

Recruitment and Retention

(**Note:** Participants in this podcast, should do this questionnaire before viewing/listening to the podcast, using the completed questionnaire for an outline as they go through the podcast to check their answers and take notes that may be helpful to them as they reflect on the content and/or share the podcast with others.)

1. I have 30-60 seconds to impress visitors that the school's physical plant is safe & clean.

True

False

Notes:

2. The child's teacher is the most important person a perspective family will want to meet during an initial visit to the school.

True

False

Notes:

3. Dress codes for teachers are as important as they are for students.

True

False

Notes:

4. I have a 30 second elevator speech that reflects why we do what we do at my school.

True

False

Notes:

5. Everyone that works at my school enjoys what they do 80% of the time.

True

False

Notes:

6. My school's 'niche' market is.....

7. More time should be spent on retention than recruitment.

True

False

Notes:

8. Even if my school is healthy, I should be planning ahead.

True

False

Notes:

9. My school has an endowment fund.

Yes

No

Notes:

10. My school is currently using the following types of marketing (check all that apply):

social media

website

home groups

word of mouth

street visibility

community partners

community service

tuition incentives

Other

Notes:

11. What is your biggest concern for your school at this time?

12. Who's responsibility should recruitment and retention be at your school?

13. What does your school do better than anybody else in your community?

14. What do you think your school could do better than any other school in your community?

