

Marketing –1



- Identify Teacher and Program
 - For Teachers:
 - ✦ Think long term, industry trends, where are the careers?
 - ✦ Decide what you really believe you can do for your kids
 - ✦ Think outside today's boundaries, ask "what if?"
 - For administrators:
 - ✦ Really understand the program
 - ✦ Get to know the teacher; spend time listening
- Develop the Vision – where you want to be 3-5 yrs
 - Use phased approach to brainstorming
 - Determine your goals and needs for each phase
 - Outstanding program takes years to develop