Marketing the Mission: The Parent Ambassadors
Key Elements

- A Compelling and Memorable Story
- Language that Inspires Trust
- A Voice that Inspires Passion
- A Mission to Celebrate
- Mobilizing the Parents into a Pyramid of Powerful, Passionate, Active and Informed Volunteers
Internal Marketing

- The Message Must be the Same Few Words Used by all Constituents: Students, Parents, Faculty, Staff, Alumni, Board
- With Five Mission Words or Less, the Head Speaks Consistently to the Vision Using the Same Words
- Parents and Teachers Can Elaborate upon and Repeat the Message
- The Message is displayed prominently on the web site and on banners around the School
- The Culture Believes and Lives the Message
- The Message Sends Goose Bumps Down Your Spine
- No One Else Has It!
The Tagline

1. Is it true?
2. It is memorable?
3. Is it emotional?
4. Is it differentiating.
Examples

- “Girls Can Do Anything”
- “Igniting A Spark in Every Child”
- “Great Minds, Big Hearts, Remarkable Boys”
- “Living Loving Learning”
- “Developing a Life Long Love of Learning”
- “Go Forth Unafraid”
- “Prepared for College, Leadership, Life. IT ALL STARTS HERE”
- “Calling Forth the Very Best in Us”
- “Making the Right Choices”
- “Men of Character from Boys of Promise”
- “No Talent Lies Latent”
- A Better World or The World School
External Marketing

- Media Contacts
- Social Media: Facebook, twitter, others
- Parents as Professionals Using their Connections, Associations and Memberships to Tell the “Story”
- Each Parent and graduate becomes the new “network”
- Putting the Head in Front of Organizations of all Kinds
External Marketing II

- Parent Coffees
- Open Houses: Many, different times, for mothers and fathers
- Church/Synagogue and other Community Presentations, every civic group possible
- Professional setting opportunities: lawyers, doctors, brokers (?), educators
- Transportation Opportunities: Buses Everywhere
Admissions Process

- Separate Phone Number for Admissions
- No Call Should Go to Voice Mail
- All Initial Contacts Answered within 24 hours by parent volunteers
- In the computerized age, parents want a personal response
- Tuition is the first question parents want to ask and the last one you want to answer
- How do your inquiries come? Do you even know anymore?
Littleford's Hierarchy of Priorities: What Parents Want Most

- Proof of Physical Safety: Place
- Proof of Emotional Security: Peers
- Proof of Academic Rigor and Care: Faculty
- Proof of Difference and Status: Parental Gossip
- Proof of Value for the Cost: Compare
- Cost of Local Babysitting?
Admissions Process II

- Parent Ambassadors: Trained Parents for Follow up on inquiries to give tours and do call backs
- Student Tours
- Mentors and New Family Sponsors
- Invitations before the Start of School
- Parent Volunteers Monitor Every Inquiry from Day ONE
Retention Strategies

- Counseling K Parents on 12th Outcomes
- Do not Assume Retention: Sell Every Family on the Next Grade
- Programmatic Sequencing for Retention
- Schedule Programs at Least Two or Three Years before a Child Reaches that Grade
- Tell and show students what they can look forward to
- Seeking input from Teachers and Student Opinion Leaders
Centers of Excellence

- Programs that are Unique and Well Known in the Local Market
- Programs that Provide “Coat Tails”
- Programs that Attract the Media
- Cutting Edge
- Programs that Project Value
- Programs that Prepare for the Future
- Programs that are Global, Value Centered, and Will Always be in Demand
Surveys

- Parent Opinion Surveys
- Top of Mind Image Surveys
- How to Use Surveys
- How NOT To Use Surveys!
Global Issues - Local Solutions

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