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## New Parent Engagement Strategy: “The 3 C’s Plan”

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New family engagement is key to your school’s overall retention rate! The first to second year of a new student’s enrollment is the most likely time to experience attrition. Consider these “three C’s” as an important part of your school’s overall student retention plan.

- 1) **Call all new parents!** Principals who personally welcome all incoming families set the stage for a positive home-school relationship. During the first couple weeks of the new school year, take the approach of calling a few new parents each day. Even if you cannot reach them, a friendly welcome message on their voice mail will be much appreciated.
- 2) **Connect new parents to your school community!** Just like pairing new students with a “buddy student” creates an instant comfort factor, connecting new parents with a friendly parent ambassador helps relationships form and allows families to more readily get – and stay - involved in your school community.
- 3) **Collect stories from new parents!** New love makes for great word-of-mouth marketing. New parents have just completed the school selection process and presumably fell in love with your school. Their stories about why they selected your particular school for their child(ren) are powerful tools when shared on your school website and/or social media channels. Through personal interviews, questionnaires, or video vignette, collect these stories from your new parents to spread positive word-of-mouth by showcasing local families and their real stories of why they selected your school.