

First Impressions Matter

Everyone has a first impression of your school, whether it's from a Google search result, Facebook review, phone call, or even just a drive past your building. Their first impression will impact their overall perception of your school community.

If you drove past the front of your school, what would be your first impression? Would you:

- know it was a school?
- know its name? know how to get more information about it?
- think the staff and students were proud of their school?

If you searched for your school's name online, would you:

- be able to locate the website and phone number?
- find updated pictures and correct information?
- see negative reviews or no reviews?

If you were visiting for the first time, would you:

- know how to find the right building? know where to park? know the hours of operation?
- know how to get to the front office? feel welcomed by the front office staff?

Self-Evaluation

Use this self-evaluation to help you see your school as if for the first time. Invite current staff, parents, board members, or even students to complete the evaluation as well, and develop solutions as a team.

First Impression: Curb Appeal

✓	Item	Notes/Complete by:
	School name clearly visible from the road	
	Grass cut and trees/bushes trimmed	
	Trash and debris (branches, leaves, etc.) picked up	
	Flower beds weeded and mulched, dead plants removed	
	Weeds removed from sidewalks, fences	
	Playground free of trash, weeds	
	Parking lot lines easily visible	
	Light poles clean and all lights working	
	Flag pole working and flag properly displayed	
	Windows are clean & unbroken	
	Paint looks fresh and not faded, chipping, or discolored	
	Message board working and updated (if applicable)	
	Visible signs direct the flow of traffic in the parking lot	
	Visitor parking spots are clearly marked	
	Visible signs direct visitors from the parking lot to the front office and welcome them to your school	

First Impression: Inside the Building

✓	Item	Notes/Complete by:
	Visible signs direct visitors to the front office	
	Office staff are friendly and someone is always present to greet visitors when they enter	
	Water and coffee are offered to all visitors	
	Comfortable seating is available in office area for visitors	
	Relevant information about the school is readily available/on display	
	Front office is clean, organized, and free of clutter	
	General appearance of school is clean, neat, and smells nice	
	Student artwork and photos are displayed in hallways	
	Hallways, classrooms, and educational spaces are free of clutter	
	Bathrooms have all necessary supplies and are clean	

First Impression: Online Presence

✓	Item	Notes/Complete by:
Website		
	Entire site translates easily & correctly into Spanish	
	Updated with high-resolution photos of current students	
	Mission statement highly visible	
	Simple contact form pops up immediately on main page	
	Menu at top of page contains links to Admissions, Contact, & Search	
	Testimony statements from parents & students are highly visible	
	All enrollment dates and contact information are listed & current	
	Tuition & Financial Aid information is listed	
	Correct grammar & spelling are present on every page of the site	
	All buttons & links work correctly	
Search Engine/Reviews		
	School appears in the top of a Google search results page	
	All school info (hours, email, address) is correct on Google listing	
	All school info (hours, email, address) is correct on Facebook listing	
	School has multiple positive reviews from within the last 3 months	
Social Media		
	School has Facebook, Instagram, and Twitter business accounts	
	Follows & interacts with relevant accounts (schools, local orgs & companies, faith-based, etc.)	
	Posts 2-3 times weekly on all accounts w/ mix of info & fun	
	Photos & videos are bright, clear, and represent student body	
	Captions are engaging, spelled correctly, and tagged as needed	