How can I connect with your community outreach or development representative about helping our students prepare for their lives after high school and build a relationship with your company?

Before showing the GCS, Yes! video: “GCS provides a world of opportunities for students and families. But we cannot do it alone. Our community plays an important role in shaping our students’ future success. Your organization and others like you can have a positive impact on GCS students. Let’s take a moment to view how partnerships have promoted character and confidence in our students with a brief video.” (start GCS, Yes! video)

Before a school tour: “Thank you all for taking the time to tour my school today. I am so glad that you are able to see first hand how our students are working towards success in the classroom and preparing for their lives after school. Please enjoy your tour as a few of my students show you how our educators are helping students thrive. After the tour, we can discuss what your goals are and how we can create a beneficial partnership.”

“Thank you all for sharing information about GCS and our school. We know that we are providing high-quality education for our students, as well as a growth experience for them and their families. We want our community to know that GCS is the right place for Guilford County students because we meet them where they are academically, mentally and socially.”

“We help students move from classroom to college and career, contributing to their communities. Over the weekend, please take a few minutes and share with family and friends, post at places where there is high traffic and if you like, talk to small groups about the great things GCS has to offer students.”

WAYS TO TALK ABOUT POTENTIAL VOLUNTEERS:

When speaking to potential volunteers: “Thank you for your interest in volunteering in our schools! GCS has volunteer coordinators at every school that will help you find the volunteer activity that is most appealing to you and fits your schedule. Thank you for helping us prepare our children to move from classroom to college and career.”

Volunteer event invitation: “Hello! Please join us tonight as we celebrate our volunteers. We have a great family of volunteers at our school who donate their time and talent to help students move from classroom to college and career. We thank our volunteers for all they do to help students and staff, and want to show our appreciation for our volunteers at this event. Their service is immeasurable and we could not provide the educational opportunities we do for our students without their help. You are welcome to join us, register and speak with our volunteer coordinator on ways you can help our students succeed. We hope to see you this evening.”

Before a volunteer orientation: “Our volunteer orientation night will be held next Thursday evening and we invite parents and the community to hear about the many opportunities we have for supporting our schools. To date, GCS had more than 17,000 volunteers who donated more than 558,000 hours of their time. They served as lunch buddies, mentors, tutors, test proctors, reading buddies, helped out in the front office and even lead school clean-up projects. Join us during the orientation to find out how you can get involved and give back to your community.”

Calling for volunteer testimonials during an event: “At this time, I’d like to call on two parent volunteers who have students at our school. They have been volunteers for three years and they will share how they fit volunteering for our students into their busy schedules. As a volunteer, you can set your own schedule and participate in the activities that interest you most. Many of our volunteers have several interests and they work with our volunteer coordinator and teachers to select those activities where they can make the most impact with our students.”

Connect-Ed: “Good evening parents and students! Please remember on Friday we will have our ‘Handy Dad Day,’ and we would love for every student to bring your dad or a special male family member or friend to volunteer in our school. We appreciate all of our dads and supportive family and friends who want to do something special for our school. This event is a great way to connect our dads with our school and allow them to give back to their community. We’ll have teams that will do several clean-up activities from 2 to 3 p.m. We’ll see you all on Friday and remember, ‘Our dads rock!’”

Driving volunteers to website/Facebook page: “Check out our website and Facebook for upcoming events and ways you can get involved in our volunteer projects. We appreciate the time our volunteers spend supporting our students as they move from classroom to college and career. Please contact the school with any questions or if you have an activity you would like to introduce to our students. A volunteer coordinator will be glad to meet with you.”

Text: “Hi family & friends! I’ll need your help next month during Fun Fest & the school. Call me & let me know if you can manage an activity between 10am – 12pm. I’ll need you to register & choose an activity. Many thanks. I hope to hear from you this week! Please share with others you know that may have some time.”

In compliance with federal laws, Guilford County Schools administers all educational programs, employment activities and admissions without discrimination because of race, religion, national or ethnic origin, color, age, military service, disability, marital status, parental status, or gender, except where exemption is appropriate and allowed by law.

Shirley L. Constance, Superintendent; Keith McLellough, District 1; Ed Price, District 2; Darlene Garrett, District 3; Alan W. Duncan, Chairman, District 4; Linda Welborn, District 5; Jeff Hebler, District 6; Rebecca Buffington, District 7; Geneva A. Hayes, District 8; Arriene L. Quick III, Vice Chairman, District 9; Dr. Sandra Alexander, At-Large; Dr. Nancy Nuth, At-Large
How to Talk to Parents:
1. Always welcome parents with a smile and positive attitude. If you can’t help answering a question, work with them to find someone who can. Remember: Parents think the way you treat them is the way you treat their child.
2. When discussing a child’s work or grades: “I want your child to reach his/her full potential. These are a few things I’m working on in class (give examples), and here are a few things we can work on together to help him/her reach that next level.”
   a. Remember: Parents want the best for their child, while a “C” may be passing, parents want to know how to get it to an “A” and to knowing that you are helping their child achieve that goal as well. If a student is getting a “C”, how can they become more involved as student leaders and become more “well-rounded” students?
3. When discussing opportunities for parent involvement: “Our school encourages all parents to be as involved as they are able. Here are a few ways you can get involved with our school: (Give examples: PTA, Booster Club, volunteer, parent-teacher meetings, coffee with principal, etc.).”
   a. Remember: Parents want to be part of a community of “like-minded” parents who care about their children. Make them feel like they are part of a club that’s not the homework club.
4. When discussing ways for parents to learn more about what’s happening in the classroom: “We always want to keep you informed and make sure you know what’s happening in your child’s school. Here are the various ways you can connect with our school: Social media, newsletter, connect-ed, etc.”
5. When discussing extracurricular activities: “We want each student to succeed in all aspects of his/her life, not just academics. These are a few ways we work to produce well-rounded individuals (character development, service-learning, after-school activities, clubs, athletics, etc.).”
6. When discussing community involvement: “We have great community support, like… (Give examples of community/faith programs that are unique to your school.)”
7. Have three school strengths ready to share and how they benefit students.
8. Share “everyday miracles” of student success stories with your school community through various communication channels.
How to Talk to Students:
15. Use terminology that shows students respect, inclusion and appreciation (“scholars,” formal titles, Panther pride, etc.).
16. “Our school is a place where students shine in and out of the classroom, and where parents and teachers support and appreciate you. We want to help you shine.”
17. “YOU are what makes our school great – the unique talents and make-up special. Our school wouldn’t be the same without you.”
18. “We treat each other with respect and understanding. Our school is a welcoming and inclusive place.”
19. “We all work hard in this building, but we have fun too. Learning is a part of life and should be an enjoyable one.”
20. “No matter what struggles we face as individuals, we are stronger when we face them together. If you need help, talk to a teacher or other adult.”
21. “You have options here and within GCS to pursue what matters to you and find the path that will help you achieve your dreams and goals.”
How to Talk to the General Public:
22. From classroom to college and career, GCS schools are the best path to success.
23. Our teachers work with parents, local businesses and colleges to deliver education that connects your child’s interests and skills with the careers and economy of our future here and around the world.
24. We provide parents with so many choices to meet their child’s needs – each comes with quality academics, arts, music, athletics and social opportunities to engage each child, develop their talents, and build the confidence and character to make them a success.
25. We do more than prepare each child for the future. Say Yes! Scholarships guarantee every eligible graduate has last-dollar scholarships to complete their college degree or post-secondary certificate.
26. “We are proud of our school and the people in it.” (Name three things that make your school unique and develop a 60-second “elevator speech” you can use when talking to people in the community about your school.)
27. “We offer more opportunities for students than any other school or district in the area.” (Name a few classes/clubs/programs that are unique to your school.)
28. “Our school combines high-level academics with character development, arts and athletics to give our children a well-rounded education. Some of our best programs are…”
29. “Our school offers students a place to become their best selves, through the help of caring and committed teachers and a focus on the future. Here are just a few of the outstanding things our students are doing…”
30. “Our school is successful because of the people who support us, including parents, volunteers and community members. We need people like you to get involved and become partners with GCS.”
31. “We welcome visitors and encourage you to come to our school as a volunteer or guest to see first-hand how we prepare students to go from classroom to college and career.”
32. “Through innovative, research-based teaching strategies, we are giving students the skills, knowledge and confidence they need to be successful in the future.”
How to Talk to Parents:
10. Parents and the community value you as educators. Research shows that when people say public education is headed in the wrong direction, they put the blame on not enough support for teachers and schools.
11. The same research shows that parents want the same things for their students as you do: excellent teachers, a complete education, a challenge for every child to learn and progress, and prepare them for higher education.
12. We know we are the best option for our students. We are excellent educators who work hard to help each child succeed. The challenge is to make sure our parents and community see and understand everything our school has to offer, and that starts with you.
13. Parents assume that the way we treat them is the way we treat their child. When speaking to a parent, smile, be positive and if you can’t help them, find someone who can.
14. Celebrate student success and share those successes with the school, district and classroom families.
How to Talk to Faith Leaders:
33. “We believe that building a well-rounded individual doesn’t just happen in schools and appreciate your commitment to our students as we help them move from classroom to college and career.”
34. “We develop well-rounded individuals who care about their community. In fact, our students have contributed one million hours of service-learning time to their community. That’s one of the reasons Guilford County Schools was the first school district in North Carolina to be named a National District of Character.”
35. “Our faculty continues to transform the lives of our students by being excellent teachers, role models and nurturers who support and encourage our students to dream big dreams.”
36. “We know that our students come from all walks of life. Every classroom is made up of students who have everything they need to succeed and some who don’t have the same family or community support. At GCS, each child receives a quality education, including supportive services for those who are facing challenges.”
37. “Creative partnerships with faith-based groups enhances the quality education children receive in the classroom. We value the foundation you have established in our communities and look forward to establishing and building successful partnerships.”
38. “Being chosen as a Say Yes! To Education community is an incredible honor for Guilford County Schools, and a recognition of the wonderful support our students receive from the community. This designation affords GCS students the opportunity to receive last-dollar tuition scholarships to attend a public two- or four-year college or university in North Carolina and any of the more than 100 private colleges and universities that are part of the national Say Yes to College Compact. We ask that you assist us by sharing this information and hosting a financial aid workshop. It is never too early to start talking to our students about college and career and you can be a much needed resource for our parents.”
39. “Our community is responsible for the growth and success of all of our children. By working together, we can provide a supportive, nurturing environment for them to succeed.”
How to Talk to Potential Business Partners:
40. When requesting a partnership: “We are so thankful for our partners who have supported our school programs that have helped our students move from classroom to college and career. Our students are the future of Guilford County and we want to make sure they have the resources need to be successful. With your company’s expertise and desire to see our students succeed, our students can benefit from job shadowing and training. Would this be something your company can offer?”
41. When asking someone to serve as an ambassador: “We would be so appreciative if you would serve as an ambassador for GCS and assist us in sharing our good news in your community and business networks. The time commitment is minimal – we hold a meeting in the morning every other month. You’ll receive great information and you could help us spread the word about why families should choose GCS. Would you be available for the meeting that I’m hosting in May?”
42. As part of an email: “Good afternoon [insert name of school] partners! Check out our chorus students who participated in a national concert in New York. [add link] We cannot thank you enough for the support you have provided in assisting them to purchase choral robes. Your contributions are helping our students move from classroom to college and career. Please feel free to share this video on your website or social media outlets.
43. When requesting a partnership: “Partnerships with local businesses are a critical component in helping our students move from classroom to career. With your organization’s help, students can learn about the many career paths available to them, start thinking about their future and be better equipped for the job market when they graduate.”
How to Help Teachers and Staff Better Connect with Parents and the Public:
9. You are the most valuable marketers our school has, because you talk one-on-one with parents every day. What you say and how you say it reflects back on our school and how parents and the community view us.
20. As part of an email: “Good afternoon [insert name of school] partners! Check out our chorus students who participated in a national concert in New York. [add link] We cannot thank you enough for the support you have provided in assisting them to purchase choral robes. Your contributions are helping our students move from classroom to college and career. Please feel free to share this video on your website or social media outlets.
21. As part of an email: “Good afternoon [insert name of school] partners! Check out our chorus students who participated in a national concert in New York. [add link] We cannot thank you enough for the support you have provided in assisting them to purchase choral robes. Your contributions are helping our students move from classroom to college and career. Please feel free to share this video on your website or social media outlets.
22. As part of an email: “Good afternoon [insert name of school] partners! Check out our chorus students who participated in a national concert in New York. [add link] We cannot thank you enough for the support you have provided in assisting them to purchase choral robes. Your contributions are helping our students move from classroom to college and career. Please feel free to share this video on your website or social media outlets.