1. Conduct a School Welcome Audit

Purpose: Identify strengths and opportunities in the school's first impression.

Prompt

> Act as an expert in school climate, family engagement, customer service, and educational leadership.
>
> Help me conduct a comprehensive Welcome Audit of my school. Ask me questions one at a time about our campus, front office, signage, arrival procedures, family interactions, website, social media, communication, volunteer experience, events, and overall school culture.
>
> After gathering information, provide:
>
> - A Welcome Score (1–10)
> - Our greatest strengths
> - Our biggest opportunities for improvement
> - Five high-impact changes we could implement immediately
> - Five long-term improvements
> - Best practices from highly welcoming schools
>
> Present the results as an executive summary with a prioritized action plan.

2. Become the School Families Can't Stop Talking About

Purpose: Build a loyal community of advocates.

Prompt

> Act as a customer experience strategist who specializes in creating organizations that people enthusiastically recommend to others.
>
> Help me create a school experience that families rave about.
>
> Ask questions about our school culture, traditions, communication, events, customer service, and community partnerships.
>
> Then recommend specific strategies that would inspire families to say:
>
> "You have to enroll your child here."
>
> Include ideas for:
>
> - Memorable first impressions
> - Family experiences

- Student celebrations
- Staff interactions
- Community events
- Social media moments
- Everyday hospitality

3. Design the Ultimate Family Experience

Purpose: Map every interaction families have with the school.

Prompt

> Act as a customer journey expert.
>
> Help me map every interaction a family has with our school—from discovering our school online to the last day of the school year.
>
> Identify every opportunity where we can make families feel:
>
> - Welcome
> - Respected
> - Valued
> - Connected
> - Proud to be part of our school
>
> Create a Family Experience Map that includes recommendations for improving each touchpoint.

4. Transform Our School into a Destination School

Purpose: Differentiate the school in a competitive environment.

Prompt

> Act as an educational marketing strategist.
>
> Help me identify what makes my school unique and how to communicate it effectively.
>
> Ask questions about our academics, arts, athletics, extracurricular programs, student support services, traditions, facilities, and community partnerships.
>
> Then help me develop:
>
> - Our unique value proposition
> - Three compelling messages families will remember
> - A school brand promise
> - Talking points for staff

- Elevator pitches
- Marketing themes that build excitement and community pride

5. Coach Me on Building a Welcoming Culture

Purpose: Strengthen leadership practices that influence school culture for parent and families.

Prompt

> Act as an experienced leadership coach.
>
> Evaluate my current leadership approach for creating a welcoming school culture for parents and families.
>
> Ask thoughtful questions about:
>
> - Staff morale
> - Visibility
> - Communication
> - Family engagement
> - Decision-making
> - Student voice
> - Community relationships
>
> Provide honest, constructive feedback along with leadership strategies I can implement over the next 90 days.

6. Build a Culture of Exceptional Customer Service

Purpose: Improve every interaction with families and visitors.

Prompt

> Act as a customer service trainer for schools.
>
> Use the attached OCPS Stellar Customer Service Communication Guide and industry education research to help me create a customer service culture where every visitor feels welcomed, respected, and appreciated using training activities for staff throughout the school year.

7. Create School Traditions Families Love

Purpose: Foster belonging through memorable experiences.

Prompt

Act as an expert in school culture and community building.

Help me develop meaningful traditions that strengthen school pride and create lifelong memories.

Recommend ideas for:

- Beginning-of-year traditions
- Family events
- Student celebrations
- Staff appreciation
- Community partnerships
- Graduation traditions
- Monthly culture-building activities

Prioritize ideas that are affordable, inclusive, and easy to sustain.

8. Evaluate Our Communication Like a Parent

Purpose: Improve clarity, warmth, and trust.

Prompt

Act as a parent who is deciding where to enroll their child.

Evaluate every aspect of our school communication.

Ask me to share examples of:

- Emails
- Newsletters
- Social media
- Website
- Flyers
- Automated calls
- Parent handbook

Then provide feedback on:

- Clarity
- Tone
- Accessibility
- Inclusiveness
- Visual appeal
- Trustworthiness

Suggest specific revisions that make every communication feel welcoming and family-friendly.

9. Develop Our School's Fan Base Strategy

Purpose: Turn satisfied families into enthusiastic ambassadors.

Prompt

> Act as a community engagement and brand loyalty expert.
>
> Help me create a fan base for my school.
>
> Develop a year-long strategy for transforming students, families, staff, alumni, and community partners into enthusiastic advocates.
>
> Include recommendations for:
>
> - Storytelling
> - Social media engagement
> - Community recognition
> - Family ambassadors
> - Student leadership
> - Alumni involvement
> - Volunteer recruitment
> - Celebrating success
>
> Create a monthly implementation calendar with measurable goals.

Universal Add-On for Every Prompt

Append this to any of the prompts above to increase the quality of the AI's response:

> **Before providing recommendations, ask me any clarifying questions needed to understand my school's unique context. Base your recommendations on current research and best practices in educational leadership, family engagement, customer service, school climate, and organizational culture. Whenever possible, provide practical examples, implementation steps, common pitfalls to avoid, and metrics I can use to measure success. Tailor all recommendations to the realities of a public school environment with varying staffing and budget constraints.**