. Orchestrate the lead generation trio

With a fully functioning lead generation system in place, a significant portion of your leads can originate from referrals. However by expanding your system with the addition of advertising and public relations, you amplify your efforts in each.

When a prospect comes in contact with your advertising message, reads about your new product in a trade journal and then gets invited to your educational workshop by their accountant, they've practically sold themselves.

6. Drive a lead conversion system

Most small businesses view marketing as an exercise in

in lead generation only, when the true measure of success is lead conversion.

The same systems approach that created a lead must be in place when a prospect wants to learn more. Simply having a well-thought-out path that every new lead walks, a way to nurture and educate leads, and a proven process for orienting new clients can dramatically and positively influence that bottom line conversion

Most small businesses view marketing as an exercise in lead generation only, when the true measure of success is lead conversion.

7. Live by the marketing calendar

The scarcest resource in any business is time. There is always more to do than possibly can be done. Some people deal with this by simply shutting down and doing very little.

Marketing momentum requires consistent work over the long term and is best

managed by creating a marketing calendar. The annual marketing calendar is not only a great planning device for campaigns and product launches, but it's also a great tool to organize and schedule all time sensitive projects.

By creating monthly projects and themes, weekly action steps and daily marketing appointments, you heighten the focus on marketing and the building of your marketing system in full production.

So, what would happen if you started to view your marketing as the system described above?

John Jantsch is a marketing consultant, creator of the Duct Tape Marketing Consultant Network, and author of Duct Tape Marketing and The Referral Engine.

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RANDY VAUGHN

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CHECKLIST FOR YOUR SCHOOL'S ONLINE REPUTATION

- 1. ASK, ASK, ASK** - you need to be soliciting 3-5 reviews every single month. Be aware that many times, only 20% of the people you ask will actually do the review when you ask for it. People are busy or they forget. Keep asking and appeal to their desire to help your school's online reputation. Use a spreadsheet or wall calendar to keep track of the individuals you have asked.
- 2. BALANCED REPRESENTATION** - you may get testimonials and reviews from a number of courses. If the reviews are posted online, it is best to get them on GreatSchools.org and your school's Google listing. You can also ask individuals to rate and review you as a recommendation on Facebook. Whatever you do, do not get reviews on only one single site. Spread them around so that prospective families can read them all over the web.
- 3. REPURPOSE & RECYCLE** - if you obtain written reviews, handwritten notes or emails, take pictures of them and also transcribe them and make them into digital versions. Take a picture of the sweet note one parent handed you at graduation and post it to Facebook. If your reviews were online, also screenshot and transcribe those reviews and post them all over social media. You should also dedicate space on your school's website for reviews and testimonials. Have a single page with all the reviews aggregated while also sprinkling the reviews around the site's different pages.

HOW TO RESPOND TO ONLINE NEGATIVITY:

Never attack back at the reviewer. If you choose to respond publicly, keep it professional and non-personal. If you know the family, invite them to a private face-to-face discussion to see if that helps.

Overwhelm the site with as many positive reviews you can get. The weight of a negative review diminishes significantly when there are many other positive reviews.

3-PART FORMULA FOR A GREAT REVIEW - SHARE WITH THOSE WHO WILL MAKE REVIEWS

PROBLEM

Identify the problem, pain, frustration or fear you were dealing with at your previous school. This allows your testimonial to arrest the attention of the prospective family struggling with the same thing. Choose your pain point vocabulary so you grab the prospective family's attention where they will say, "that's exactly how we are feeling right now!"

SOLUTION

Articulate the specific steps you took. This could be as simple as "we visited the campus", "we watched the videos on your website" or "we asked to meet with the head coach". Again, you are guiding the prospective family to take similar action steps. You may wish to insert some barriers or obstacles you encountered (i.e., "we loved the tour, but the financial costs were something that almost derailed everything." Of course, you will want to mention the amount of time you took to begin the enrollment process and what that experience was like.

RESULTS

With a distinct emotional improvement (you should be happy when talking about this!), speak of the results about academic improvement, social interaction, character development or self-esteem improvement. Be as specific as you can so that prospective families can begin to see themselves as experiencing the same results.

CLICK BELOW TO VIEW DETAILS ABOUT OUR ONLINE COURSE: "MANAGING YOUR ONLINE REPUTATION"

You may also see more by visiting: yourschoolmarketing.com/onlinereputationenroll

CLASSROOM HANDBOOKS

2nd Grade Handbook

Foothill Elementary, 2012-2013

Miss Melinda Fletcher

Dear Parents,

Welcome to a new school year! I am excited to be teaching 2nd grade and am looking forward to an amazing year. Each child is different and develops at a different rate, and I will do my best to provide the supportive learning environment that each student needs this year. Along with providing a strong academic program, I hope to share Jesus' love with my students and prepare them for heaven. Thank you for sharing your children with me!

Teacher Contact Information:

School phone: 408-263-2568

E-mail:
mmfletcher@puc.edu

Please feel free to contact me with any questions or concerns. I will be happy to meet with you after school, talk over the phone, or communicate via e-mail.

Supplies:

On the first day of school, each child should bring the following supplies to school:

- 24 #2 Pencils(yellow)*
- 6 Large pink erasers*
- 2 packages wide-rule notebook paper*
- 2 Boxes of facial tissue*

Items with a * will be collected for use by the whole class. Please do NOT write names on these items.

- Crayons and/or markers (small to medium box)
- Dry erase markers and eraser
- One ruler with inch and centimeter markings
- 2 Glue bottles
- 6 Glue sticks
- Scissors
- Zippered pouch (to hold the above items)
- 2 Two-pocket folders
- 1 Spiral notebook
- 1 Wide-rule composition book

These items will be stored in the student's desk and should be labeled with his/her name.

Please plan to replace items as needed throughout the school year.

Dress Code:

See the Foothill Handbook for uniform requirements. ALL clothing items should be labeled with your child's name so that misplaced items can be returned to you. **Jackets especially need to be labeled**, as they get misplaced easily. Jackets with names almost always turn back up, but jackets without names often disappear completely. Also, please remember that footwear needs to be practical—students will be running and playing, and shoes with heels or shoes that fall off easily are not appropriate.

Schedule:



7:55 Morning line up (gym)
8:00 Daily oral language/worship
8:45 Phonics/spelling
9:30 Snack/recess
10:00 Math
11:00 Language Arts
11:45 Lunch
12:30 Silent reading
12:45 Handwriting/Storytime
1:00 PE/Music/Art
2:00 Bible
2:30 Science/Social Studies
3:15 Dismissal

Snack/Lunch:



If you choose to send a snack for your child to eat during the morning break, please send a **healthful** snack. Cookies, candy, etc. are not allowed at snack time. Crackers, fruit, or granola bars are good choices.

Although I usually encourage children to share, I ask that my students do not share their food with other children. Each parent has their own preferences for the diet of their child and I want to respect

that as much as possible as well as limit the spread of germs throughout our class. Furthermore, we have at least one student on campus this year with serious food allergies and we want to make sure that all students are safe.

For lunches, **please** send food that does not have to be warmed up in the microwave. With 20 students in our room this year, there simply is not time for every student to heat up food in our one microwave. Waiting for food to heat up means students have less time to eat and play during lunch time.

Daily Work:

Your child will be given daily work to do in class. This will include Bible workbook, writing, handwriting, math, social studies, science, spelling, and reading. There should be ample time to finish the assignments each day, but if your student does not finish they will bring it home to be finished for the next day. Please sign the assignment sheet and help your child return all work to school.

Homework:

Homework will be a review of concepts previously learned or practice for concepts currently being taught. Homework is for you as a parent to do with your child so that you are able to spend time with him/her, be involved in his/her education, and be aware of what he/she is learning. Homework will be sent home every Monday and will be due back on Friday.

Assessment:

Formal assessment will be given in all subject areas and daily work will be graded. The following grading scale will be used:

E-Excellent work 95%-100%

S-Satisfactory work 70%-94%

N-Needs to improve 69% and below

+ and – signs will be used to indicate highs and lows in the S category.

Scholastic:



Each month Scholastic book order forms will be sent home. This is a great way to find fun books to read with your child and help fill the classroom library, since the class gets free book points for every order.

Please note that although Scholastic offers plenty of quality literature, there will be some books in the Scholastic flyers that do not support the values of Foothill; you may wish to exercise discretion when selecting books for your child.

Books may be ordered online with a credit card or by filling out the paper order form and returning it to school with a check made out to Scholastic. Please do not send cash. Books will be delivered to the school and sent home with your child. The information for accessing Scholastic online is below:

Web address:

<http://www.scholastic.com/bookclubs>

Class Activation Code: GM3MB

Once on the site, you will be able to create a personal account with

Scholastic. By entering the class activation code, you ensure that the books will be sent to the correct classroom.

Birthdays:

Parents may make their child's birthday special by bringing a treat to share with the class at lunchtime. This is a good way to encourage thinking of others. Cookies and juice or sugar-free popsicles are favorites. No soda please. If you wish to bring a cake, please plan to stay and help serve it.

School/Home Communication:

It is very important to me that you as parents know what is happening at school and that I as your child's teacher know about any home events that pertain to your child's success at school. I will always be available for 30 min. before and after school and by e-mail at any time. Please feel free to come to me with any questions or concerns you may have, and I will do my best to make sure you know what is happening in our classroom.

Each day your child will bring home a folder with a daily assignment sheet and any informational notes passed out at school that day. Please review your child's assignment sheet, assist him/her with completing any unfinished work, and remove and read informational notes. On Mondays this folder will contain homework and graded work from the previous week. Please return the folder to school each day.

Curriculum:



Math: *Go Math* by Houghton Mifflin Harcourt, Grade 2

Topics covered in the math curriculum include number sense and place value, addition and subtraction, measurement and data, and geometry and fractions. Manipulatives, hands-on activities, and digital learning activities will be incorporated into the program. Digital learning activities will even be available for your child to access at home! Watch for more information in the weekly newsletters.

Phonics/Handwriting: *Saxon Phonics, Level 2*

The phonics program focuses on learning spelling rules and high frequency words and becoming a fluent reader.

Writer's Workshop:

I recently completed my Master's research project on using writer's workshop with emergent writers. During the writer's workshop period the most current research in the field will be used to provide students with the building blocks they need to develop a positive attitude towards writing and become confident, successful writers. Throughout the year students will become familiar with various genres of writing, including picture books, personal narratives, letters, poetry and non-fiction.

Partway through the year we will be having an Author's Night, where students will be able to share their writing with family and friends. Watch for further information later in the year.

Language Arts: *Pathways: A Journey to Excellence*

Language arts themes incorporate reading, comprehension strategies, word study, and grammar. Themes include heroes, my world and others, living things, spiritual journey, friends and family, environment, personal growth, history, and culture.

Each student will be required to complete a total of six book reports throughout the year (one a month except for months shortened by vacations). The purpose of these reports is to encourage students to read a variety of books, increase their reading comprehension and report-writing skills, and develop oral presentation skills. Report styles will vary with each report, but students will always be expected to make a brief oral presentation about their book.

Science: *Scott Foresman Science*

Science topics covered include life science, physical science, earth science, and the human body. Science will be studied with hands-on activities as often as possible.

Bible: *Life Series: Accepting His Plan*

The Bible lessons will explore God's plan to save the world as shown through both Old and New Testament stories.

Each week a memory verse that goes along with the week's lesson will be included with your child's homework packet. Students will be quizzed orally on this memory verse each Friday.

Social Studies: *Scott Foresman: People and Places*

Social studies themes include communities, our earth, our country, and people and places in history. Part of our social studies curriculum this year will include preparing a class project for

display at the social studies fair on March 21. Watch for more information on this event as the year progresses.

Physical Education: The PE curriculum includes various games and activities that will help develop your child's motor skills and ability to work and play successfully with others.

Art: Art is taught once a week by Mrs. Leonie. The curriculum focuses on art appreciation and creating original artwork with a variety of mediums.

Music: Music is taught once a week by our music teacher, Mrs. Pimentel (formerly Ms. Rivera). The curriculum focuses on rhythm and movement, with musical concepts taught through songs and games.

Field Trips:



We have some exciting field trips planned for this year! I do not have all the specific dates yet, but here is an outline of the field trips we are planning to take:

September 20, 10:15am-1:15pm—
“Life in a Pond” at the Youth Science Institute at Alum Rock Park

January—Milpitas Public Library

April—Children’s Discovery Museum

May—Hike and picnic at Alum Rock Park

Watch your e-mail and the weekly classroom newsletter for further details about each trip. I will let you know exact dates and times as soon as possible.

These wonderful learning experiences are not possible without parents to help drive and chaperone—thank you in advance for your help.

In order to be a driver/chaperone on field trips you must have the following on file with the office:

- fingerprints
- copy of driver’s license
- copy of current car insurance

Fingerprint forms can take some time to process, so if you have not completed this form during a previous year that your child attended Foothill, please complete the paperwork as soon as possible so that you will be able to come on trips with us.

Fundraising:



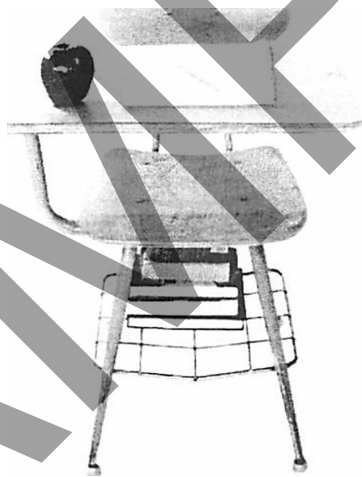
You can help our school raise money with a simple clip of the scissors! We are collecting Box Tops for Education and Campbell’s Labels for Education. The money raised through Box Tops will go to the PTO; money raised through Campbell’s Labels will be used to purchase supplies for the 2nd grade classroom.

Teacher Credentials:

I graduated from Pacific Union College in June, 2006 with my Bachelor of Arts in Liberal Studies, along with S.D.A. and CA teaching credentials. In June of 2012 I completed my Masters of Education through Pacific Union College.

I have been teaching at Foothill for seven years. I love teaching and sharing Jesus with my students and cannot think of any other profession I would rather be in.

2012
Handbook
for
Grades 7 and 8



Mrs. Carpio

Foothill Adventist Elementary



Greetings!

Welcome to the 2012-2013 school year!

I'm so excited to be a part of the Foothill family another year. It is a privilege for me to teach your children, and I feel blessed to be given that opportunity.

My Philosophy & Vision Statement

To educate students for a life of worship, growth, and service to God and their fellow man. To provide education rooted and centered in the knowledge and love of our Lord and Savior Jesus Christ.

Goal

My goal for this school year is that my students meet Jesus every day and grow academically, physically, and spiritually.

Communication

I would like our lines of communication to be open. Please feel free to contact me if you ever have questions or concerns. I'm often available to meet with you after school, or you can reach me by email at mrs.carpio.teaches@gmail.com or feel free to leave a message at the school.

Expect weekly updates via email from me. I will let you know about any upcoming activities and the latest wonderful things happening in our classroom. I will also include the following week's spelling words as well as the next week's memory verse.

Rules

It is important for young people to know that EVERYONE follows rules—no matter what age they are—and the classroom is no exception. I expect the students to:

Be RESPECTFUL to people, property, and God.

Be RESPONSIBLE in behavior, learning, and assignments.

WORK HARD—Do your tasks well, be successful, keep busy.

Be PLEASANT to be around. Be cheerful, be courteous, be helpful.

Homework

Unless we're working on a project, I do not assign homework. I assign classwork.

Any assignment not completed in class automatically becomes homework. (The only exception to this is when we are working on extended projects.) Any classwork assigned is due the following day, first thing in the morning. Students are to place any work not completed in class in their folders. Once the work is completed, they can turn it into the appropriate bin.

Grading

You will notice a percent grade on any graded homework your child brings home.

This is the grade your child earned on that particular assignment. Expect your child to bring home graded work on Fridays.

Grades will be earned by work graded in these two categories:

Homework/projects 50%

Quizzes/tests 20%

Projects 30%

I use the following grading scale:

A+	100%	C+	77%-79%
A	94%-99%	C	74%-76%
A-	90%-93%	C-	70%-73%
B+	87%-89%	D+	67%-69%
B	84%-86%	D	64%-66%
B-	80%-83%	D-	60%-63%

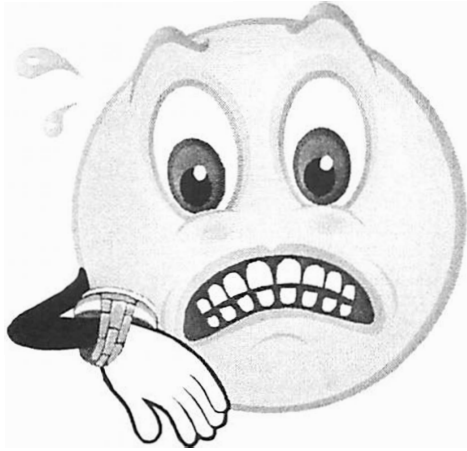
Anything below 60% is an F.



Late Work

I hate *Hate* HATE late work. Therefore, I enforce a hefty penalty for assignments turned in late. If a student turns in his or her work late, 20 percentage points will

be deducted from the overall score. (Did I mention I HATE late work?) By the way, if a student's name is missing from his or her assignment, I automatically deduct 5 percentage points from their overall



score. Please encourage your children to turn their work in on time and always write their name on their papers. Forgetting these things can hurt students' grades dramatically.

Planners

My students will have planners this year. *Planners are the key to success in my classroom.* It keeps the students organized and lets parents know what has been assigned on a daily basis. Everyday, students are to write their assignments in their planners and check off any completed assignments. Anything not completed during the done will not be

checked off. This would become homework. You can, at a glance, see what work your child was assigned then check to make sure anything taken for homework gets done. Parents should check their child's planner on a weekly basis and sign it.

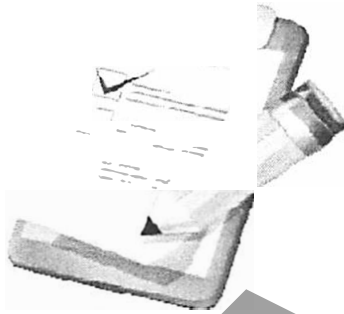
The planner is a vital part of being successful in my room. If you have any questions about using the planner, please let me know as soon as possible. We both want your child to be the best that he or she can be, and if we work together, we can do it!



Things to Plan For

This school year is jam-packed full of activities. Field trips and school programs are most successful when we have parents who are ready and willing to help us with

the details: transportation, setup, fundraising, etc. Of course, the biggest field trip requiring planning and budgeting on your part is our trip to Catalina Island. This is a science field trip we take every other year, and it is lots and lots of fun. The students learn about God's creation, marine wildlife, the stars and how to kayak and snorkel.



We will also have various fundraisers throughout the year. If you have experience organizing fundraising or have ideas for innovative ways to make money,

let me know. And of course, help us make each fundraising effort a success by selling and promoting what we have to offer. The money we earn will go toward the class gift, special projects, field trips and supplies for the classroom.

About Me

The 2012-2013 school year will be my 11th year teaching. In addition to teaching, I was also a principal for four years while in Colorado. I believe God has called me to be a teacher, and there's nothing in the world I'd rather do as my career than be in the classroom, teaching. Most especially, though, I love teaching middle school. I believe it takes a special personality to work with this age level, and mine meshes well with theirs. I feel blessed that God has given me the privilege to teach these young people and prepare them for the world and the Kingdom.



Our Catalina field trip is right around the corner! This is a week-long Science field trip we take every other year. The things they study and learn over the course of this field trip are an essential part of the Science curriculum for this year. They will conduct experiments, perform dissections, study and observe fish, birds and stars, and learn how to sea kayak and snorkel, all within a Christian camp environment. It is imperative that all students in the 7th and 8th grades attend this Catalina trip. If you are able to chaperone and drive for this trip, please let me know as soon as possible. We need as many chaperone/drivers as we can get.

The cost of \$550 per person covers the cost of the camp, the ferry from Long Beach to Catalina, and meals while at the camp. We will leave Foothill Sunday morning and caravan our way to southern California, staying the night at the Norwalk SDA church, and waking up early to catch the ferry to Catalina.

Some of you might be wondering why we take such a big field trip so early in the school year. There are two reasons: 1) it is much less expensive for us to travel in the fall rather than the spring; 2) The water at Catalina is up to 12 degrees warmer in the fall than it is in the spring.

You can make payments at the office, and Thea can help you work out a payment plan if necessary. Payments would need to be made by October 5.