



Welcome to **LOCAL DISTRICT CENTRAL**

BELIEVE, BEHAVE, BECOME!

**WELCOMING
ENVIRONMENTS
2019-2020**

MAKE THEIR DAY!



MAKE THEIR DAY!



OBJECTIVES

- **Identify the benefits and components of a welcoming environment**
- **Enhance welcoming environments and customer service**
- **Identify one change that will increase the customer service experience at your school**



INCLUSION



- **Think about the best customer service experience you've ever had.**



- **At your table groups share out and describe what they did, and how did it make you feel?**





Benefits for Creating a Welcoming Environment



- Parents and families gain trust in the school and staff
- Parents become stronger partners with both teachers and administrators when they feel welcomed and respected
- Parents and community have a sense of belonging and become loyal members of the school community.



Decades of Research Shows...



In a 2005 meta-analysis study, William Jeynes found...

- Family and community involvement in education correlates with higher student achievement outcomes.
- School improvement occurs regardless of the parent's education, family income, or background.
- Parent involvement significantly affects academic achievement across all races, including African American and Latino children.



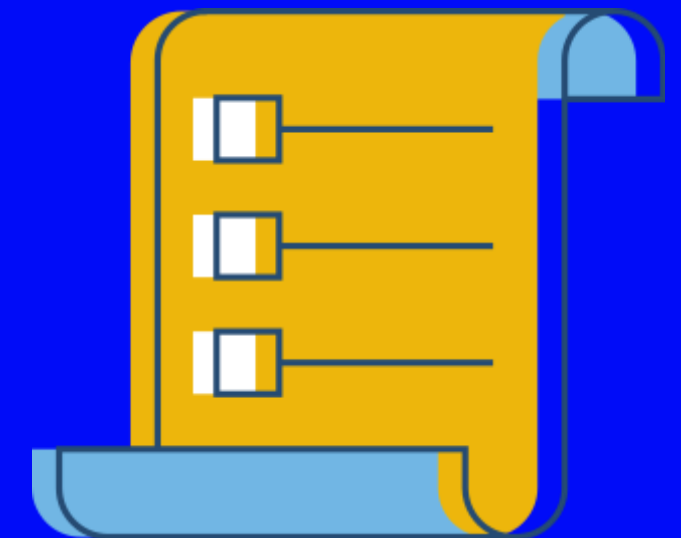
A Look Back....



Parent Engagement PD Summit 2018

Key Components for a Welcoming & Engaging Environment

- **Physical Environment-** **Clean Environment (Inside and Outside)**
- **Customer Service-** **Welcoming that's Authentic and Sincere**
- **Communication-** **Multiple Modes of Communication**
- **Attendance-** **Attendance Recognition**



“ Unless you have 100% customer satisfaction...you must improve. ”

– Horst Schulze, Ritz Carlton



SCHOOL EXPERIENCE SURVEY DATA

Two-Year Comparison/LD Central High School



Agree/Strongly Agree	2017-2018 Response Rate 26%	2018-2019 Response Rate 29%
Clerical/office staff take my concerns seriously	91%	80%
Clerical/office staff treat me with respect	94%	87%
Clerical/office staff respond to my needs in a timely manner	91%	78%
I am greeted by school staff when I visit this school	91%	83%
The school informs me about school activities in different ways	94%	83%
I feel welcome to participate at this school	91%	83%
This school informs me about volunteer opportunities	76%	70%

Two-Year Comparison/LD Central Middle School



Agree/Strongly Agree	2017-2018 Response Rate 36%	2018-2019 Response Rate 43%
Clerical/office staff take my concerns seriously	91%	83%
Clerical/office staff treat me with respect	94%	89%
Clerical/office staff respond to my needs in a timely manner	91%	81%
I am greeted by school staff when I visit this school	91%	86%
The school informs me about school activities in different ways	95%	87%
I feel welcome to participate at this school	91%	86%
This school informs me about volunteer opportunities	79%	74%



SCHOOL EXPERIENCE SURVEY DATA

Two-Year Comparison/LD Central Elementary School

Agree/Strongly Agree	2017-2018 Response Rate 51%	2018-2019 Response Rate 51%
Clerical/office staff take my concerns seriously	92%	87%
Clerical/office staff treat me with respect	94%	91%
Clerical/office staff respond to my needs in a timely manner	92%	87%
I am greeted by school staff when I visit this school	94%	90%
The school informs me about school activities in different ways	97%	92%
I feel welcome to participate at this school	93%	90%
This school informs me about volunteer opportunities	86%	82%

OVERALL CUSTOMER SERVICE/PARENT ENGAGEMENT



OVERALL	HIGH SCHOOL	MIDDLE SCHOOL	ELEMENTARY SCHOOL
CUSTOMER SERVICE	83%	86%	92%
PARENT ENGAGEMENT	77%	80%	86%

Based on the data above, what trend do you see?

What are some things office staff can do to change the perception?

MAKE THEIR DAY!



SES LINK:

<http://achieve.lausd.net/Page/8397>

- What does your school's customer survey say?
- Where should you focus your efforts?
- Pair share with your partner an area for improvement.





**A Welcoming
Environment For all!!**

The Atlanta Speech School "Every Opportunity"



MAKE THEIR DAY!



- ## • Independent Quick Write List



- **Highlight 2-3 of your best practices**



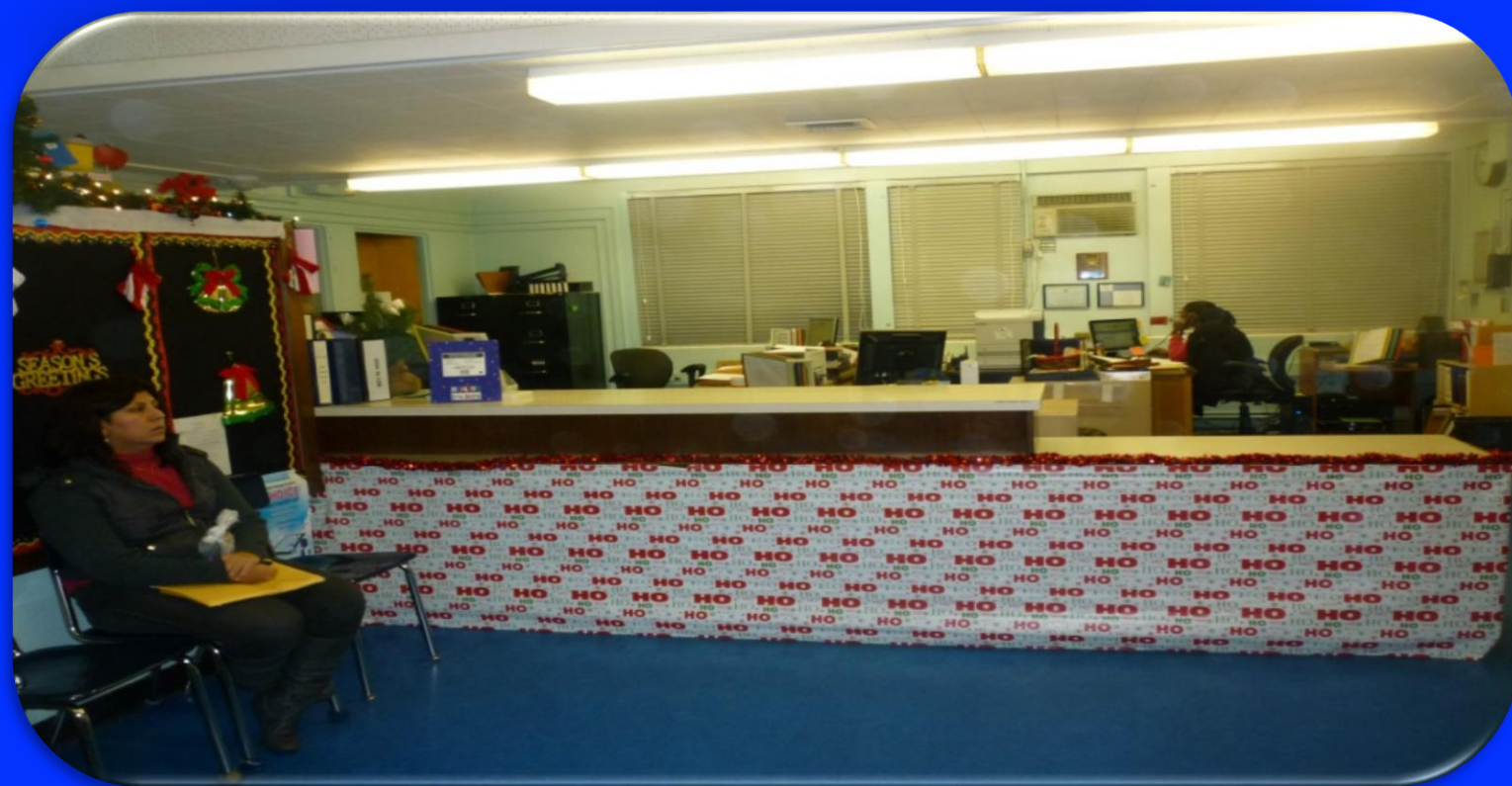
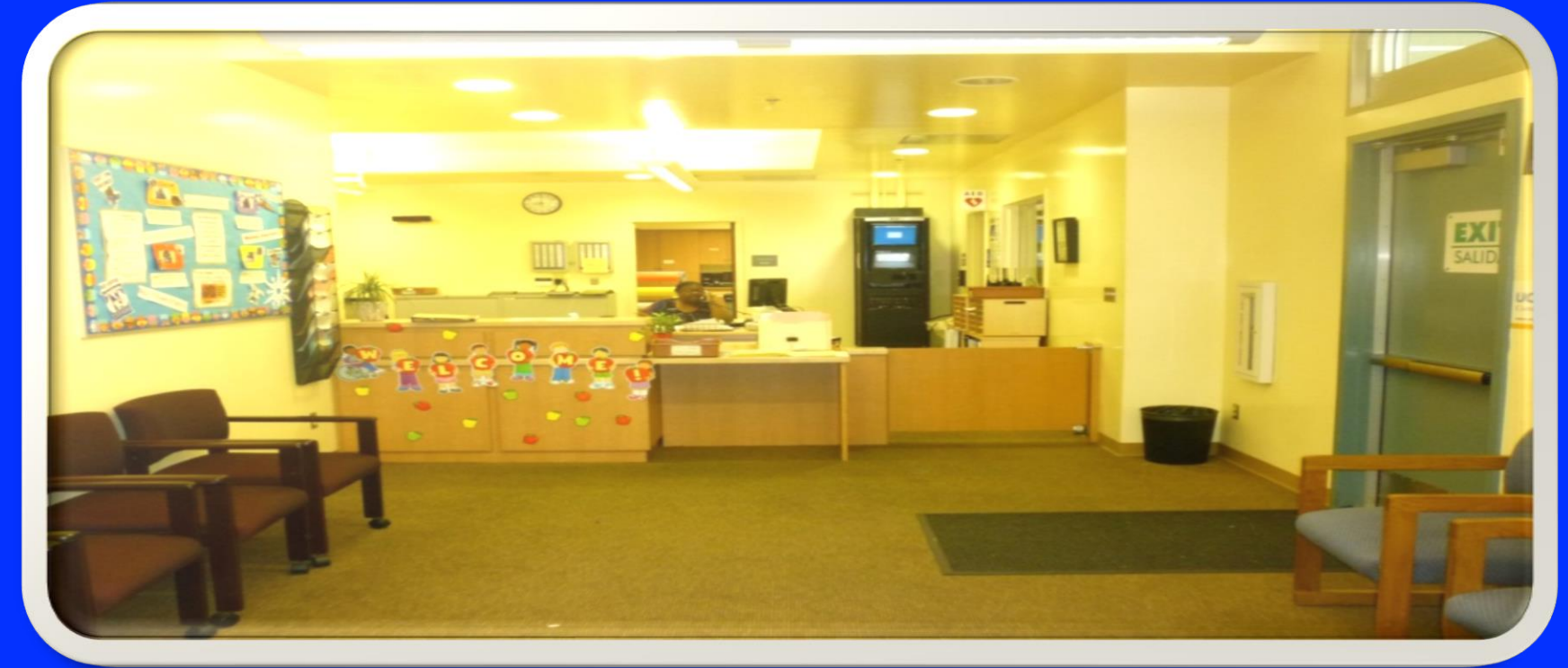
- **Share your highlighted items at your table group**



- **Record best practices on group chart**

[illegible]

Physical Environment: Office



Physical Environment:

Curb Appeal: First Impression/Signage

- Curb Appeal:
 - Front of school (clean, cement power washed periodically, plants, shrubs)
 - Speak to CPM about the curb appeal of your school
- Signage: Welcome to parents, directions on how to get to Main Office, name of school



Physical Environment: Clear the Clutter



=



**The School Entry is Clean with Clear
Directions for Common Destinations**

MAKE THEIR DAY!

BUILDING RELATIONSHIPS



WELCOMING STAFF



MAKE THEIR DAY!



BUILDING RELATIONSHIPS



Five Star Customer Service Etiquette

COMMUNICATION

Personnel Commission
<http://oetraining.net>
Phone: 213-241-3440 Fax: 213-241-8450

Five Star Customer Service Etiquette

Communicate Effectively
Professional Courteous
Responsive Competent

Office

Do's
Do say "Good Morning", "Good Afternoon"
Do say "Thank You"
Do say "Please"
Do dress professionally
Do control your emotions
Do turn off your cell phone or put it on silent/vibrate mode during working hours

Don'ts
Don't chew gum or eat at your desk while attending to customers
Don't be rude to customers
Don't gossip
Don't say, "It's not my job"
Don't let your personal issues affect your work performance & interactions

Telephone

Do's
Do answer the phone by the third ring
Do have a plan for coverage during business hours
Do offer options to hold, leave a message, or speak to someone else when one is not available
Do ask, "May I ask who's calling," when screening calls for someone else

Don'ts
Don't end the call without a positive note (i.e., Thank you)
Don't forget to provide a phone number when transferring a call
Don't place a caller on hold without asking for permission
Don't say "who's this?" or "who's calling?" when answering the call

E-mail

Do's
Do check spelling, punctuation and grammar
Do respond in a timely manner – 24 hours
Do use a crisp, easy-to-read font in a dark color
Do keep your message brief and to the point

Don'ts
Don't hit "send" until names and e-mails are spelled correctly
Don't use abbreviations or emoticons (☺)
Don't hit "send" when you are angry or upset
Don't use greetings that are too informal for business (i.e. "cheers")

LENSA: For difficult customer interactions
LISTEN
• Let them vent
• Don't challenge
EMPATHIZE
• Show concern
• Approve the emotion
(USE) NON-VERBALS
• Establish direct eye contact
• Appear interested & concerned
(FIND) SOLUTIONS
• Suggest alternatives
• Be generous with info.
TAKE ACTION
• Do it
• Follow up

Parent Portal

Blackboard
Voice/Text

School Website

Personal Calls

MAKE THEIR DAY!

Everyone is a customer!



HOW WILL YOU MAKE THEIR DAY?

