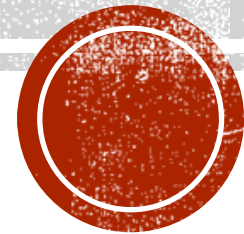


RETAINING COVID FAMILIES

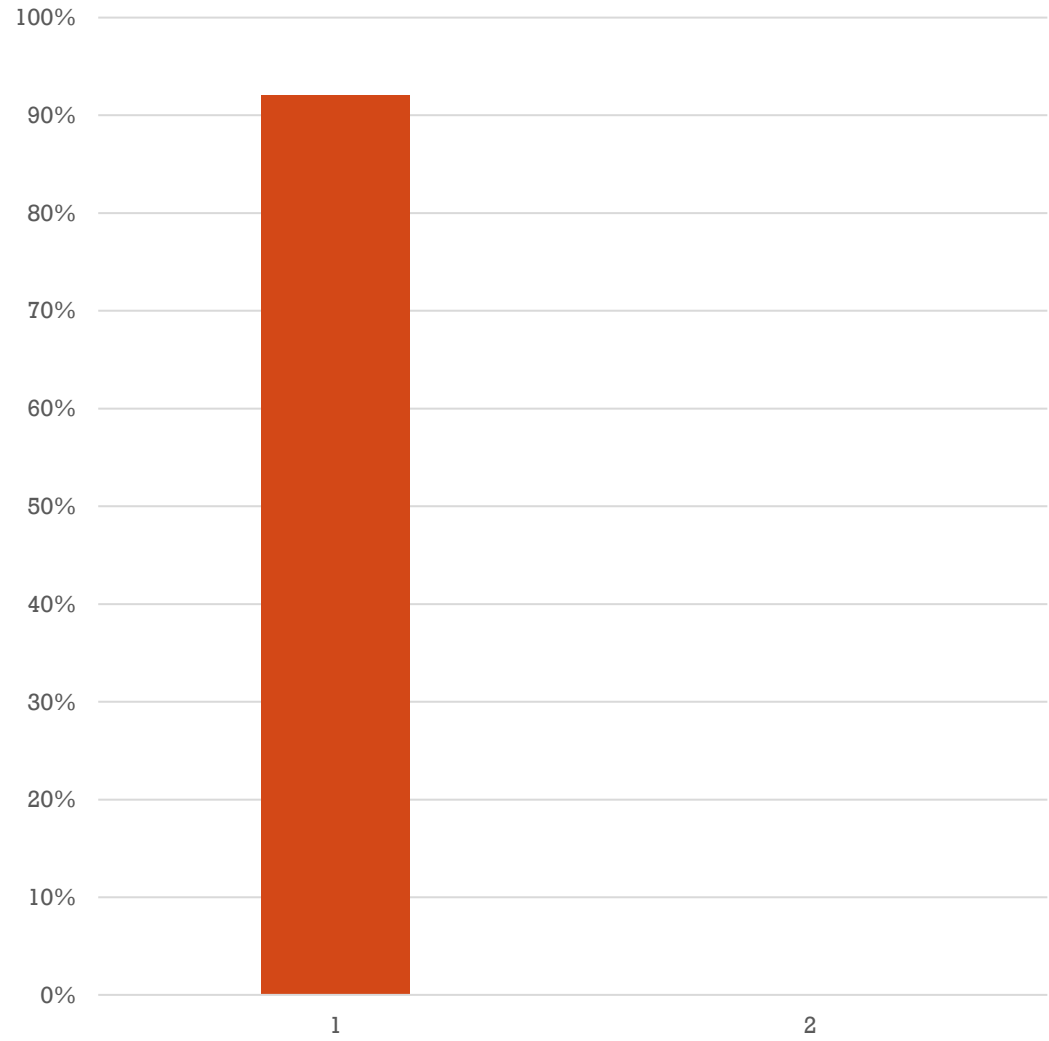
Carol Hayes

Executive Director, CSAANYS





Economic Concerns due to Covid





RELATIONSHIPS

- What do parents need?
- What do parents want?
- Communication
- Connection
- Answers



BANG FOR THE BUCK

Safety and Security is #1 reason parents choose our schools.

Academics is #2

Questions to ask:

- What does your school offer that others do not?
- How have you kept faculty/staff and students safe? Think beyond the reopening plan.
- What innovative instructional strategies are teachers utilizing?
- How do you know virtual students are engaged?
- How do you know that academic progress is being made?



**WHAT'S
THE
MESSAGE?**

Is your message relevant today, tomorrow, and next year?

Make sure that parents and students are in a positive mindset about your school.

Step back from the hard sell!

Assuage the fear! Fear, stress and anxiety are ruling everyone's emotions. Harness it!

CONNECTIONS



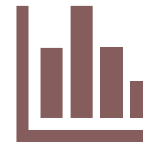
Communication



School Story –
Mission, Vision,
History



Website, Social Media



Data





Support Emotional Health



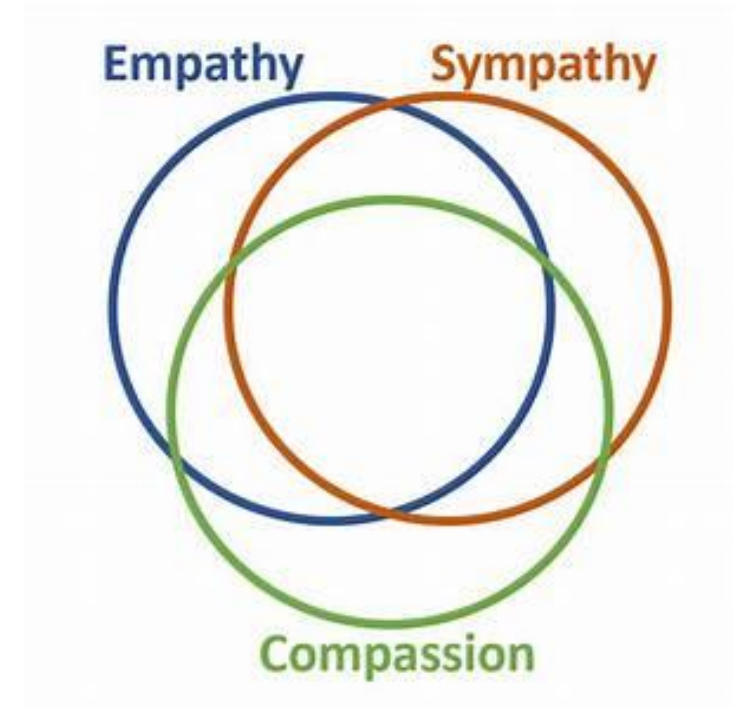
Model Healthy Habits



Balance



**Stable and Steady
– Here for the Long Haul**





Millennials are 57% through the decision-making process before ever engaging with a person.



78% of consumers say personally relevant content increases their purchase intent



It takes 15 – 170 days and 65-440 touchpoints for someone to make a decision.

WHAT THE RESEARCH SAYS . . .



THE INFLUENCERS

- Who are the “parking lot parents”?
- Who shows up to coffee with the Principal, virtual events, conferences and PTO meetings?
- Who can you engage that is very supportive but not a joiner?
- Who has an active social media presence?
 - Likes, comments, shares school posts

