

“WHAT TO LISTEN FOR”

Consider this: what makes the phone ring at your school? Why are parents calling? What are the most common reasons you hear for a change in schools when you meet with prospective parents? These become your WTLF's for your school community.

Here is a list of some of the ones we have used:

- Says they are new to town at your church or at your workplace.
- Talking about their child's 5th birthday party. (Kindergarten prospect)
- Complaining their child is being bullied.
- Complaining about the over-emphasis on standardized testing.
- Concerned about the negative influences of their child's peers.
- Worries their child is “falling through the cracks.”
- Concerned about the content being taught in elementary school.
- Complaining about a lack of communication from their school.
- Bothered by the lack of patriotism in today's schools.
- Concerned about their child's safety on the campus.
- Wanting to dual enroll, but not wanting them on a college campus yet.

Choose 4-5 to share at any one time. When sharing these with parents, give them the response too. For example:

“If you here someone complaining about all the testing her child has to do every spring, that's a great opportunity to tell them about our school and how our model of assessment is based on growth, not just high-stakes testing. Because of that, we don't waste time on needless and stressful test preparation. Instead, every day is built around high quality learning experiences. But in the end, there is still a measure of accountability. Then, ask for their name, number, and permission to call.”