

Selling Your Program to Administrators

3:30pm – 5:15pm

<p>Folks in Attendance:</p>	<p>Bob Furhman, Yellowstone National Park Maggie Johnston, McDowell Environmental Center; Becky Collier, McDowell Environmental Center; Josephine Jacobsmeyer, Shaw Nature Center; John Hayes, Indiana Dunes Environmental Learning Center; Tim Neu, Ashokan Field Campus; Jen Martin, Smokey Mountain Institute; Beth Krisko, Glen Helen Outdoor Education Center; Judy Montgomery, Delaware Nature Society; Jessica Brown, Shaw Nature Center; Ken Voorhis, Smokey Mountain Institute; Kim Skyelander, Wolf Ridge Environmental Learning Center; Kendra Liddicoat, Cornell University; Bill Hug, Montana State University; Karla Bradley, McCall Outdoor Science School</p>
<p>Key Questions</p> <ul style="list-style-type: none">• Take Home	<p>How do you get to administrators?</p> <ul style="list-style-type: none">• Get parents to put pressure on teachers and administrators• Do outreach program at school and then meet with principal while you are there• Invite administrators to complimentary stay• Get media coverage of teacher, which makes the teacher and school look good, how can administrators ignore? <p>How do you get to the parents?</p> <ul style="list-style-type: none">• Go to PTA meetings and get on agenda• Build relationships with parents that already come to your program, for word of mouth advertising. <p>How do you get to the teachers?</p> <ul style="list-style-type: none">• Teacher Conferences, not only exhibit but also present to get that face time with teacher• New market or school district: offer free teacher workshops offset by grant money and offer CEUs, and focus marketing on that district to try and get teachers out. They see the center, get lots of cool free stuff, and experience the staff. Then it is easier to sell the program and to get them excited about bringing their students.

Who do you target? Administrators, Teachers, or Parents? Which target group has the most success?

- Passionate Teacher, convinces the administrator
- Overall feeling that teacher is the important link in the chain
- If you sell the administrator and they say that the school is coming, it can create an awkward dynamic with teachers if they are being told they have to go

How do you give your program credibility?

- Teacher Ambassadors – to speak on your center’s behalf to other schools administration and teachers
- Teacher Advisory Boards – meets once a year, sounding board for policy and programmatic issues, word of mouth advertising
- Get school to come for day programs in hopes of generating interest in residential program.
- Add “What is your local newspaper?” to your class schedule form so that you have a their local contact for press coverage

Teacher Incentives

- Fall Free Weekend, Teachers come in and participate as Advisory Board and then their school receives a one time discount
- Teachers recruit schools and if they book then the recruiting school gets a one-time 10% discount
- Give press kits, that allow them to easily get positive press coverage, makes administration very happy

Issues or Barriers

- Insurance
- Missing School
- Corelating to standards
- Effect on testing scores
- Cost of Transportation, Gas cost variable; solution coordinating transportation by forming partnerships with bus companies
- Liability issues
- Money for low income schools

What if you have the will but no money?

	<ul style="list-style-type: none">• Private donations, business, scholarship fundraising• Encourage and support fundraising by schools• Calendars that advertise your center, cost \$2.50 for center, schools sell them for \$15. Local artist donate pictures, drawings, etc., local artist receive a preset amount to market and sell on their own. Local store sell as well, with center receiving profit. Challenging to work with artist and printers. Paper donated• Quick Draw Event – local artists come together and have one hour to produce a piece of artwork for a silent auction that is happening while they are working. After the hour participants have 20 – 30 minutes to finish the auction.
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