

## Leadership Memo

Date: April 20, 2020

From: Your Leader

To: My Rock-Star Leadership

Re: Keeping A Tight Connections with Furloughed and Disenrolled Parents

### **Before Corona 700+ After Corona 94**

The Corona virus has changed us – and we must pivot to ensure our furloughed parents will come back to us!

Let's maximize and leverage opportunities to increase our goodwill and connections with families!

#### **1. Here is what we can do to keep STRONG RELATIONSHIPS and EMOTIONAL TOUCH:**

##### A. Happy Birthday Connections-

- i. Send Birthday Cards 5 days prior
- ii. Send parents an invitation for Happy Birthday Drive through with Cookies from us!
- iii. And a private playtime on our playgrounds.

##### B. Zoom Connections -- Set up Zoom Classroom Calls for kiddos with teachers twice a month.

##### C. Facebook Connections – Lead Teachers reading stories once a week- from the school – video and post

##### D. Drive through Parades – 1<sup>st</sup> Friday afternoons with treats for kiddos

##### E. Parent Survey- bi-monthly

##### F. Parent Zoom with Leaders monthly

##### G. Bi-weekly connection calls

#### **2. Make Administrative Changes while enrollment is down.**

##### a. Transitions and training April 27-May 1

##### b. New position – May 4<sup>th</sup>

- i. Ms. Eboni is being promoted to RAC GAC Director
- ii. Ms. Lesley is being promoted to CEO of Adventure Club
- iii. Ms. Allyson will be working from home until August- as our Director of Enrollment and Social Marketing implementing this new Keeping Parents Connected Plan