



PPS-SF Enrollment Tips: How to Market Your San Francisco Public School

It only takes two positive references to your school to create a favorable impression in a person's mind. Marketing your school not only boosts student enrollment but leads to increased goodwill within your school and community.

Give Tours and Open Houses

Use Tours and Open Houses to create a warm and welcoming connection to prospective parents.

- **Make tours a priority at your school.** Set a consistent time and format. Coordinate with staff and teachers and train parents and students who participate.
- **Make sure that parents have an opportunity to talk with the Principal.** If possible give parents an opportunity to talk with teachers, other parents and students on the tour.
- **Hold an Open House in the evening or on the weekend** where parents can meet the principal, teachers, staff, other parents, and students.
- **Have childcare available** during your Open House.

Become a Parent Ambassador for your school

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.

- **Sign up to be a PPS-SF Parent Ambassador** for your school; PPS-SF connects you to prospective parents who are interested in your school. Over the past several years, *schools with active PPS-SF Ambassadors experienced double – and even triple – digit percentage increases in enrollment.*

Reach out to your Preschool, Elementary or Middle School

- **Spread the word about events and tours at your school**
 - Post on your younger child's school listserve, newsletter or bulletin boards.
 - Post to the school listserve even after your child has "graduated."
 - List events on the PPS-SF website calendar at www.ppsf.org
- **Invite other parents to your school events:** preschool parents to assemblies, plays or carnivals, 5th graders to the science fair, or 8th graders to a sports event or play.
- **Hold a special reception and arrange a tour for parents from your preschool, elementary or middle school.**
- **Get Enrollment Coach Training.** Attend training sessions given by PPS-SF and help prospective parents through the enrollment process. Being up to date with current enrollment information will help you answer questions during your tours or at your younger child's school.

Highlight what makes your school "unique"

- **Develop a simple brochure or flyer** with parent testimonials and pictures. Include information such as start time, transportation, and afterschool options. Distribute these on tours and at the SFUSD Enrollment Fair.
- Consider creating a **website for your school**. Ask your parent community for expertise. If you already have a school website, have a link from the PPS website to your site. Contact PPS at info@ppssf.org for more information.
- Make sure you have an **"enhanced school profile"** on www.greatschools.net.
- Post a **Parent Testimonial** about your school on the PPS website, www.ppssf.org

Reach out to the community

- **Market school events to your community**. Invite community organizations and parents and students at nearby schools to your events, such as festivals, plays, & concerts. Advertise and submit stories about your events to your neighborhood newspaper.
- **Post school events on the PPS-SF website and listserve, and on other listserves** that serve parents of children. Go to www.ppssf.org to list your school event.
- **Connect with parents at events**. Participate in **PPS-SF Fall Enrollment Events**, SFUSD Enrollment Fair, Jewish Community Center Spring Kindergarten Night, and other community events where you can connect with parents and talk about your school. See the PPS website at www.ppssf.org to view the current calendar of Enrollment Events.

Let Parents for Public Schools of San Francisco help you!

- **Join online at www.ppssf.org**
 - Join our Members-only listserve to share and learn tips and promote your school events with other PPS-SF members.
 - Stay informed with the PPS-SF e-newsletter, *Scoop*.
- Post School events on the PPS-SF calendar at www.ppssf.org.
- Sign-up to be a PPS-SF Parent Ambassador and get connected with prospective parents.
- List a parent testimonial about your school on our Enrollment page on our website, www.ppssf.org