

Mike Connor, President
Connor Associates Strategic Services
4582 El Dorado Road
El Dorado, CA 95623
Voice / Cell 925.330.8876
FAX 530.622.6265

CONNOR ASSOCIATES
EDUCATION MARKETING AND ADVANCEMENT

2010 Critical Priorities for Resilient Schools

1. **Reality Check:** Are we facing the brutal facts? Are we positioning ourselves to handle the onslaught of multiple threats? Are we identifying opportunities?
2. **Marketing and the Budget:** What do we mean by “marketing?” Are we investing what we need to in order to create future revenue and advance our mission? What percentage of our annual budget should we devote toward this end? What should we invest to insure we are viable and are an educational leader? To improve enrollment and philanthropy? Improve program and services? Create new revenue streams?
3. **Curriculum:** Is there agreement about what a 21st Century education entails pedagogically? Are we framing our curriculum to reflect it? Do we have the right teachers and coaches to model it? Are they sufficiently trained to facilitate it? Does our program and how we deliver it reflect the best thinking about what our students will need to navigate and thrive in the world they will inherit?
4. **Accountability to Outcomes:** Are we measuring what matters? Are we communicating value? Are we proving that we can help students and families achieve the positive outcomes and the advantages we espouse? Can we demonstrate that we are fulfilling our mission in a way that speaks value as *they* define it?
5. **Internal Marketing:** Are we doing everything we can internally to maximize our investment in external promotions, publications and events? Does everyone have a role in advancing the mission? Is our vision clear? Is everyone aligned with it?
6. **Image:** Are we objectively aware of how we are perceived by the various constituencies we seek to serve? Do we know exactly what they value the most about us? Are we doing a good job of communicating value so that we are relevant and compelling?
7. **Public Purpose:** Are we viewed as an asset to our community? Is our community integrated into the educational opportunities we offer? Are we creating alliances, links, and partnerships for the benefit of our students and our school? Are there mission appropriate ways we could serve our communities better? Raise visibility and awareness? Increase relevance?
8. **Managing Change:** If we are committed to a 21st Century education, are we managing the 8 phases of change to maximize success? If we aren't yet committed, are we aware of what we need to do to create and manage change and growth?

*Image research to communicate value, build enrollment, enhance retention, and increase fundraising.
Workshops, team-building, performance assessment, and coaching for organization-wide marketing.
Media and constituent relations to raise visibility and public purpose.*

WWW.CONNOR-ASSOCIATES.COM