

EPISODE 315

Touring Your Campus With Fresh Eyes for the New School Year



INSTRUCTIONAL
LEADERSHIP SHOW



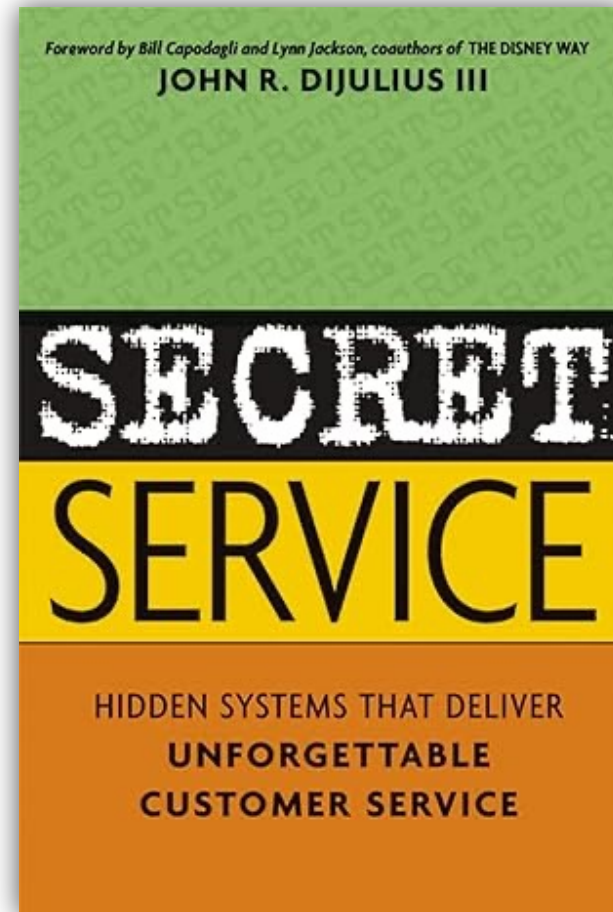
Essential Question



How can I experience my campus as first-time visitors/callers would, so I can design a more welcoming and clear experience?

How To Make People Feel

- Welcome
- Comfortable
- Important
- Understood



Damaging Messages

- You're an outsider
- You're an idiot
- You did it wrong
- You're bothering us



Confusion



- People feel bad when they are confused
- The worse people feel when they reach us, the worse for us
- Confusion is a *design* issue

Design: Entry Doors



Entry Doors



- Is this a place I can actually enter?
- Will someone answer if I press the button?
- Do I need to say anything?
- Will the door buzz when unlocked?

Signage

- Clear
- Welcoming
- Current
- Attractive





VISITORS

WELCOME TO

OUR SCHOOL

**ALL VISITORS MUST
REPORT TO THE
MAIN OFFICE**

Thank you for your cooperation.

VISITANTES

BIENVENIDOS A

NUESTRA ESCUELA

**TODOS LOS VISITANTES
DEBEN REPORTARSE A LA
OFICINA PRINCIPAL**

Gracias por su cooperación

NOTICE

**ALL VISITORS
MUST
REGISTER
AT OFFICE**







Signage

- Welcome the visitor
- Explain what to do
- Convey a positive image





Rogers High School

ROGERS

Updating Signage

- Remove outdated signs
- Remove old tape marks
- Replace faded/damaged signs
- Add signs to address confusion





Find Your School



- Look on school website—can you find the address?
- Search on Google—is it accurate?
- Run driving directions—are they correct?

Traffic Signs & Markings



- Refresh paint markings
- Ensure signage is visible
- Consider visibility of curbs in dark



Annoyance



- What do you find annoying when you call an office?
- What do you want to happen instead?

Phone Tree

- Clear
- Efficient
- No long messages to listen to



Phone Trees

- Often designed by the installer, not school staff
- Rarely updated/improved



Email



- Email yourself from another address, and reply
- Do I have an old out-of-office autoreply?
- Is my email template legible in other systems?
- Does the subject get modified by a filter, e.g. [SUSPICIOUS SENDER] or [OUTSIDER]

Walk Around Campus



- Do we have clutter I've stopped seeing?
- Do we have any landscaping needs?
- Does any signage or striping need an update?

Quests



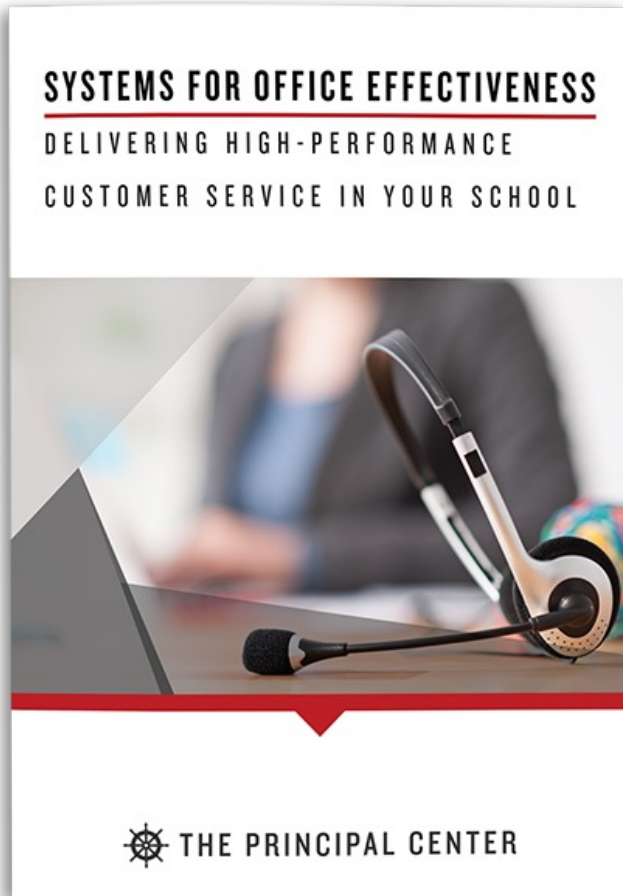
- Email yourself from another account
- Call your school on the phone
- Look up your school online
- Visit your school as a first-timer would
- Try to enroll a new student



SYSTEMS FOR OFFICE EFFECTIVENESS

DELIVERING HIGH-PERFORMANCE
CUSTOMER SERVICE IN YOUR SCHOOL

Systems for Office Effectiveness



- Why Customer Service Matters
- Creating A “Wow” Experience
- Handling Calls
- Systems for Self-Service Support
- How To Set Up A Shareable Booking Calendar with Calendly

Dashboard.PrincipalCenter.com/resources