

# Marketing Our Schools

## A Public Relations Campaign



*What we are doing to help your child succeed?*

1. **Introductory letter**. Brief overview of instructional and assessment strategies to help students succeed in math.
2. **30 by 30**. Math teachers make at least 30 “positive” phone calls in first 30 days. The conversation centers around what “we” are going to do to help their child succeed. That averages to 6 students in each of their classes. See dialogue.
3. **Weekly calls**. Placing a letter on the board each week and letting students know that the teacher will call as many parents as possible that week to those whose last names begin with that letter. The dialogue is a positive call indicating what we will do to help their child succeed in math. See dialogue.
4. **Last call**. The last question on each practice test will ask for parent/guardian contact information. A subliminal message that parents will be kept abreast of student progress.
5. **Call Home Please**. The last question on each assessment will ask for parent/guardian contact information with the code (CHP). When students circle CHP, the teacher will call home with the good news about the test result.