

What is school?



What is school for?

What do we *know* anymore?

“ Whatever it is, coronavirus has made the mighty kneel and **brought the world to a halt** like nothing else could. Our minds are still racing back and forth, **longing for a return to “normality”**, trying to **stitch our future to our past** and refusing to acknowledge the rupture. But **the rupture exists**. And in the midst of this terrible despair, it offers us **a chance** to rethink the doomsday machine we have built for ourselves. “

Arundhati Roy – This pandemic is a portal

Let's take a chance!

Our foundation:



Marketing is ...



... *the generous act of helping someone solve a problem. Their problem.*”



Seth Godin, *This Is Marketing*

- Current parents
- Our employees
- Students & Alumni
- Sponsors & Partners
- Other schools
- Authorities





And one last
thing ...

Communication in the time of
pandemic -
what is important?

Three things are
important going
forward:

Be kind.

Be clear.

Be brave.



Be Kind



Pay attention



Listen for what isn't said



Don't minimize struggles

Think out of the box

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Use your super-power to
do good





Be
Clear

What we *know* is ...



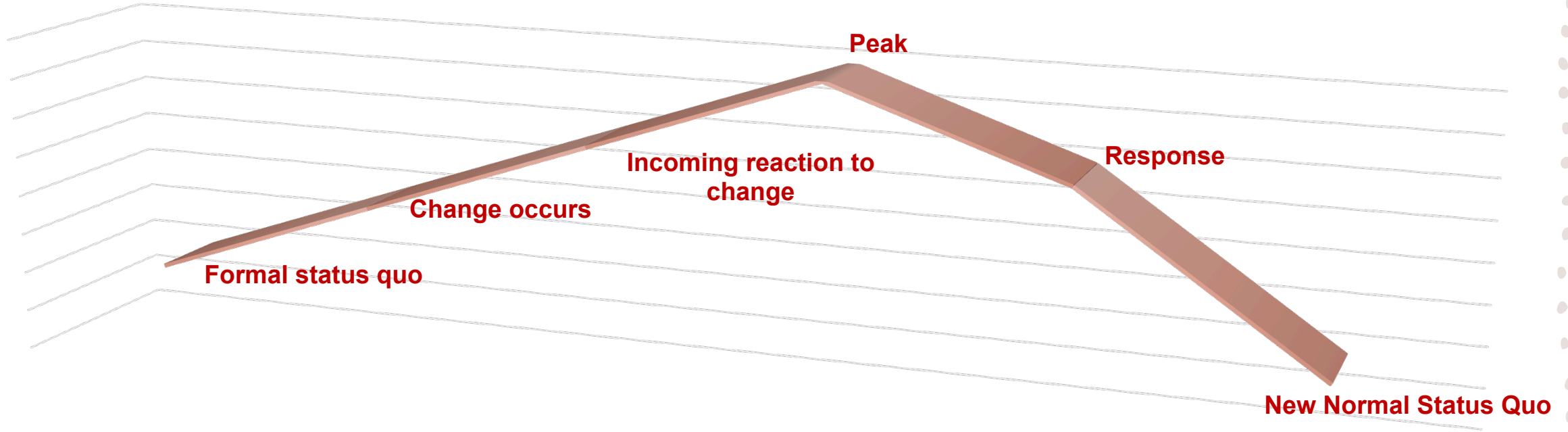
Build a communication routine



Create systems



Communication Flow



Be a filter



Be kind.

Be clear.

Be brave.



“I don't know”

“*This* is what we can do”



Try new things.
Fail.



Try again

Create alliances



“Historically, pandemics have forced humans to **break with the past and imagine** their **world anew**. This one is no different. It is a portal, a gateway between one world and the next.

We can choose to walk through it, dragging the carcasses of our prejudice and hatred, our avarice, our data banks and dead ideas, our dead rivers and smoky skies behind us.

Or we can **walk through lightly, with little luggage, ready to imagine another world. And ready to fight for it.** “

Arundhati Roy – This Pandemic is a Portal

When you pack
your little
luggage that
you need in the
new normal,

Be kind.

Be clear.

Be brave.

remember:



What has your experience
been like in the past 9
months?

If you could do it again,
what would you keep?

What do you think you needed in terms of support that would have made your life easier and the results better?

Imagine ...

...we are 5 years in the future and you overhear parents talking about how your school handled communications in the years of pandemic.

What are they saying? Does the picture they paint of the school match your vision? If they are not saying what you would like to hear, what could you do now to make sure they will?



Photo by [Howie R](#) on [Unsplash](#)

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