

RESEARCH WORKSHEET #2

At your next school community meeting, provide an overview of the data from the staff brainstorming session and present the list of the highest-rated characteristics about your school.

Then ask these questions:

- Which characteristics could we provide with existing resources?
- Which could we provide if we eliminate or reduce other things?
- What characteristics do we offer, but no one takes advantage of them or no one knows about them?
- Who wants which characteristics and is this group important to our school?
- What kind of training do we need so that we can implement the highest-rated characteristics?
- Who needs to be trained?
- What characteristics could we provide in a relatively short time with limited effort?
- Which characteristics would require more time and greater effort?
- Finally, evaluate the top 3-5 characteristics according to educational soundness and practicality and incorporate them into your school marketing plan. You will be developing “Key Messages” about these characteristics to reach target audiences.