

## STAFF BRAINSTORMING SESSION

### RESEARCH WORKSHEET #1

Suggest “top 3-5 answers”

- Good schools have these qualities...
- Weak schools have these qualities...
- Our school has the following qualities (positive and negative)...
- I have heard parents compliment our school about.....
- I have heard parents complain about our school because....
- I wish our school could do more....
- I wish our school would stop...

List the demographic information about your students, families and community.

Review student achievements. What makes you proud of your student body? What makes your students special?  
Rank your collective responses.

List desirable characteristics of your school related to academic and program content. Rank your collective responses.

List the desirable physical, organizational and operational characteristics of your school (facilities/notable Prop S improvements underway, location, size, structure, activities, etc.). Rank your collective responses.

List the various members of your school community and the roles they can play in the school marketing effort.

List the types of research techniques you plan to use in developing your program.

- Focus groups?
- Connect-ED or other surveys?
- Interviews with key people?
- Public hearing/forum?
- Principal coffee talks?
- Various advisory group meetings?
- Others?

Based on all the information compiled, prepare a list of the highest ranked **characteristics** about your school that the staff are most proud of and/or feel can be successfully developed further, including characteristics of your student body, academics and other programs, physical, organizational and operational attributes.

Bring a list of these top characteristics to your next school community meeting to gather additional input. You will use this information to create your school's key messages.