

CLASSIS

For those just beginning their research on classical Christian education, here are some resources available to you:

Canon Press
P.O. Box 8741
Moscow, ID 83843
(800) 488-2034
www.canonpress.org

Logos School Materials
110 Baker Street
Moscow, ID 83843
(866) 562-2174 (toll free)
www.logosschool@turbonet.com

Standfast Books
P.O. Box 985
Franklin, TN 37065
(615) 794-5003
Standgrey@aol.com

Tree of Life School and Book Service
106 Main Street #518
Houlton, ME 04730
(506) 328-6781
www.treeoflifeathome.com

Veritas Press
1829 William Penn Way
Lancaster, PA 17601
(800) 922-5082
www.veritaspress.com

Quid Novi?

Five Goals For Growing Your School This Fall

by David Hagopian

Effective classical schools succeed by setting spiritual and academic goals for their students. They also succeed by setting goals for having the greatest possible impact for Christ in their communities. Here are five concrete goals you can set today in time to have a measurable impact this fall.

1. Build a Contact List.

The best outreach pieces will have no impact unless you send them to the right audience. Put someone in charge of managing your school's contact list of prospective student families, purchase *ACT!* or *Goldmine* software to manage your list, buy a good list of new contacts, and merge it with your existing list of prospective student families.

2. Get the Word Out.

Send postcards or mailers to your contact list once every three weeks from now through July. *Most families make their schooling decisions between December and March, with a large number deciding between April and July.* Also, place ads in local newspapers and family magazines and on Christian radio, and put announcements in local church bulletins and homeschool association newsletters.

3. Educate Prospective Student Families.

Write a 1-minute answer to the question: *Why should I send my children to your school?* Give it to your receptionist. Record a similar voicemail message for after-hours callers. Ask your parents to master it. Host monthly parent meetings, and give a 30-minute presentation. Consider sponsoring a conference. Update your brochure and web site. Send out electronic newsletters to educate your existing and prospective student families.

4. Nurture Prospective Student Families.

Give away CDs, booklets, books, and articles on classical Christian education, such as *Why Christian Kids Need Classical Christian Schools* (D. Wilson, www.cruxpress.com).

5. Ask for Help.

Talk to others who have gone before you. Don't reinvent the wheel. We are here to take the pain out of this process for you. But you need to start today to see results this fall.

David Hagopian is the Co-Founder of Precept Outreach & Development, an ACCS Business Affiliate.

See Precept's classified ad in this issue of *Classis*.