

## PPS-SF Parent Ambassadors make the parent-to-parent connection.

Talking with other parents is one of the best ways to help incoming families separate fact from fiction regarding San Francisco public schools



*"Parents from every part of the city say they rely heavily on information from other parents when they're choosing a school. "*

-- "Student Enrollment, Recruitment and Retention: Tapping Into the Community Voice," San Francisco Education Fund et al., - March 2007



**Parents for Public Schools  
San Francisco**

3543 18th Street #1  
San Francisco, CA. 94110

415 861-7077  
[www.ppssf.org](http://www.ppssf.org)



Join our Parent to Parent  
Network

## Become a PPS-SF Parent Ambassador for your school



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## What is a PPS-SF Parent Ambassador?



*"I spoke with awesome parent ambassadors who answered questions about many schools."*

When parents make a personal connection with another parent they are more likely to visit a school, consider it for their child and ultimately enroll in that school.

Parent Ambassadors are parents who are available to share their school experience with prospective parents.

## PPS-SF Parent Ambassadors increase School Enrollment.

Last year schools with active Parent Ambassadors experienced double—and even triple—digit percentage increases in enrollment requests compared to the previous year.

## How does it work?

Throughout the year, prospective parents contact PPS-SF to learn about public schools. We contact the Parent Ambassadors for those schools and ask them to contact the prospective parent, either by email or phone. Each school can have several Parent Ambassadors, which helps parents see a school through different perspectives.

## How much time is required?

On average you will receive 3-4 requests per year from parents. There are no meetings or other obligations.

## What should I tell prospective parents?

As a Parent Ambassador your role is to share your experiences and your impressions about your school. It is important to give a well rounded picture. Be positive and talk about why you like your school but don't shy away from the things that you wish you could change. Parents want to hear about your perspective as a parent.

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*"All the school ambassadors were great and really helpful. The process would have been much more difficult and scary without the help and support of PPS."*

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## Are PPS-SF Parent Ambassadors automatically members of PPS-SF?

Being a Parent Ambassador and being a member of PPS-SF are separate. However, being a PPS-SF member increases your effectiveness as a Parent Ambassador.

- Share best practices through our listserve.
- Post school events on the PPS-SF website.
- Stay informed with the PPS-SF newsletter.
- Learn other ways to market your school.

Join online at [www.ppssf.org](http://www.ppssf.org).

## I've heard of PPS-SF Enrollment Coaches. Are they PPS-SF Parent Ambassadors?

No. However, many Parent Ambassadors wish to take the next step and become Enrollment Coaches to help others understand public school enrollment options. Enrollment Coaches are parents who receive training through PPS-SF on the enrollment process. These parents then provide counseling, give presentations, or lead discussions at enrollment events, preschools, in homes, or parent organizations.

## Sign-up to be a PPS-SF Parent Ambassador!

Tell others at your school to sign up as well. The more Parent Ambassadors at your school site the more positive the experience for the prospective parent!

\_\_\_\_\_  
Name

\_\_\_\_\_  
School(s)/ current grade level

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
What Preschool(s) did your child attend?

- I may be interested in participating in a Kindergarten night at my child's old preschool. Please contact me.
- I would like to be trained as an Enrollment Coach to help others understand their public school options. Please contact me.

Please share with us a special knowledge or perspective you'd be willing to share.

LGBT

Special Ed

Inclusion

Private to Public School Transition

Languages Spoken (check all that apply):

English

Spanish

Chinese

Other: Please specify.

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- Go to [www.ppssf.org](http://www.ppssf.org)
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