



Learning from new families

Call a couple families that are new to your school this year. Reinforce their importance and welcome them again to the school community. Ask them if they will help you learn from their experiences so the school can reach more future parents and so their experiences will be as positive as possible. At the end of the conversation, ask if you may quote them if they share any comments that would be good for promotions!

NAME OF FAMILY _____ Kids ages/classes: _____

In your opinion, what words describe our school?

In your opinion, what words describe our teachers?

What were the top 3 things that you considered when you were choosing a school?

What was the most important source of information for you when you were choosing schools?

How has the school been a support to you in your parenting?

What are some unexpected benefits of having your kids at our school?

What suggestions do you have for welcoming new families?

What has been the biggest surprise for you?

Who do you know that would also benefit from having their kids in our school?

What would be the most effective manner of inviting your friends to consider our school?

What are the biggest challenges that you face as a parent?

What are the biggest challenges that our schools face?

What advice or closing comment do you have for our schools?