

# Growing Your Preschool Program First Impressions Count!

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Pacific Union Conference  
Early Childhood Education and Care Division  
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January, 2016

# First Impressions

- Some of the first impressions that parents get about your program are from:
  - Web page
  - Telephone calls
  - Other parents
  - Visiting and touring your program



# First Impressions

- On-line presence
  - Is your web page up to date?
    - Description of the program
    - Pictures
    - List some things that you offer that others may not





# First Impressions

- On-line presence
  - Parent testimonials
    - Example #1
      - I really love Discoveryland, my daughter is so happy! Joan A.
      - This testimonial is not very descriptive and is too generic
    - Example #2
      - I can see how patient, loving and creative the teachers are with my daughter. She is always so excited to go to Discoveryland and has already learned so much. I am very thankful to feel so comfortable sending my daughter to Discoveryland. Joan Anderson (Ava, 3)
      - This testimonial is descriptive and personal.

# First Impressions

- On-line Presence
  - Is your web page interactive?
  - Videos
    - <https://www.youtube.com/watch?v=VKogq1cMpns>
  - Links to parent pages
    - School calendar
    - Classroom daily schedule
    - Parent forms
    - On-line application



# First Impressions

- On the phone:
  - These are important conversations with parents because:
    - Your conversation will have a lasting impact.
    - You want to ask specific questions for specific information about the perspective family.
    - You want to schedule a tour or a call back.



# Making a Good First Impression On the Phone

- Have a plan in how you will answer the phone and train the staff in the procedure.
  - When answering the phone, do so in a professional and pleasant way. Your attitude is reflected so take a breath and put on a happy smile.



# Making a Good First Impression On the Phone

- Be ready to ask for their basic information. You can use the form on the PUC ECEC web site to help you remember what to ask and then record it.

<http://paucearlychildhood.adventistfaith.org/marketing-tips>



# Making a Good First Impression On the Phone

- Possible Script:
- Hello, this is Jane, thank you for calling Discoveryland Preschool.
- First question to ask after the parent has talked:
- May I have your name? (if the parent asks a question such as, “what are your prices?”, say: “I can help you with that but may I have your name?") Try your best to get their name.
- Second question to ask: “What is your phone number in case we get disconnected?”

# Making a Good First Impression On the Phone

- The third question to ask:
- What prompted you to call us today? Listen and focus on the parent throughout the conversation.



# Making a Good First Impression On the Phone

- Offer to schedule a tour. (Set aside specific days and times for tours.)
- Encourage them to bring their child.
- If they do not set up a time, call back at another time to see if they would like to set up a tour then.





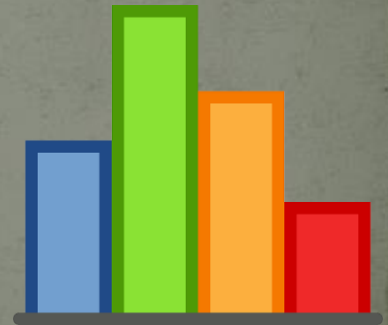
# First Impressions

- Filling out the Telephone Log
  - Use as a script to help you stay on track while filling out the telephone log.
  - <http://paucearlychildhood.adventistfaith.org/marketing-tips>



# First Impressions

- Why fill out a telephone log?
- Keeping record of the perspective parent phone calls will help you gather data on your marketing strategy. Such as:
  - How many prospective parents have called in a given month?
  - Did you follow up with the prospective parents?
  - How many parents came in for a tour?
  - How many parents enrolled after the tour?



# First Impressions

- The Follow up
- E-mail the parent to thank them for their call and confirm the tour date.
- When it gets closer to the day of the tour send a reminder e-mail; “We look forward to seeing you on \_\_\_\_\_”
- If you are able to, text the parents a reminder of the tour as well.





# First Impressions

- When sending follow up information in the mail:
  - Keep it short and to the point so a post card like mailer would work well.
    - Things to include on the post card:
      - Pictures of the program
      - 5 things parents say they love about your school
      - Address and phone number
      - 5 things that are unique about your program
      - Have a space so you can write a short note to them.



# First Impressions

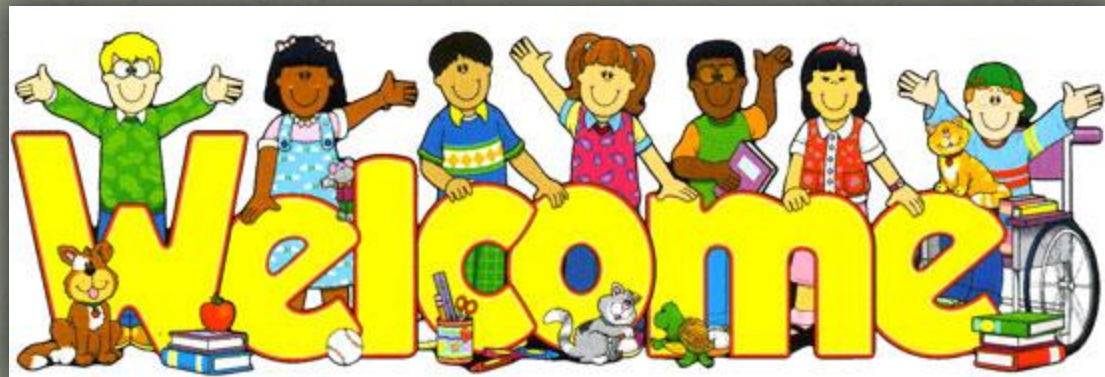
- The Tour
  - What do parents see, smell, hear, when they arrive?
  - Is the lobby warm and friendly?
  - Fun idea: Have a large photo frame in the lobby that has a slide show of current pictures.





# First Impressions

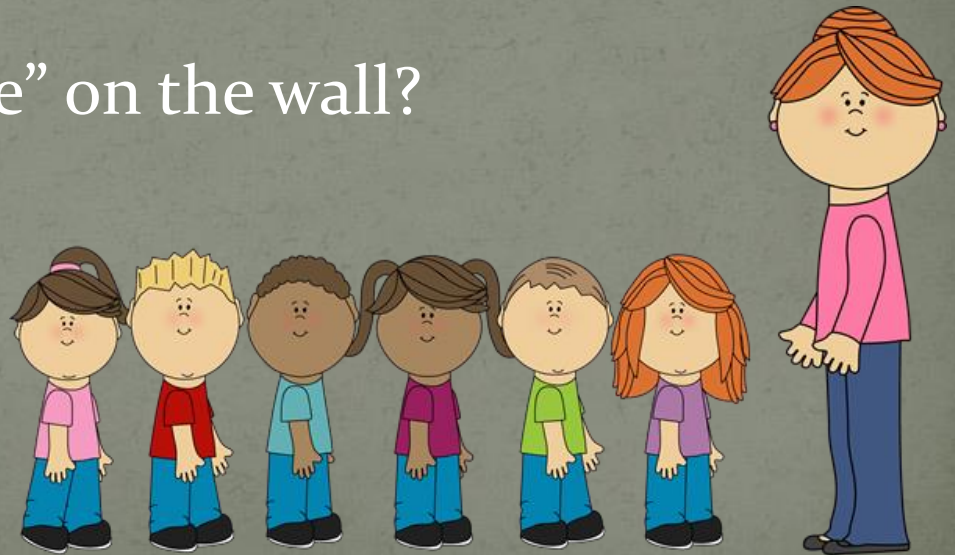
- The Tour
- Have a rehearsed presentation ready:
  - Welcome
  - History and philosophy of ECEC
  - Information about the curriculum offered
  - Show enthusiasm for the program





# First Impressions

- The Tour – In the Classroom
- Was the teacher informed ahead of time that a tour would be coming through?
- Are weekly lesson plans displayed on a parent board?
- Is the classroom clean?
- Is there a “teacher feature” on the wall?



# First Impressions

- The Tour in the Classroom
  - Who knows the classroom better than the teacher?
  - Train the head teacher to be part of the tour:
    - Plan to take over the class for a few minutes so that the teacher can engage with the parents and the child.



# First Impressions

- The Tour in the Classroom
- Roll play with teachers so they feel comfortable and ready to engage with the parents during a tour.
- Roll play
  - Handshake and smile
  - Have them introduce themselves
  - Have them welcome the parents to the classroom
  - Listen to and answer questions
  - Share what fun things are going on in the classroom



# First Impressions

- The Tour Wrap-up
- Have a parent packet ready to give at the end of the tour. Some things to include:
  - Brochure
  - Registration packet
  - Business card
  - One page flyer sharing parent testimonials and some of the unique things about the ECEC
  - Incentive to choose YOU!
    - Free day offer
    - Free registration fee

# First Impressions – Group Activity

- Your Programs First Impressions
- Work in partners to discuss these questions
- List three ways you are giving a good first impression of your program:
- List three things you could do to make an even better first impression of your program:
- Share with the group

# First Impressions

- These are just some of the “little” things that can be done to grow your program.
- Do your best to make the BEST first impression!





# Resources

- Carelulu,  
<https://www.carelulu.com/resources/childcare-providers/make-great-first-impression-parents-call/>
- Murry, K, (2012). The Ultimate Marketing Child Care Guide. Red Leaf Press, ST. Paul, MN.

# Professional Growth Certificate

[PDF fillable certificate](#)