

Successful TIPS for Teaching Excellence !!!



SHOWCASING
MARKETING MANTRAS
FOR PROMOTERS AND
PRINCIPALS

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PREFACE

The Quality Arena today demands more of reflection rather than a perfection. The parents today are Smarter than the gone years and over and over again they pay emphasis on the Quality of Care and Supervision being guarded to their wards over the time. The same phase of business from the side of the promoter or the principal of the school has to see to the strength which otherwise would prove out to be a comparative analysis for the Parents, the ultimate customers to feed their value into the taste of the cake. It is the strength of the school which matters the most not the building and the fame otherwise. Which ultimately proves out to be a MARKETING for itself. Our 20 years of experience in the field of Education Industry has targeted many evidences which brought forward my ignition to compile this as a book. I am sure this shall certainly come out to be a great PRACTICING TOOL for the educationists further.

I invite queries and comments on tqmhead@aol.com

Authors.....

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- ✘ Importance of Quality in Schools
- ✘ Tips and Tongue towards increasing enrollments
- ✘ Important websites
- ✘ References

Good teaching is as much about passion as it is about reason. It's about not only motivating students to learn, but teaching them how to learn, and doing so in a manner that is relevant, meaningful, and memorable. It's about caring for your craft, having a passion for it, and conveying that passion to everyone, most importantly to your students.

Anonymous

IMPORTANCE OF QUALITY IN SCHOOLS

- ✘ The EMA global monitoring report of UNESCO suggests that the achievement of universal participation in education will be fundamentally dependent upon the Quality of Education available. Also as a matter of fact, the Education should allow children to reach their fullest potential in terms of cognitive, emotional and creative capacities. As a matter of fact the basic tenant of education encompasses more than just the teaching of what we know to our young.
- ✘ As well as passing on essential skills like language and the basic functions of living, education passes on the culture of a society. What is needed at this juncture is the Quality by heart and soul subjected to the satisfaction of the children in the class more like a facilitator than a hard task master.

TIPS AND TONGUE TOWARDS INCREASING ENROLLMENTS



URGENCIES.....

- ✘ Here it comes.....welcome them or priority.

Urgent and Important	Urgent but not Important
Important but not Urgent	Neither Urgent nor Important

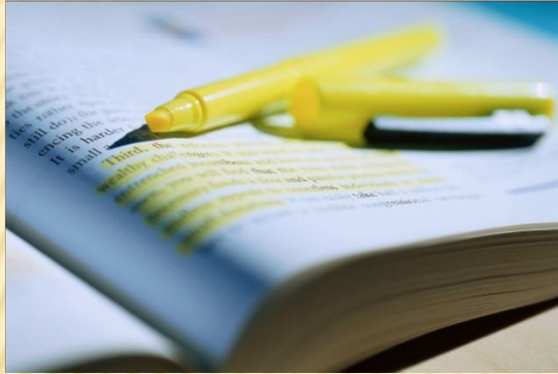
-
- ✘ Distribute Marketing messages to Existing Students



-
- ✘ Regularly distribute newsletters.



Fostering Motivation



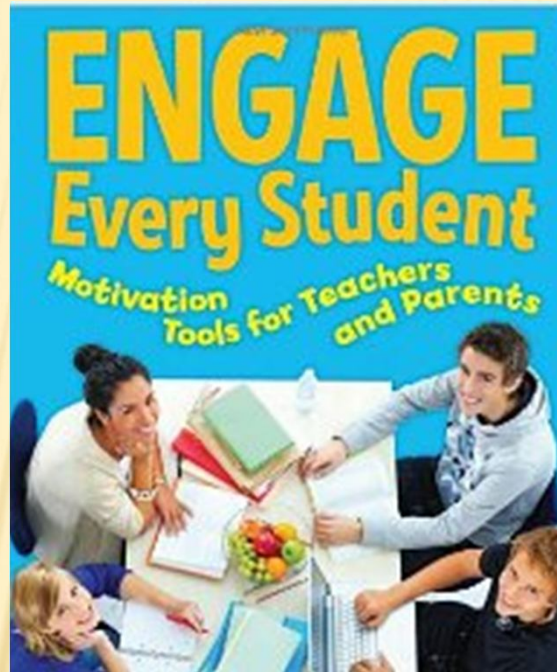
Kids can be more motivated by studying if they know and understand the importance of studying. You need to speak their language so that they'll appreciate your efforts in making them study hard. If you want them to study, the best way to do that is to make them want the same thing as well.

THE ROLE MODEL

Successfully lead change initiatives.



THE COLLABORATOR



BELIEVE IN



WE NEED TO PRACTICE.....



-
- ✘ Make announcements at school functions.



-
- ✘ Turn your employees who are already familiar with your programs into marketing ambassadors.



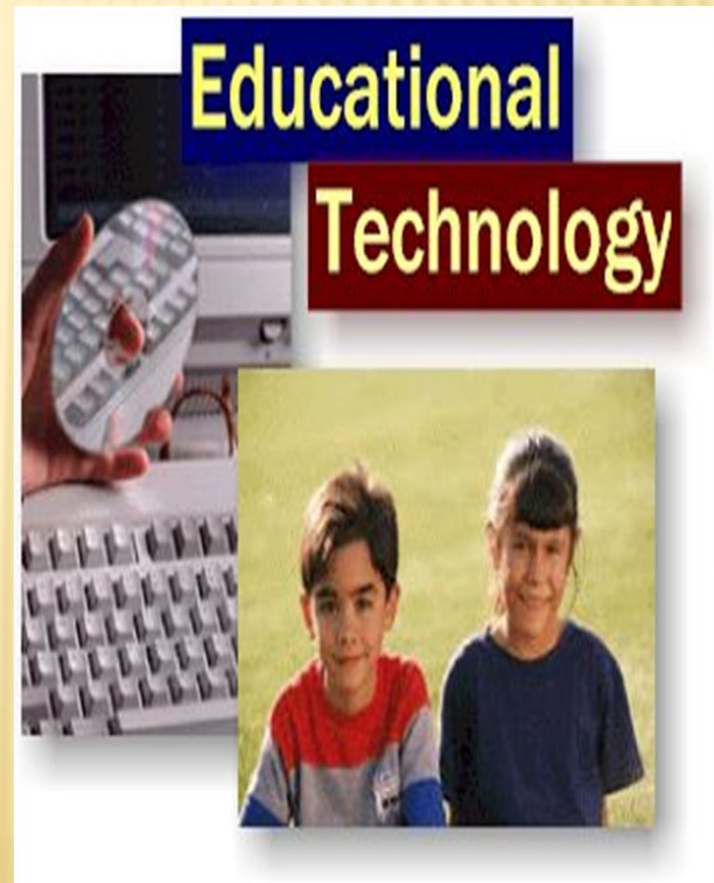
ATTENTION TO INDIVIDUAL DIFFERENCES

- ✘ The School should pay attention to individual differences between two pupils – No matter, no wonder, if One pupil is a scholar while other pupil is a dull.



USE OF NEW TECHNOLOGY APPROACH

- ✘ Today's world is a full of technology. In each and every field, we find new technology.
- ✘ For education, chalk and board is not enough for the teaching system.
- ✘ Schools should use technology. It will make the teaching/ learning process easy, interesting and result oriented.



-
- ✘ Offer incentives like discounted tuition fees for private students/ hobby courses/ evening classes.



- ✘ Provide inexpensive, professional business cards to your teachers that highlight your marketing message.



- ✘ Place promotional language for the school on one side of the card and the teacher's information on the other side.
- ✘ Encourage them to share the details about the Quality Environment of the School with their friends.



-
- ✘ Use the services offered by online social networking services to marketing your school's messages.

-
- ✘ Establish an online profile and encourage people to sign up as fans to follow your messages.

SCHOOL MUST BE A PARTY TO EXCELLENCE IN EDUCATION



- × Must Assure
 - × Safety and discipline

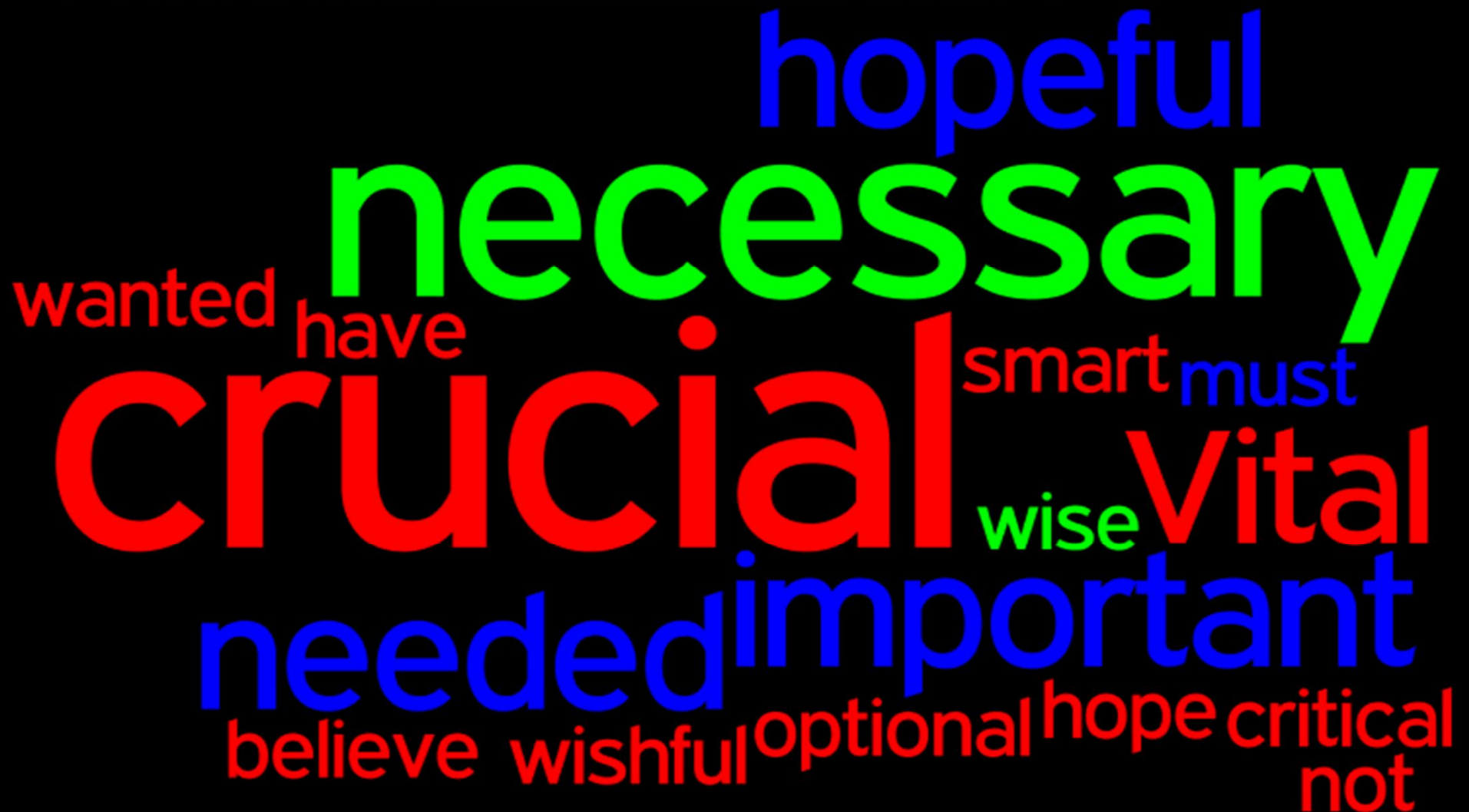


The
Performance
Factor

✘ **Schools MUST Assure Parent involvement**



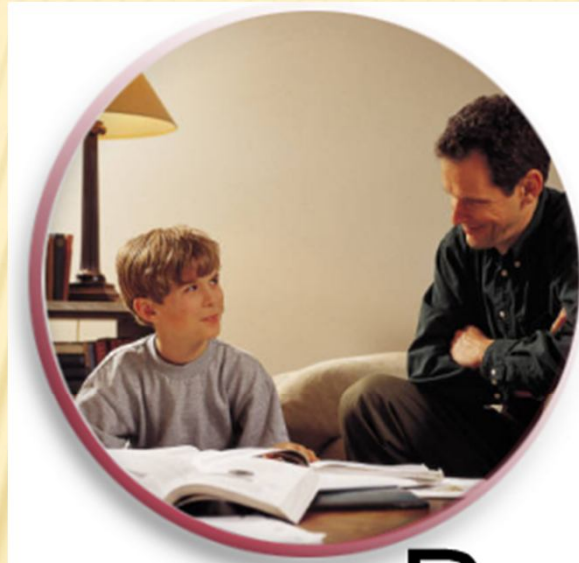
PARENTS INVOLVEMENT



A word cloud on a black background featuring various terms related to parents involvement. The words are in different colors (red, blue, green) and sizes. The most prominent words are 'crucial' in red, 'necessary' in green, and 'important' in blue. Other words include 'hopeful', 'wished', 'needed', 'vital', 'smart', 'must', 'wise', 'optional', 'hope', 'critical', 'not', 'believe', 'wishful', 'wanted', and 'have'.

hopeful
necessary
wished
have
crucial
smart
must
wise
vital
needed
important
believe
wishful
optional
hope
critical
not

THE PARENTS NEED TO BE INFORMED AND
BE GIVEN A SAY IN DECISION MAKING.



**Parental
Involvement**

BLOG WITH PARENTS/ FOR PARENTS/ ABOUT EDUCATION.



PARENTS

- ✘ Our partners to success.
 - + Need to be linked in.



✘ Getting Parents Involved Is the Foundation of Student Success:

+ When Mom and Dad come to class, kids do better.

-
- ✘ Assure the best **Attitude of the Office Staff to be patient.**

-
- ✘ Assure the best attitude of the PRINCIPAL to be open, innovative and encouraging.

SUPPORT

✘ 21st Century Learning 24x7.



PARENTS NEED TO BE INVOLVED

- ✘ Through
 - + CYBERSPACE
 - + Messaging
 - + Student Diaries



THE FACT TO PONDER.....

- ✘ Research shows that students and schools improve when parents are involved!



-
- ✘ Ignite the Mix of New and Veteran Teachers on a regular basis.

-
- × Ignite the Mix of New and Veteran Teachers on a regular basis.

✘ Incorporate and Implement.....

+ PARENTS QUALITY CIRCLES (PQC)

- ✘ A group of 5 to 15 members who sit together and identify and solve their children related problems through brainstorming and other tools of problem solving with the assistance of the Teacher Facilitator.

-
- ✘ When a decision is made in the school, the first thought should always be "What's best for the students?"

-
- ✘ The school leadership should be clear on its goals for each department and work with the department heads to create a collaborative environment where politics are kept to a minimum.

-
- ✘ Assure that the **Faculty is Empowered and Involved.**

-
- ✘ Develop an OWNERSHIP QUALITY among the employees.

✘ PRACTICE SIX SIGMA IN EDUCATION

- + To assure minimum defects and maximum Parents' Satisfaction.

-
- ✘ Develop a WIN-WIN approach among the employees.

-
- ✘ Assure TEAM spirit and TEAM work among the employees.

✘ Believe in the fact...

+ It is not all about MONEY.

-
- ✘ Assure that communication is **FREQUENT** and **HONEST** among the employees.

-
- ✘ Have a defined MISSION for the school through the participation of the employees.

-
- ✘ Have a defined VISION for the school through the participation of Employees and the interested parties of the school viz. Parents/ Students/ Society.

-
- ✘ Develop an open door policy so that teachers and staff can come forward with questions and concerns as they arise.

INVOLVE YOUR PARENTS FREQUENTLY

- ✘ A school which stresses parental contact for both positive and negative reasons is one which will only grow more effective over time.

✘ Talk to Parents FREQUENTLY.

-
- ✘ Generate PRESS RELEASES on achievements daily.

-
- ✘ Adopt ANIMALS in the ZOO in the city on the LOGO of the school.

-
- ✘ Use SLOGANS for Anti-pollution/ World Peace/ Unity and share them with the logo of the school occasionally.

-
- ✘ Appoint Parent Educators on PRIORITY.
 - ✘ Create a database and call them on NEED/
Requirement.

-
- ✘ Have a SOCIAL networking with the parents as CLIENTS rather than being just a CUSTOMER.

-
- ✘ WIN the Customer/ Parent by wishing them on their Birthdays/ Festivities/ Anniversaries.

-
- ✘ Develop a HOME VISIT system of Teachers/ Principal visiting the houses of the students once a month with proper appointment to generate an environment of LAISON towards excellence.

-
- ✘ Celebrate BIRTHDAYS of Children with an invitation to the PARENTS in the School Assembly.

-
- ✘ Replace your COMPLAINT box as a SUGGESTION box.

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- ✘ Encourage participation of TEACHERS/ HODs/ PRINCIPALS in conferences/ presentations.

-
- ✘ Share the views of the students on BURNING TOPICS like Climate Change/ World Peace/ Unity through Newsletters.

-
- ✘ Encourage CELEBRATION of VICTORIES in a STYLE....viz. celebrating the WIN by the Indian Cricket Team with students dressed as team members and moving around the vicinity/ area around the school.

APPLY JIT IN TEACHING/ LEARNING PROCESS

- ✘ To maximize the efficacy of the classroom session, where human instructors are present.
- ✘ To structure the out-of-class time for maximum learning benefit.
- ✘ To create and sustain team spirit. Students and instructors work as a team toward the same objective, to help all students pass the course with the maximum amount of retainable knowledge.

APPLICATION OF PRINCIPLES OF Q@S:

- × Perfect Parts Every Time
 - × (Defines perfection as a habit)
- × Operator Responsibility
 - × (The ownership Quality of the employees/ Teachers/ Students)
- × New Customer Definition
 - × (The parents/ teachers/ students)
- × Applies to Everyone
 - × (To doorman to the Top Management)
- × Application of Tools viz. Process Control & Problem Solving Tools

IMPLEMENTING THE NEW PREFACE OF LEARNING:

- ✘ Traditional learning is delivered in a specific location at a specific time, presumably to amortize the "set-up" time for a course. The new technology allows students to learn anytime, anyplace and in any increment of time. Institutions need to change their educational models to deliver this just-in-time learning.

-
- ✘ Gather Memberships of INTERNATIONAL FORUMS/ SOCIETIES

-
- ✘ ENCOURAGING/ ASSURING participation of Students in INTERNATIONAL COMPETITIONS/ NATIONAL COMPETITIONS.

-
- ✘ Have a Fee Deposit system ON-Line/ Thru VISA/ MASTER CARD without any service charges.

-
- ✘ Receive payments/ fees for FULL YEAR with 11 months fee deposit. Encourage this mode of payment.

✘ Avoid sending reminders for FEE PAYMENT.

-
- ✘ Define your day by day schedule and send the same to the parents in the form of a DIARY or a CALANDER.

-
- ✘ Recognise the PARENTS as:
 - + KINGS and QUEENS for each class/ session as per the achievements of their wards.

✘ Organise PARENTING SESSIONS every month.

-
- ✘ Organise DEBATES/ QUIZZES/ FASHION SHOWS for PARENTS.

-
- ✘ Celebrate PARENTS' Day. With their participation in the form of SPEECH CONTEST in their native language of choice.

-
- ✘ Invite DIGNITARIES for Guest Lectures/
Motivational Speeches frequently.

-
- ✘ Delegate RESPONSIBILITY on Students/
Parents.

✘ Organise BLOOD DONATION Camps.

✘ Organise YOGA camps.

✘ Provide free HEALTH tips to PARENTS.

-
- ✘ ORGANISE National Level Competitions for school children.

-
- ✘ ORGANISE International Level Competitions for School Children.

-
- ✘ Organise Teachers' Meet/ Workshops for Local Schools.

-
- ✘ Create a BLOG for SCHOOL IMPROVEMENT PLANS for Parents to share.

-
- ✘ Create a FACEBOOK account for the school with proper display of achievements/ results.

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- ✘ Showcase the talents of the TEACHERS and their QUALIFICATIONS in the school lobby.

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- ✘ Share the CD with the school's philosophy/mission/ vision with the PARENTS.

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- ✘ Assure immediate reply to EMAILS.
Acknowledgement is mandatory 24x7.

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- ✘ Distribute lesson plans/ assignments/ syllabus
TIMELY and ACTIVELY.

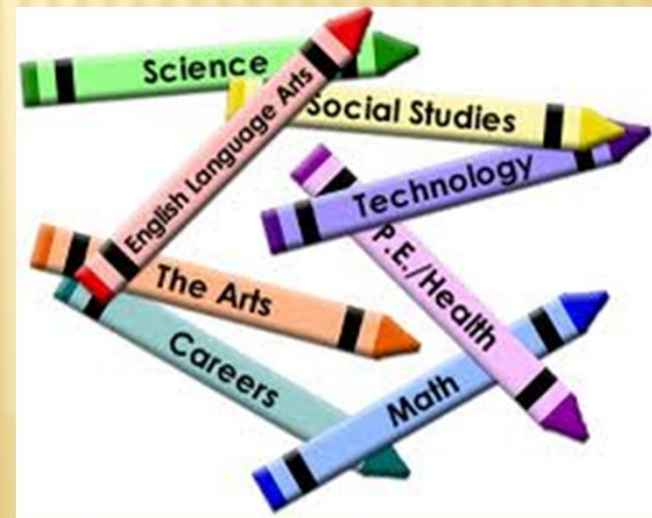
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- ✘ Assure the FREE AVAILABILITY of video coverage of Concerts/ Events.

× Implement **ICT**

× INFORMATION AND COMMUNICATIONS TECHNOLOGY.

✘ PROMOTE

- ✘ BLOGS by Teachers.
- ✘ BLOGS by Students.
- ✘ WEBSITES of Teachers/ Students



-
- ✘ Explore participation of the school at EXPO/
Exhibitions locally.

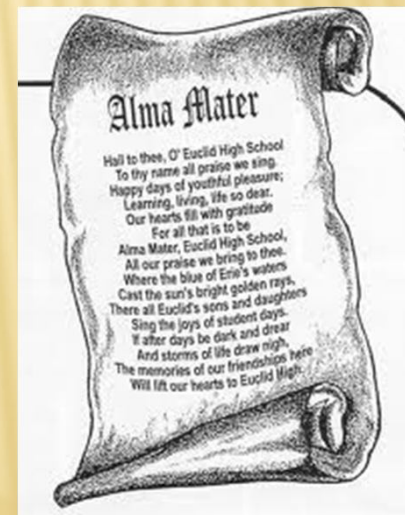


-
- ✘ Continuously UPDATE the School's WEBSITE.

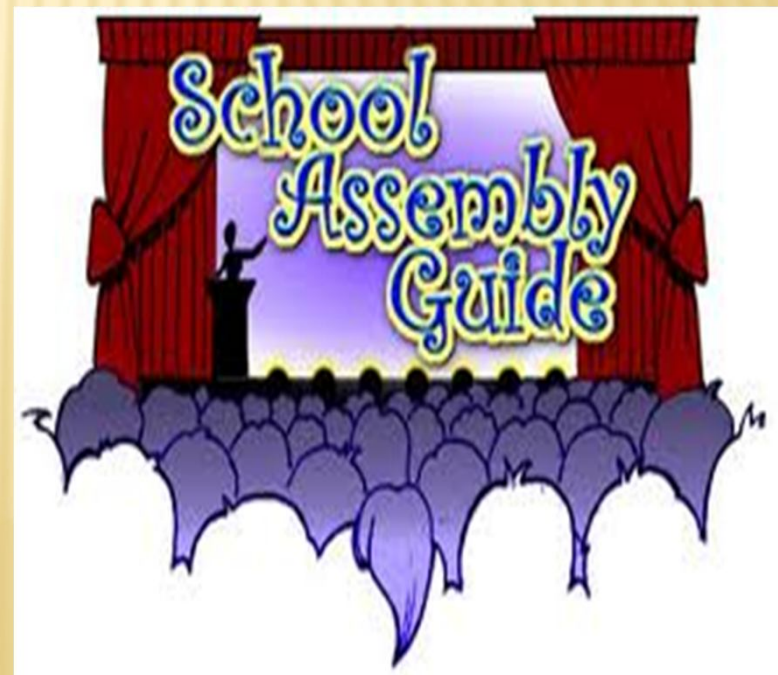
The logo for 'School Websites' is displayed in a white rectangular box. The word 'School' is on the top line and 'Websites' is on the bottom line. Each letter is a different color and has a 3D effect with a shadow. The colors for 'School' are: S (blue), c (green), h (purple), o (red), o (red), l (blue). The colors for 'Websites' are: W (blue), e (green), b (orange), s (red), i (purple), t (blue), e (orange), s (orange).

School
Websites

- ✘ Have a Strong ALMUNI of the school with proper recognition to the members.



-
- ✘ Invite old students to share their views during the conclaves/ assemblies.



-
- ✘ Invite Parents/ prospective parents during SCHOOL ASSEMBLIES/ Special School Assemblies.

- ✘ Celebrate local/ national festivals with involvement of parents/ proposed parents/ teachers and students.



-
- ✘ Publish a DIRECTORY (Soft Copy) for Parents' Database and distribute them free of cost to parents.

✘ Celebrate special days like

+ MOTHERS' DAY

+ FATHERS' DAY

+ GRANDPARENTS' DAY

+ In addition to others.....

✘ Assure Creative Classroom Activities

-
- ✘ Go for **Eye-Catching School Promotion Banner Ideas.**

-
- ✘ Organise SPORTS meet with involvement of other school students as participants.

✘ Organise **Fairs**

- + School fairs are a treasure trove of opportunities for everyone involved in them.
- + Do not forget the PARENTS.
- + Let PARENTS also be a party to the fair by putting stalls.

-
- ✘ Host a promotional event such as a teacher-led symposium that discusses the educational process and what steps teachers take in the classroom to keep their students interested in learning. Include students that have excelled at the school.

-
- ✘ Put on a dramatic event where students can show off their talents. This is a great chance for students in the school's band and dancers from your school's dance club to get involved in a joint event.

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- ✘ Promote your school by raffling community donations to raise money for a charitable cause.

-
- ✘ Practice WORLD PEACE PRAYERS once a month.

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- ✘ Promote ALL games and recognize the talents and honour them.

-
- ✘ Organise STUDENTS/ TEACHERS/ PARENTS marathon once a year.

-
- ✘ Showcase and implement *Recycling School Promotional Ideas.*

-
- ✘ Promote SCHOOL through Sponsorships at various local functions/ activities.

-
- ✘ Sponsor for a good cause like
 - + Free Child Education.
 - + Free Medical Aid/ Check-up camp.

- ✘ Pay more attention to PARENTS

- ✘ Other than the Students....for they are born to be your customers.

-
- ✘ Promote TEACHER/ Guardian system of Teacher/ Student relationship as Guardians.

-
- ✘ USE Technology to have STUDENT's Achievement.

-
- ✘ HAVE a Natural Sciences Museum in the school.

✘ Implement a Foreign Language program.

✘ HAVE a student's COUNCIL.

-
- ✘ Have a PARENTS' ASSOCIATION and elect leaders with meeting at least once in two months.

-
- ✘ Create a positive, supportive environment where students receive individualized attention

✘ PROVIDING tailor made solutions to PARENTS like:

- ✘ 8 to 8 Baby Sitting.
- ✘ Meal plans with provision of defined MENU.
- ✘ Around the clock Intimation.
- ✘ Hospital Tie UPS.

PROMOTE

Health *promotion* and
health education for
adults.

-
- ✘ Have an ICT Session with Parents.
 - ✘ TRAIN them to explore ICT towards Knowledge and Communication.

-
- ✘ Give Recognition to Special Achievements of Parents.

-
- ✘ Share success stories of students with the PRESS and the PARENTS.

-
- ✘ Have a 24x7 LINK with the PARENTS through SMS/ Circulars/ Phones.

✘ School must practice patterns of behaviour.

-
- ✘ Share the BOARD results with all the parents.

✘ Allow LIBRARY usage open to PARENTS.

-
- ✘ Give options to parents for
 - + International Boards
 - + National Boards
 - + State Boards
 - ✘ For their children....

-
- ✘ Build a work culture targetting
 - + PARENTS' FRIENDLINESS

-
- ✘ Have a COFFEE SESSION with PARENTS.
 - + Treat them as CLIENTS not CUSTOMERS.

-
- ✘ ENCOURAGE Parents' Participation during NATIONAL & INTERNATIONAL Trips of students.

✘ Involve Parents' in DECISION MAKING.

✘ Be open to changes/ innovations.

-
- ✘ Allow parents to be the part of Assemblies/
Teaching learning sessions on Appointments.

-
- ✘ Conduct free Medical Checkups for Parents/
Society in Association with Hospital Tie-ups.
 - ✘ Involve in Community Service Projects.

-
- ✘ Organize MUSIC FEST with a chief guest “As a DIGNITY “ and make it an Open House – Free For All.

-
- ✘ Provide Free/ Discounted Corporate Discounts/ Memberships to Parents/ Communities.

-
- ✘ Provide recreation facilities like SWIMMING/
GYM/ ICT usage/ Learning/ Coaching for
Parents/ Society at large.

-
- ✘ Allow schools' infrastructure on discounted rates for Parents' engagements/ parties further.

-
- ✘ Assure Entertaining Feedback System for Parents/ Interested Parties.

-
- ✘ ORGANIZE WORLD PEACE PRAYERS On a Regular basis.

-
- ✘ Share the story of Special Moment/
achievement/ if any.

-
- ✘ Explore/ organize/ set up MEDIA units at school.
 - + Radio FM/ Private Local Channels/
 - + Involving Students as Young Ambassadors

Organize
PARENTING SESSIONS
on demand.



