

Exceptional Teacher Customer Service and Public Relations

1. Make a home visit with parents before the start of the school year. Find out the gifts of each child, parents' work schedule, and any other pertinent information.
2. Make a personal phone call after the first week of school to parents.
 - a. How was their child's first week of school?
 - b. Are there any concerns? Are there any questions they need answered?
 - c. Invite parents to visit your classroom.
3. Send home handwritten positive notes or postcards throughout the year. Find something positive to say about every child.
4. Review the day's activities at the end of each day so students will have an answer when someone asks, 'What did you do in school today?' (You will need to do this at the end of each class in middle or high school.)
5. Provide parents with all important contact information, including appropriate phone numbers and email addresses. Tell them to call you in case of emergency. Let parents know the time of your planning period. Respond back to parents within twenty-four hours.
6. Provide daily/weekly progress reports about students to parents.
7. Give each parent a brochure about yourself, your degrees and certificates, your hobbies, and what the children will be learning this year. Be sure to include classroom and homework expectations.
8. Find a way to get parents, guardians, and/or grandparents into the classroom to see what has been happening within the classroom. Think about:
 - a. A showcase of excellence
 - b. Making your classroom welcoming to volunteers
 - c. Having meaningful work for parents, guardians, or grandparents to do.
9. Invite parents to parent-teacher conference with a personal phone call. Express a genuine interest, and make parents feel welcomed. Treat all parents as if they might be your next school board member.
10. Communicate early and often. Do not wait until the conference and report card time to let families know a student is having problems.
11. Give parents a monthly calendar of events.
12. Use the *USA Today* philosophy if you are going to send information home: use plenty of pictures and bullets, and limit the words.
13. Keep an updated Web page.
14. Frame your diploma and teaching credentials, and hang them up in your classroom. Most professionals proudly display such evidence of their qualifications.
15. Be positive (always) when you speak about your school with families and community members. As far as the community is concerned, YOU are the school. Your negative comments will reflect on you, especially if they are repeated.
16. Share with your friends on a regular basis the successes you have with students. These anecdotes will be repeated, too.
17. Take an active part in your school's home and school organization.
18. Be friendly and humorous with students. A laugh, pun, or friendly comment can warm relationships and create trust. Be a good listener to students and parents.
19. Invite senior citizens, business people, legislators, and community leaders to spend time in your classroom as observers, judges, speakers, or volunteers.
20. Keep you classroom neat and attractive. Cover the walls with quality samples of student work.
21. Dress as a professional.
22. Keep confidential information confidential.
23. Own the parent's question or problem.
24. Promote a positive partnership with the family. Remember that your students' families are your partners.
25. Keep doing a good job of teaching. That's the best public relations and customer service of all!