



OPEN HOUSE RECOMMENDATIONS

Your school's open house is an opportunity to promote your school's programs, activities and unique features to parents and students. School visits are the number one reason families select a school. Make your open house extraordinary. Contact the Office of Communications, Marketing and Development if you need additional ideas or support.

Create an Open House Committee

- Invite and encourage participation from teachers, families, staff, students PTO/PTAs, community partners and other stakeholders.
- Request interpreter support for English Learner (EL) families for the day of the event at spps.org/Domain/11290.
- Meet with staff to discuss the best way to welcome and guide visitors.
- Consider parking and how it may impact your neighbors.

Advertise the Open House

- Use all communication methods available, including phone calls, school newsletters, email, text messages, social media and websites. Consider how best to alert *prospective* families.
- As a general rule; invitations should be sent two weeks before the open house. Connect 5 phone calls can be sent one week before, and/or the day before the event.
- Request that PTO/PTA and community partners share your open house event through social media.
- Post open house posters and flyers at school and at community partner locations (YMCA, Boys and Girls Club, etc).
- Use marketing templates from the School Marketing Toolkit at spps.org/toolkit.

Host an Engaging Open House Agenda

- Use student and parent ambassadors to greet guests at the door. (PTO/PTA leaders, WEB leaders, LINK Crew Leaders, coaches, etc.)
- Create a welcome environment by showcasing student musical entertainment or highlighting student projects.
- Principal and admin. team to welcome guests individually or present to large groups.
- Provide refreshments (beverages and snacks) or a light meal.
- Encourage staff to wear school colors or shirts.
- Incorporate stickers, badges or buttons to clearly identify staff and their positions.
- Direct families to main entrance and classrooms by using signage.
- Hold recurring tours (for example, every 20 min.) throughout the open house as families arrive.
- Give an abbreviated overview of what students will experience during a school day.





- Invite departments to set up information tables including Discovery Club, Community Education, Parent Academy, etc.
- Invite community partners to set up information tables if it falls in line with your school's mission.
- Do something fun! Raffles, free school t-shirts, contests, etc.
- Demonstrate your school's special theme or focus through displays and decorations.
- Make sure all classroom doors are propped open and lights are on, even if the teacher is not present for the open house.
- Have a sign-in sheet for families with sections for, name, email, address, zip, home and mobile phone and the school their child currently attends.
 - Use this information for follow-up calls, emails or mailings.

Create Information Packets:

- Consider including:
 - Welcome letter from principal
 - School hours, school calendar and bus transportation information
 - Staff and academic department leads contact list
 - Curriculum, period and program guide for each grade
 - Code of conduct and academic performance expectations
 - List of school programs/clubs/activities
 - Extended Day for Learning (EDL), Discovery Club and/or Community Education information
 - Cafeteria and nutrition information
 - Free and reduced lunch applications
 - Map of school
 - Uniform supply list
 - School supply list
 - PTO/PTA, Booster Club and volunteer contact information
 - History of school, famous alumni, recent awards and positive media stories

Hold Event Wrap-up Meeting with Open House Committee

- Follow up on information requests from families
- Document what worked and what did not
- Suggest ways to improve next year
- Write thank-you notes to prospective families who attended

