

## Curb to Classroom Opportunities Assessment G&D Associates

We are entering a time of increasing competition for schools. This competition is not necessarily due to falling rolls creating fewer “customers” and therefore a greater need for schools to attract parents, rather an increase in options. Many regular public schools are experiencing a loss of students to alternative educational organizations such as online, charter, private, blended and in many cases out of area brick and mortar schools. It is highly likely that this competition will only increase, therefore schools will have to market themselves far more effectively to not only attract new students but maintain their existing attendance level.

Often overlooked, a school’s most powerful marketing tool is the school itself. Schools can run the most effective marketing campaign ever but ultimately they are trying to get potential parents and students through the door. If they leave with a poor impression of your school, it will be almost impossible to get them back.

G&D Associates’ Curb to Classroom Opportunities Assessment provides specific feedback for improving how you present to the public, while building the capacity of your team to use a critical lens when looking at your physical presentation. An improved impression of the school and district leads to improved student recruitment and retention, more focused community partnerships, as well as increased family involvement. Attention to the presentation of the building also has a significant impact on school pride and employee satisfaction.

**Welcome and Introductions (5 minutes)**

**Set the stage and purpose (15 minutes)**

Background information

Role-play activity

**Curb to Classroom Walk Through (60 - 75 minutes)**

**Debrief with leadership team (45 minutes)**

