

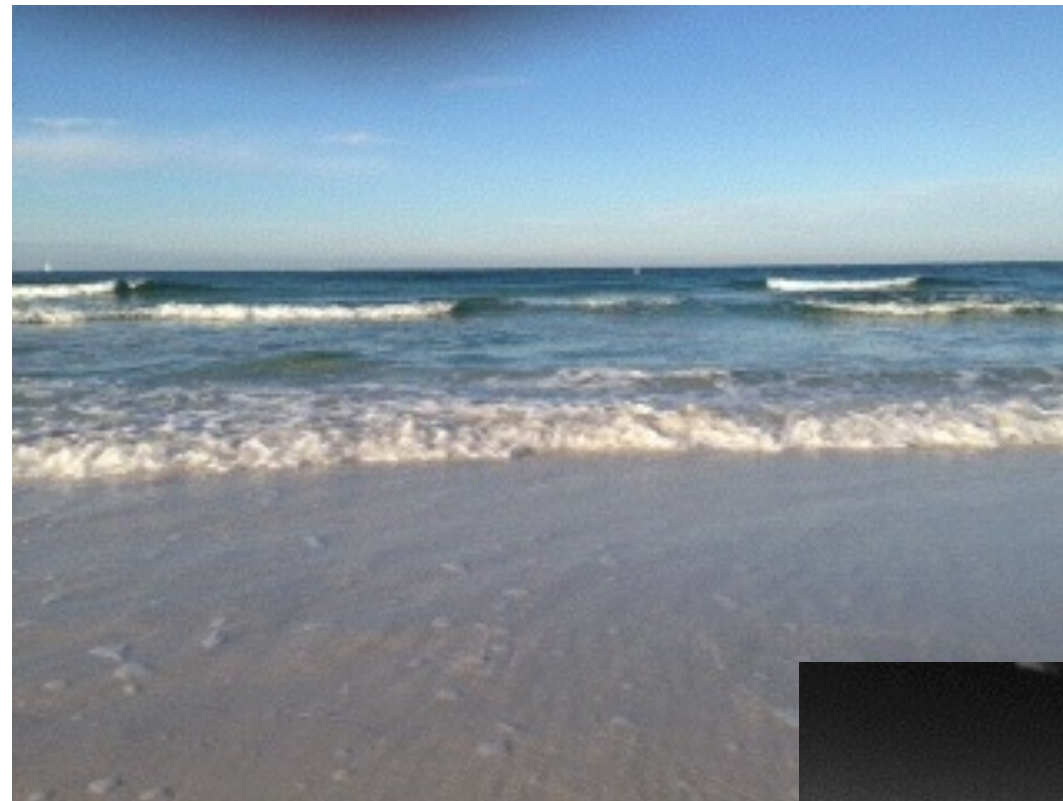
Reaching & Maintaining Operational Sustainability

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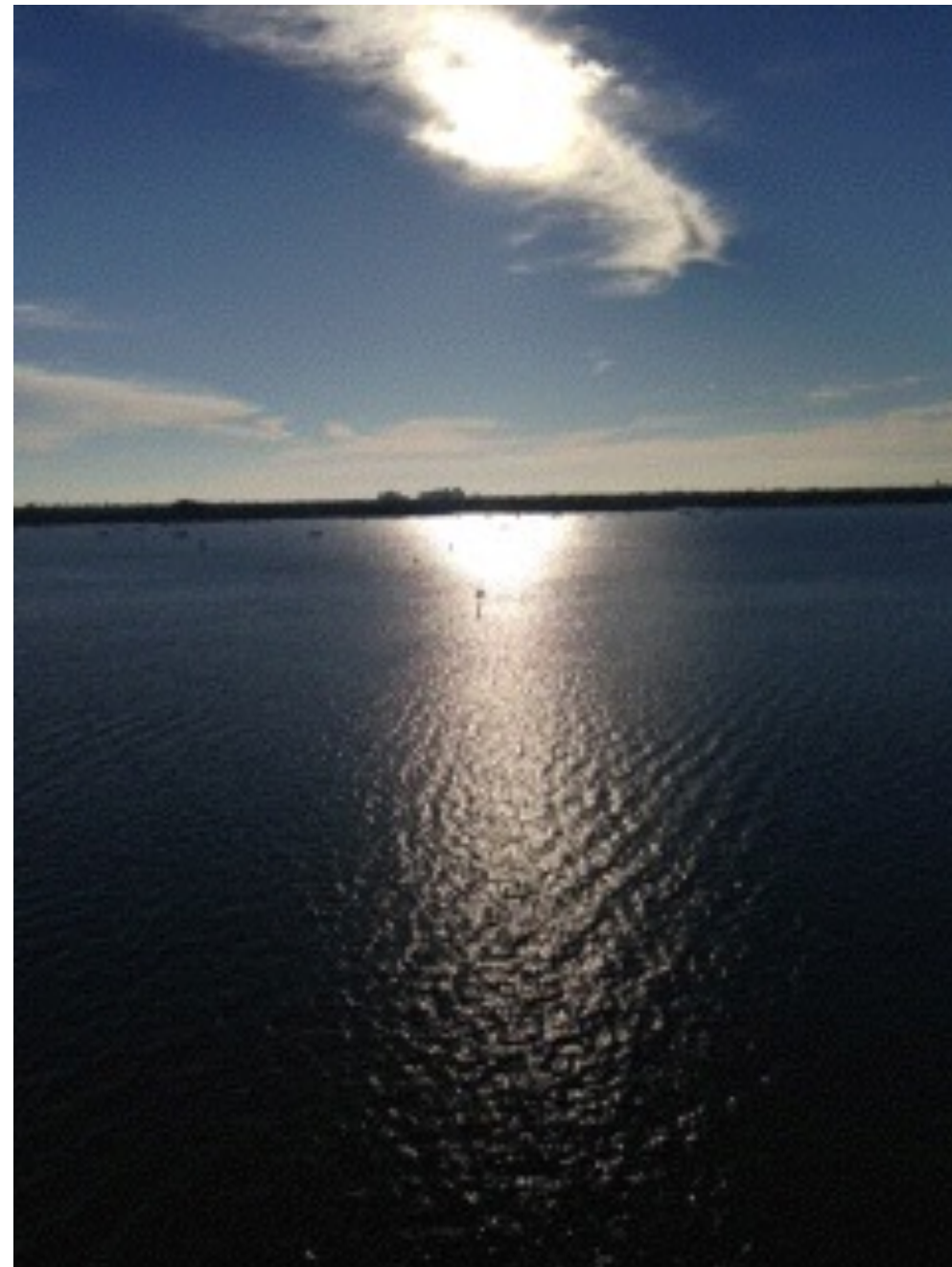
Sometimes its just one step in front of the other



Always take time to Breathe



Express Gratitude every day



Accept the unexpected



and Harness the
Power of Laughter!

Sustainability is my passion

- Global MBA from Thunderbird
- 10+ years of international consulting with the World Bank, IBM, HP, Sony, Microsoft, US and Latin American governments
- Montessori AMS Administrative Credential through the Westminster College Institute for Montessori Innovation (almost complete)
- 8 years as a Montessori school administrator
- 1 yr as a Montessori Upper EL teacher & 3 years as a Middle School specialty teacher

Operational Sustainability - Part I

- Defining (and redefining) your Mission & Vision
- Developing and Nurturing your School Culture
- Understanding & Engaging Stakeholders
- Attracting & Retaining the Best Staff
- Matching Talents with Needs
- Defining Key Leadership and Admin Team Roles

Operational Sustainability - Part II

- Strategic Planning & SMART Goals
- Budgeting & Finances
 - * Tuition Income, Management & Assistance
 - * Fundraising, Grant Identification & Writing
 - * Identifying Mission Critical Expenses
 - * Avoiding Income Drains
- Marketing
 - * Effective Marketing Strategy
 - * Communications Plan, Messaging & Timeline
 - * Website Development
 - * Digital Media & Footprint
- IT Infrastructure Design & Management

What is Operational Sustainability?

Sustainability is a Process
and a Journey,
Not an End

It involves
all aspects of and decisions
made within an organization
supporting your mission and
vision over the long-term



Operational Sustainability is **ESSENTIAL**

Mission Definition

Clarify your Mission

1. What do we do?
2. How do we do it?
3. Who are we doing it for?
4. Why are we doing it?

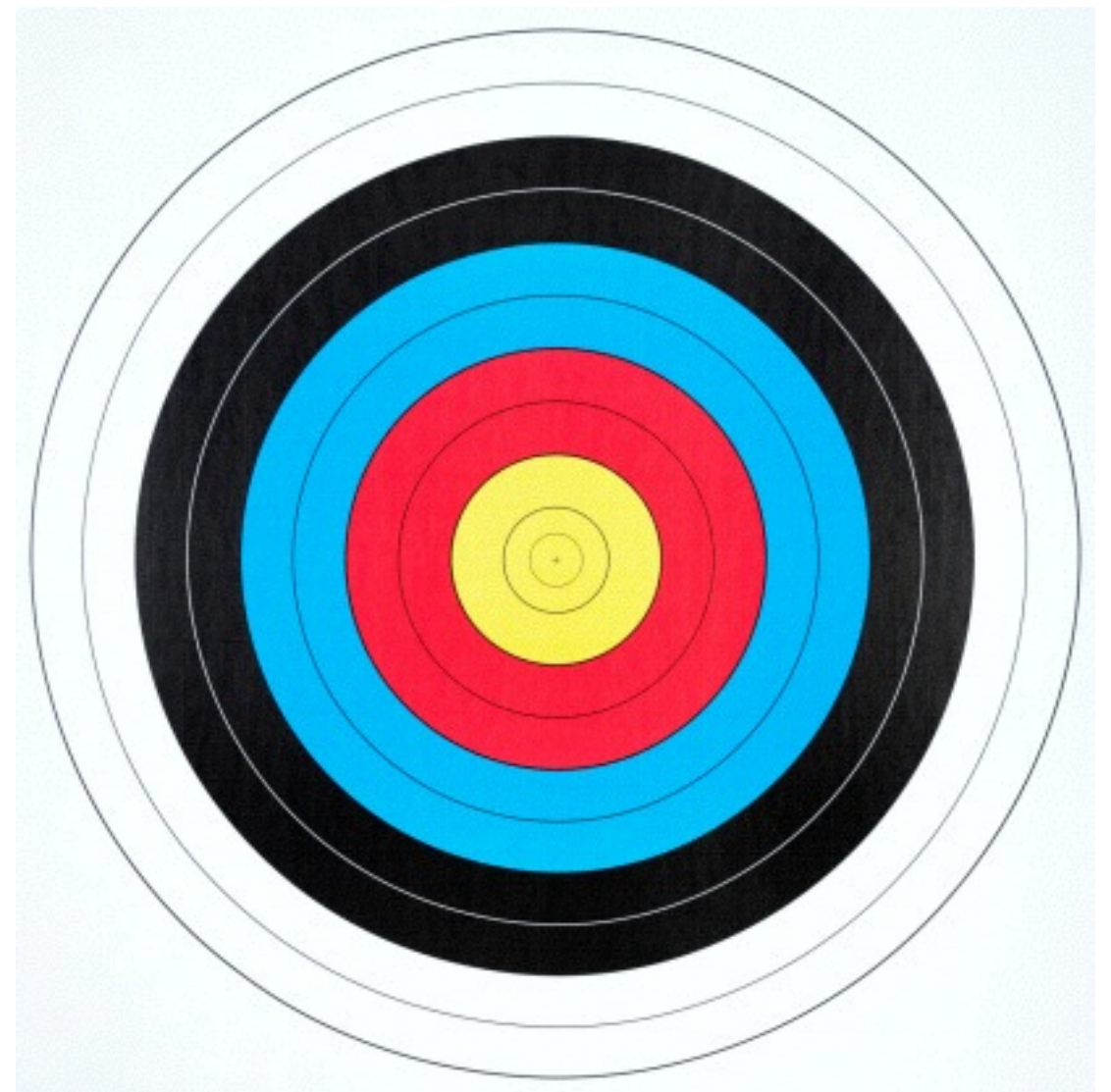


Mission Definition Example

1. **What do we do?** We provide an authentic Montessori education that emphasizes cooperative learning and nourishes young minds and spirits. We practice legitimate inclusion.
2. **How do we do it?** Montessori lead teachers and special educators in each classroom, enrichment specialists and therapists provide support
3. **Whom do we do it for?** diverse learners from 18 months to 12 years of age
4. **What value are we bringing?** We have the resources to embrace diverse learning styles, needs, and abilities.

Your Mission is your Core

Be sure that ALL major
decisions
align with your Mission



Major decision and mission alignment example

- Should we add a Toddler program? Who does our Emerging program serve?
- Where should we train our teachers? Should we subsidize their training?
- Should we build our own facility? How big will it be? What will it look like?
- Should we have a cafeteria or a multipurpose room? Should we have a black box theater or a stage?

Major decision and mission alignment example

- Should we offer a second language?
- Should we offer on site speech, reading or music therapy?
Should we subsidize those therapies or have parents pay?
- Should we maintain three teachers in our classrooms?
Should we add students to our classrooms?
- Should we add a Middle School program? What would that program look like? Where will it be located?

Instill your Mission - School Culture

What elements of your school culture will be vital to fulfill your mission?



Vital Elements of School Culture Example

- Spirit of and opportunities for collaboration
- Clear vision articulated by Executive Director
- Authentic Montessori while pioneering inclusive model
- Commitment to continuing education & training
- All children are important and all children get what they need
- Children come first
- Commitment to quality



How do you develop a School Culture?

- Who are you hiring? Develop a profile of an ideal candidate.
- Staff meetings - top down or collaborative?
- Teaching staff leadership structure - permanent or rotating coordinator positions
- How involved are your students in decision making?

How do you develop a School Culture?

- Admissions - who is your ideal family
- Internal marketing - parent communications & events
- School facility and upkeep
- Parent and staff involvement in decisions

Your School's Vision

Where are you headed?

What impact will you
create in your community?

How much will you grow?



Crafting a Vision Statement

- Answers the question, “Where do we want to go?”
- Becomes your inspiration, your framework for strategic planning
- Dare to dream! Capture your passion!

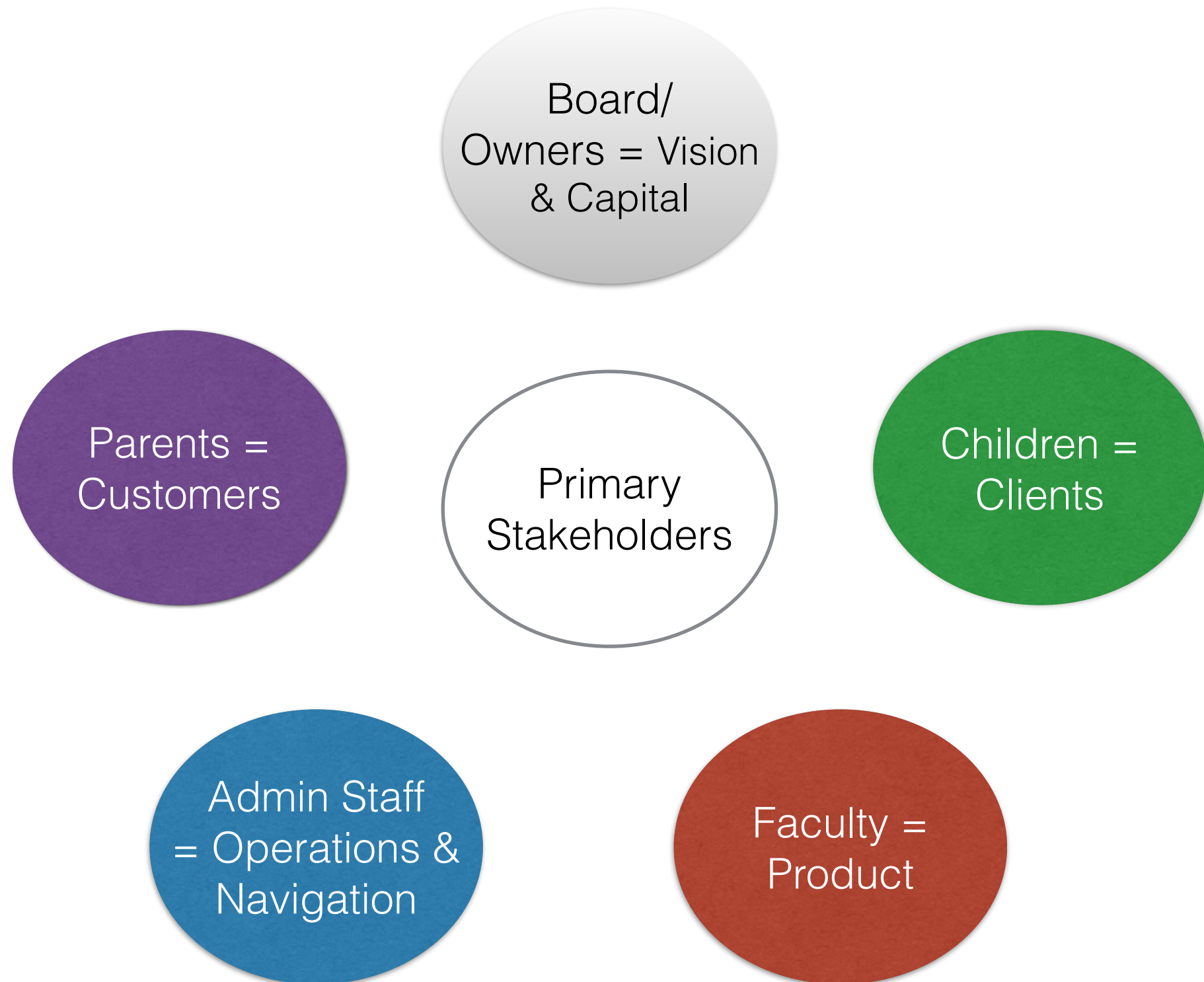


Vision Statement Example

“Our vision is to become a model school for Montessori inclusion. We hope for collaboration with the school districts. We hope to be copied! We hope that parents and educators will come and SEE what we do! Take it home or to your classroom. Apply it. Invest. We have an amazing model in its embryonic mode. Watch. Emulate and adapt. Grow with us...”



Stakeholder Identification



Why Identify Stakeholders?



- Help you identify who should be involved in your vision (stakeholder identification)
- Understand who can best help you achieve your vision (stakeholder engagement)

Stakeholder Strategies

Crisis Management	Stakeholder Management	Stakeholder Engagement
Reactive	Proactive	Interactive
Vulnerable	Anticipate	Encourage
Episodic	Regular	Inclusive
Hostile	Defensive	Prepared to Change

The problem with ignoring stakeholders

- If not actively sought out, sooner or later they demand to be consulted
- Crisis management techniques create a defensive dialogue
- Leads to a significant and long lasting loss of credibility
- Damages trust

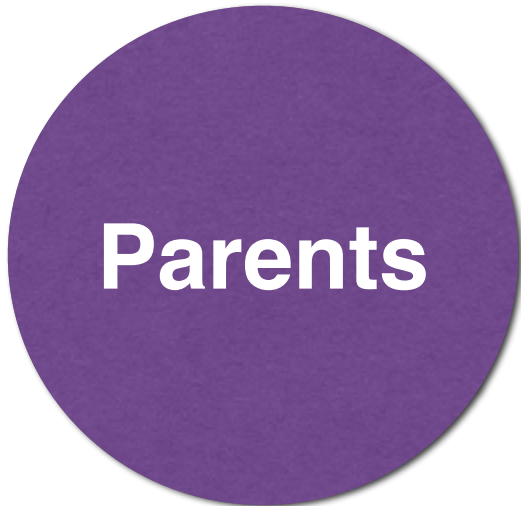


Key elements of stakeholder engagement

- CLARITY of mission and vision
- Willingness to LISTEN and DISCUSS issues of interest to stakeholders
- OPENNESS to the POSSIBILITY of CHANGING the way you do things
- Willingness to HOLD APPROPRIATE BOUNDARIES



Balancing Stakeholder Needs



Parents

Belief

"My child is safe
and loved"

"I am well informed"

"I belong"

"My child is making
progress"

Need

To feel my child is in
safe, loving care

To understand what my
child is learning

To participate in my
child's education &
school community

To feel that my child
is learning



Children

Belief

"I am safe and loved"

"School is fun"

"I belong"

"I am important"

Need

To feel my teachers love
me and I am safe

To do fun things at
school

To feel that school is
my place

To feel needed and
valued

Collaborating with Board Members & Parent Organizations

- Do they understand your mission and vision?
- Do they know what is happening in your school and where you are headed?
- Do they understand their role and are they a good fit for their role?
- Who is setting the agenda?

Attracting & Retaining the Best Staff



“People are definitely a company's greatest asset.
It doesn't make any difference
whether the product is cars or cosmetics.

A company is only as good as the people it keeps.”

Attracting Talent

Getting the word out

- Online Ads - your website, local classifieds, Craigslist, AMS/IMC/IMI, etc. websites
- Montessori conferences, word of mouth, teacher training organizations

Interview Process

- Planning is critical! What would your ideal candidate be? Formulate your questions to find out if they have those qualities.
- Conduct Group interviews, include admin staff & teachers
- Include a “hands on” assessment - ask them to present lessons, work on a project, etc.

Retaining Talent

Salaries

- Pay faculty & admin staff a competitive education market wage – do not skimp here!
- Consider using Pay Bands for clarity & career development
 - higher pay band for degrees (Bachelors, Masters)
 - higher pay band for Montessori or other credentials relevant to their job
 - higher pay band for roles with greater responsibility
 - step pay increases for each year based on performance

Benefits

- Health Insurance Subsidy (i.e. \$150 per month)
- Free sewing classes, ASL classes, Zumba, Yoga
- Paid Time Off

Finding the Best Fit



“The person born with a talent they are meant to use will find their greatest happiness in using it. ”

- Johann Wolfgang von Goethe

Matching Talents with Needs

- Core talent united with passion = best fit position
- Without core talent and/or passion that matches a position, a person is likely to struggle
- The key is finding a core talent/passion/position match!
- Great Montessori teachers do not necessarily make great administrators (and vice versa) - these are not the same core talents
- Skills can be taught, talents cannot.

The Danger of “Over Promotion”



“I was flipping channels, watching this cheerleading program on MTV. They took a field hockey girl and “transformed” her into a cheerleader by the end of the show.



I was just wondering: what if she liked field hockey better?”

— Jess C. Scott, EyeLeash: A Blog Novel

Matching Hidden Talents with Needs



“Human resources are like natural resources; they're often buried deep. You have to go looking for them, they're not just lying around on the surface. You have to create the circumstances where they show themselves.”

Avoid creating
positions
for “hard to
place” staff



Operating and Navigating your ship



Admin Staff

Beware of the One-Man or One-Woman Band!



- Short-sighted strategy
- Leads to burnout and creates a “burnout role model”
- Knowledge of how to run your school leaves with that person
- Relationships with parents leave as well
- His or her weaknesses become the school’s weaknesses

Hire the Best Team of Operators & Navigators



- Hire experienced and dynamic staff with a mix of core strengths
- Identify core operational and navigational needs and hire the best people to meet those needs
- Define admin staff roles and expectations very clearly

“Teamwork is a bit like
using all of your fingers.

Each one is unique
and contributes
something different,

but they unite in pursuit of a
common goal.”

- Terry Orlick



Head of School as “Operations Lead”

School Leadership

- Inspirational, visible & accessible to school community
- Educational leader

Marketing

- Articulates mission in the community
- Responsible for giving tours to prospective families

Parent Relations

- Oversees parent communications
- Participates in parent/faculty meetings
- Develops/maintains positive relationships with parents
- Responds to parent concerns

Head of School as “Operations Lead”

Staff Relations & Development

- Faculty professional development & performance evaluations
- Training and supervision
- Role model for school culture
- Develops/maintains positive relationships with staff

Student Relations

- Responsible for ensuring that overall student needs are met
- Responds to student issues and concerns
- Develops/maintains positive relationships with students

Head of School as “Operations Lead”

Curriculum Leadership

- Responsible for bringing school's educational philosophy to fruition
- Curriculum development
- Determines effective use of educational resources
- Develops and oversees enrichment programs

Program & Student Assessment

- Ongoing curriculum evaluation
- Classroom observations
- Evaluates effectiveness of assessment tools/strategies
- Reviews progress reports

Business Manager as Navigational Lead



Budgetary/Financial

- Develops & manages operating budget
- Researches/recommends tuition increases
- Recommends salary increases based on pay bands
- Oversees tuition assistance program
- Researches, develops & submits grants

Business Management

- Develops policies & procedures to align daily operations with school's mission & sustainable business practices
- Ensures compliance with laws & regulations
- Oversees property & liability insurance contracts
- Spearheads strategic planning process

Business Manager as Navigational Lead



Marketing & Communications

- Develops/updates mktg plan & tracks effectiveness
- Edits & posts monthly newsletters & classroom updates
- Maintains & updates website & social media site as key marketing & parent communications tools

Information Technology

- Develops & oversees overall IT strategy & IT support agreement
- Coordinates ongoing IT training for staff
- Maintains record keeping software & supports faculty in this area
- Handles IT Troubleshooting

Business Manager as Navigational Lead



Facilities Management

- Works closely with Facilities Mgr to ensure facility is safe & well maintained
- Oversees food services contract
- Oversees contracts with external service providers
- Supports facilities improvement projects

Human Resources Management

- Posts ads for open positions, spearheads recruitment process
- Develops job descriptions & contracts
- Oversees health/dental insurance contracts & renewals

Don't Underestimate the importance of a Great Receptionist!

- First person that parents, children and staff interact with each day
- “People Person”, ability to remain WARM, WELCOMING, POSITIVE, FOCUSED, & PROFESSIONAL in a busy and sometimes chaotic environment
- It is essential that your receptionist is a GREAT FIT for this position



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Strategic Planning



- Charting your general direction for the next 3 to 5 years and defining concrete steps to reach your objectives
- Provides a framework for making decisions and responding to changes in environment
- Starts with examining current situation and vision of the future
- Goals are general statements, which are limited in number and focused on the unique mission of the organization.
- These are the achievements the organization will pursue in order to fulfill its mission.
- World Café Style of goal setting

<http://www.theworldcafe.com/method.html>

SMART Goals

- Specific — to avoid misinterpretation
- Measurable — to allow monitoring and evaluation
- Appropriate— to your vision, mission, and goals
- Realistic — to be within your capacity and resources
- Time-bound — to be achieved within a specific time period

From Strategy to Annual Workplan

- The strategic plan is used to develop work plans, outlining how objectives and strategies will be implemented
- Work plan is more specific and detailed and describes action steps to be taken
- What activities will occur
- Who will carry out the activities
- When each action step will occur
- What resources will be needed to carry out the activities
- What types of communication and collaboration will occur within and outside the organization.
- Review on a quarterly basis to monitor progress

Budgeting and Finances



“About the time we can make the ends meet,
somebody moves the ends.”

–Herbert Hoover

Annual Budget

- Identify current and potential sources of revenue
- Estimate projected expenses in every category
- Identify mission critical and non-mission critical expenses
- Adjust activities or strategies based on this analysis
- Develop a preliminary budget
- Monitor budget vs. actual on a monthly basis



Tuition Income

- Do not undervalue what you provide
- Scan the market for comparable private school tuition rates
- Keep in mind that charging “daycare” or “preschool” prices will brand you as a daycare/preschool
- Don’t make the mistake of freezing tuition rates and then forcing yourself into a major tuition increase later on

Tuition Recommendations for 2015-16 School Year								
Program	Schedule	# Students	Conservative Tuition Amount	Conservative % Increase	Tuition Income	Moderate Tuition Amount	Moderate % Increase	Tuition Income
Toddler	4 Half Days	2	\$ 7,500	15%	\$ 15,000	\$ 7,900	22%	\$ 15,800
	4 Full Days	3	\$ 10,000	11%	\$ 30,000	\$ 10,600	18%	\$ 31,800
	5 Half Days	1	\$ 8,200	14%	\$ 8,200	\$ 8,700	21%	\$ 8,700
	5 Full Days	4	\$ 11,000	10%	\$ 44,000	\$ 11,700	17%	\$ 46,800
	Total	10			\$ 97,200			\$ 103,100
Emerging	4 Half Days	9	\$ 7,500	14%	\$ 67,500	\$ 7,900	22%	\$ 71,100
	4 Full Days	1	\$ 10,000	11%	\$ 10,000	\$ 10,600	18%	\$ 10,600
	5 Half Days	2	\$ 8,200	14%	\$ 16,400	\$ 8,700	21%	\$ 17,400
	5 Full Days	4	\$ 11,000	10%	\$ 44,000	\$ 11,700	17%	\$ 46,800
	Total	16			\$ 137,900			\$ 145,900
Early Childhood Classroom #1	4 Day Half	8	\$ 5,200	16%	\$ 41,600	\$ 5,500	22%	\$ 44,000
	4 Day Full	3	\$ 7,600	10%	\$ 22,800	\$ 7,900	14%	\$ 23,700
	5 Day Half	1	\$ 6,300	13%	\$ 6,300	\$ 6,700	20%	\$ 6,700
	5 Day Full	12	\$ 8,000	10%	\$ 96,000	\$ 8,400	15%	\$ 100,800
	Total	24			\$ 166,700			\$ 175,200
Early Childhood Classroom #2	4 Day Half	5	\$ 5,200	16%	\$ 26,000	\$ 5,500	22%	\$ 27,500
	4 Day Full	3	\$ 7,600	10%	\$ 22,800	\$ 7,900	14%	\$ 23,700
	5 Day Full	1	\$ 8,000	10%	\$ 8,000	\$ 6,700	20%	\$ 6,700
	5 Day Half	15	\$ 6,300	13%	\$ 94,500	\$ 8,400	15%	\$ 126,000
	Total	24			\$ 151,300			\$ 183,900
Early Childhood Classroom #3	5 Day Full	4	\$ 8,000	10%	\$ 32,000	\$ 5,500	22%	\$ 22,000
	5 Day Half	3	\$ 6,300	13%	\$ 18,900	\$ 7,900	14%	\$ 23,700
	4 Day Full	1	\$ 7,600	10%	\$ 7,600	\$ 6,700	20%	\$ 6,700
	4 Day Half	16	\$ 5,200	16%	\$ 83,200	\$ 8,400	15%	\$ 134,400
	Total	24			\$ 141,700			\$ 186,800
Lower Elementary Classroom #1	5 Day Full	24	\$ 8,000	10%	\$ 155,600	\$ 8,400	15%	\$ 201,600
Lower Elementary Classroom #2	5 Day Full	24	\$ 8,000	10%	\$ 165,300	\$ 8,400	15%	\$ 201,600
Lower Elementary Classroom #3	5 Day Full	24	\$ 8,000	10%	\$ 165,250	\$ 8,400	15%	\$ 201,600
Upper Elementary Classroom #1	5 Day Full	22	\$ 8,000	10%	\$ 166,958	\$ 8,400	15%	\$ 184,800
Upper Elementary Classroom #2	5 Day Full	22	\$ 8,000	10%	\$ 176,000	\$ 8,400	15%	\$ 184,800
Middle School Classroom #1	5 Day Full	7	\$ 9,500		\$ 66,500	\$ 10,500		\$ 73,500
		221			\$ 1,590,408			\$ 1,842,800

Tuition Income Considerations

- If you offer half day or 4-day options, charge accordingly - consider real cost of these students
- Calculate tuition revenue if all students paid full day, 5 day rate
- Is it possible to add more students in your classrooms?



Tuition Management

- Use a tuition management service so that you can focus on recruitment, not collections
- Charge a commitment fee to reserve a space and penalties for early withdrawal
- Set commitment deadlines for late spring, start tuition payments at that time
- Offer 12 month payment option
- Monthly payment convenience fee vs. discount for payment in full



Tuition Assistance

- Use a grant & aid assessment service to assess tuition need
- Focus assistance on elementary and above; limit assistance to toddler/EC
- Focus on returning parents; limited assistance to new parents
- Set a budget (i.e. 10% of tuition income) and stick to it



Building an Endowment

Contingency Fund

- \$100 annual Commitment fee per child (plus convenience fee proceeds)
- Set up as an asset account
- What starts as a rainy day fund becomes an endowment



Fundraising



- Be careful not to “nickel and dime” your families
- The “Gala” - how much time is your admin team spending on your fundraising event?
- How can your parent organization and board members support this area?
- If you are for profit, have you considered becoming a non-profit?
- Smiths (or other grocery chains) Earn & Learn
- Amazon Smile
- Donors Choose (for public & charter schools)

Grants



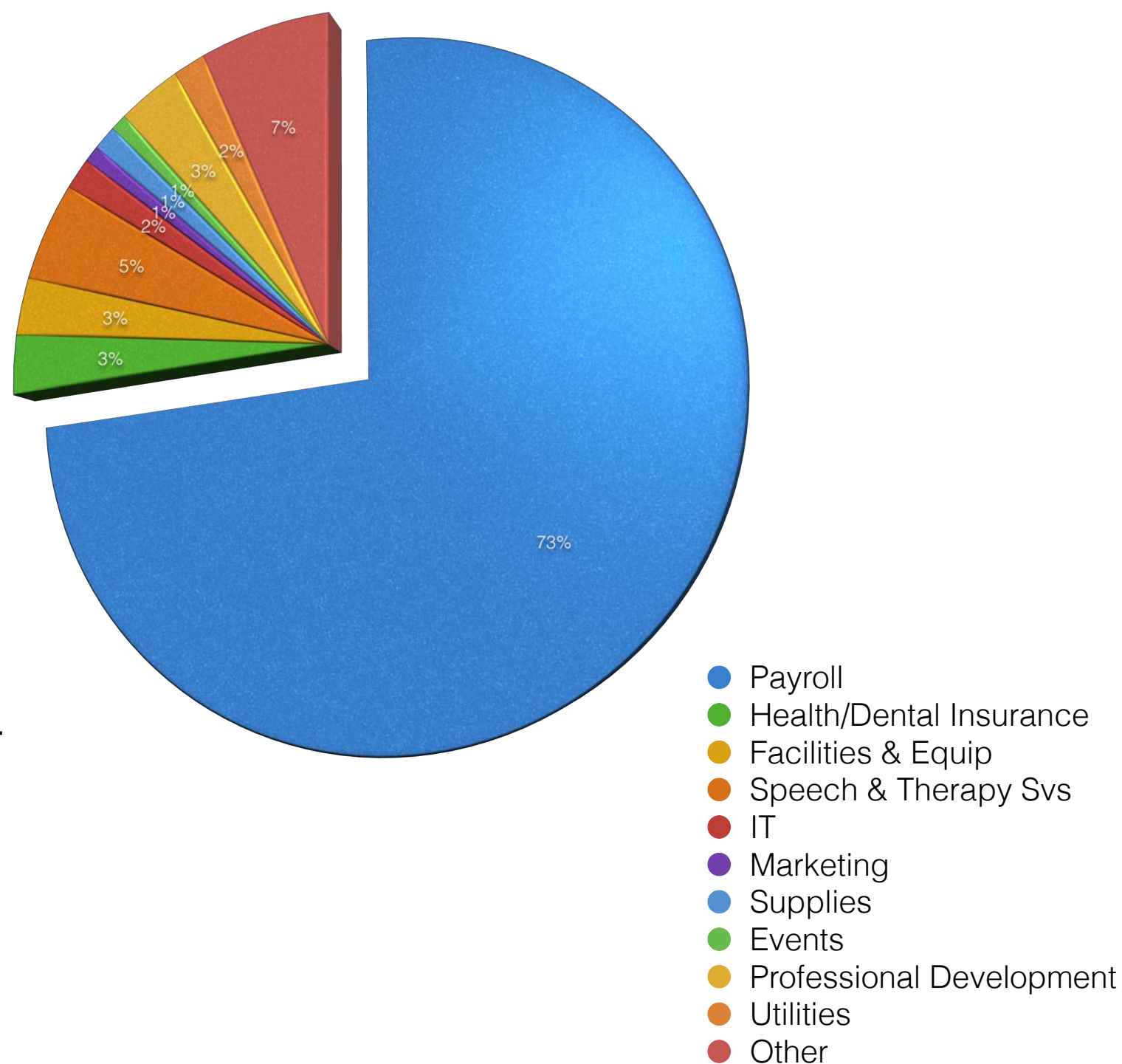
- Research available grants (GrantWatch.com) - particularly in your state and region
- Develop a submission timeline based on grant application deadlines
- Identify foundations whose funding priorities align with your mission
- Determine funding limitations (i.e. specific projects vs. operational expenses)
- Do not ask for too much funding - \$20 - \$30K sweet spot is easier to cover

Do you need to hire a Grant Writer?

- When you hire your business manager, make sure they have strong writing & organizational abilities
- Follow the grant application instructions carefully! Have a 2nd person review before submission.
- Develop relationships with foundation members
- Do not name a sponsor without permission

Budgeting - Cost Analysis

- Determine which portions of your budget are “mission critical” and which are not
- Although payroll will be your biggest expense, be very careful cutting here
- Health insurance - consider specific stipend amount rather than percentage



Summer Camp and Before/After Care

- Source of income or financial drain?
- Teacher burnout
- Staffing issues
- Competitors/image
- Core competencies



Marketing

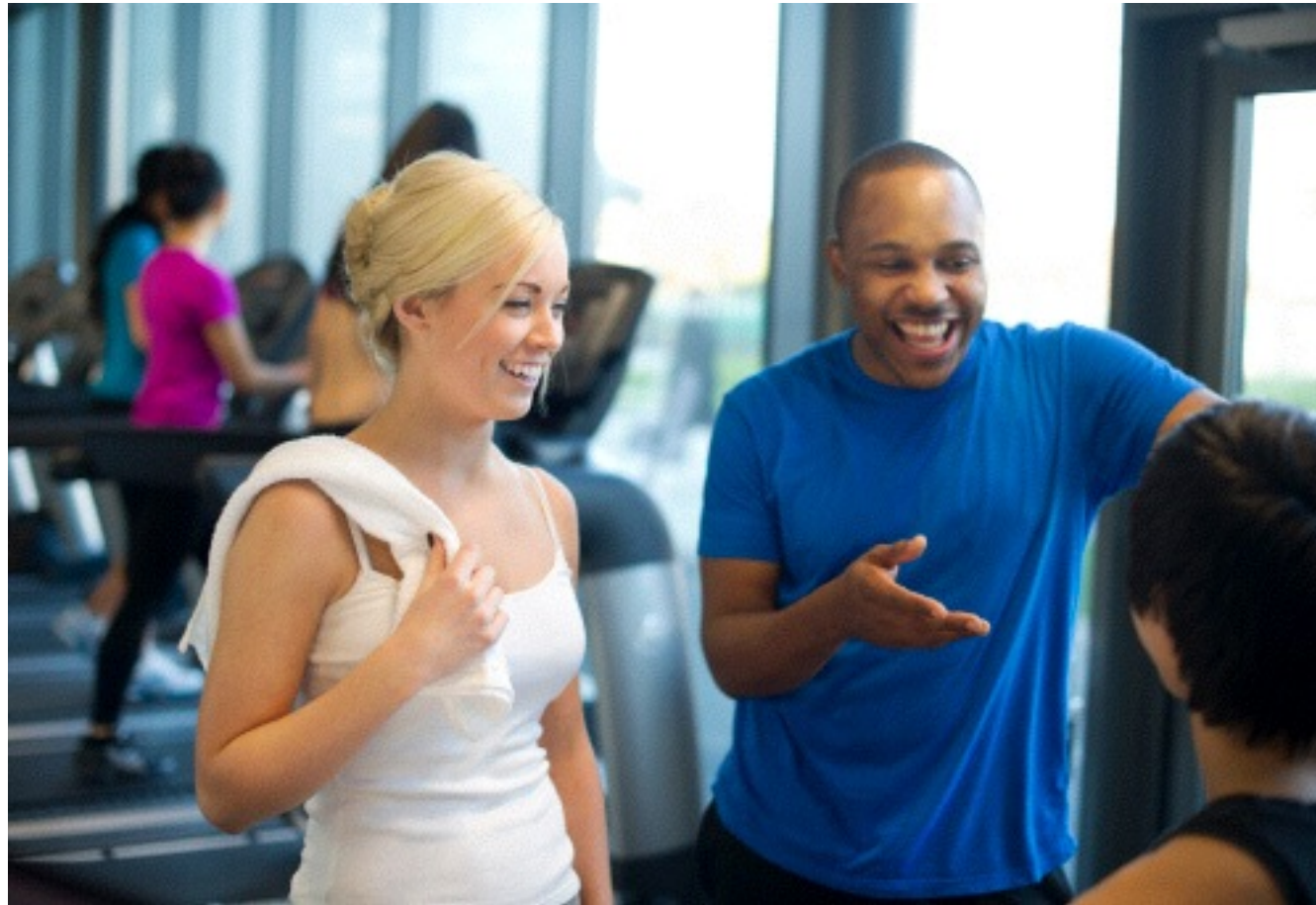


Attracting and Retaining Your Customers

Key elements of an Effective Marketing Strategy

- Know who you are as a school and who you are not
- Develop and maintain a vast majority of satisfied parents who will stay and recommend your school to others





“Word of mouth is the best
medium of all.”

– William Bernbach

Key elements of an Effective Marketing Strategy

- Identify your prospective parents and why they would or would not enroll their children in your school
- Develop positive brand awareness among residents in your larger community of your school and what you have to offer
- Create an annual marketing plan that is flexible, reviewed regularly, and adjusted to address changing conditions



Define Marketing Objectives

Objective	Duration	Target Market
Increase Enrollment	Short-term	Prospective Parents
Build name recognition	Short-term	Greater community
Retention	Long-term	Current Parents
Build positive brand awareness	Long-term	Greater community

Develop a Communications Plan to fit each objective

Business Objective

- Increase student enrollment for the 2015-2016 academic year.

Communications Strategies

- Place paid media messages in targeted print media
- Consider online “pay-per-click” advertising
- Generate free news media publicity through relationship building
 - Local TV stations, Community newspapers

Develop a Communications Plan to fit each objective

Communications Strategies

- Harness the school's website as a key marketing tool
- Utilize social media to increase the school's visibility
- Encourage word of mouth advertising among the parents of children currently enrolled

Align Messaging with your Mission & Vision

Key and Supporting Messages Examples

- We are all unique...Imagine the Possibilities
 - * Montessori curriculum allows all children to learn at their own pace
- Professional Montessori Teachers
 - * Lead teachers with MACTE accredited Montessori credentials
 - * Bachelors and Masters degrees
 - * Ongoing commitment to professional development

Align Messaging with your Mission & Vision

Key and Supporting Messages Examples

- We are committed to inclusion. It is our reason to be.
 - * Benefits of inclusion for gifted, typical, and children with special needs
 - * Montessori teachers & special educators in every classroom
- We dream big. Our children, our future, depend on it.
 - * Model school for inclusive education
 - * Replication of the model to district schools

Develop Marketing Timeline

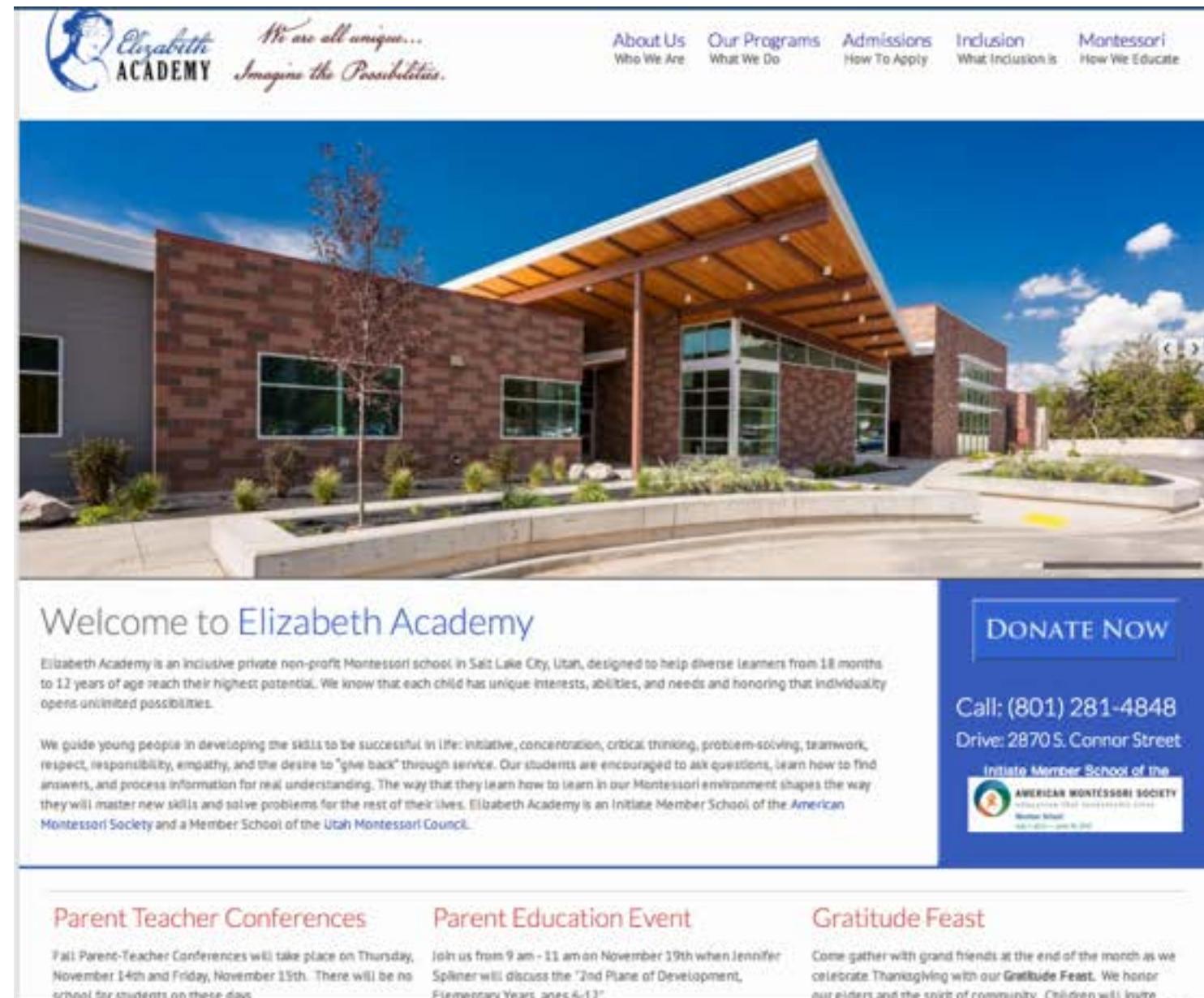
Date	Event/ Campaign	Target	Opportunities
October - May	Parent Education Events, monthly parent tea	Current Parents	Curriculum Area & Child Development Spotlights
November	Parent Meeting/ Dinner	Current Parents	Develop parent ambassadors – word of mouth advertising
December	Open House Ads local ed mag, NPR radio station	Prospective Parents	Increase targeted open house participation

Develop Marketing Timeline

Date	Event/Campaign	Target	Opportunities
January	Open House	Prospective Parents with current parent & student ambassadors	Showcase facility, faculty, & curriculum and increase targeted applications
February	Montessori expert/parent education focus	Current & Prospective Parents	Increase Credibility
March - May	Open enrollment ad in local ed mag & NPR	Prospective Parents	Increase new student applications

Your Website is your Digital Storefront

- Website is one of the first major interaction points for prospective parents
- Clean, professional look & feel
- Easy to find contact info



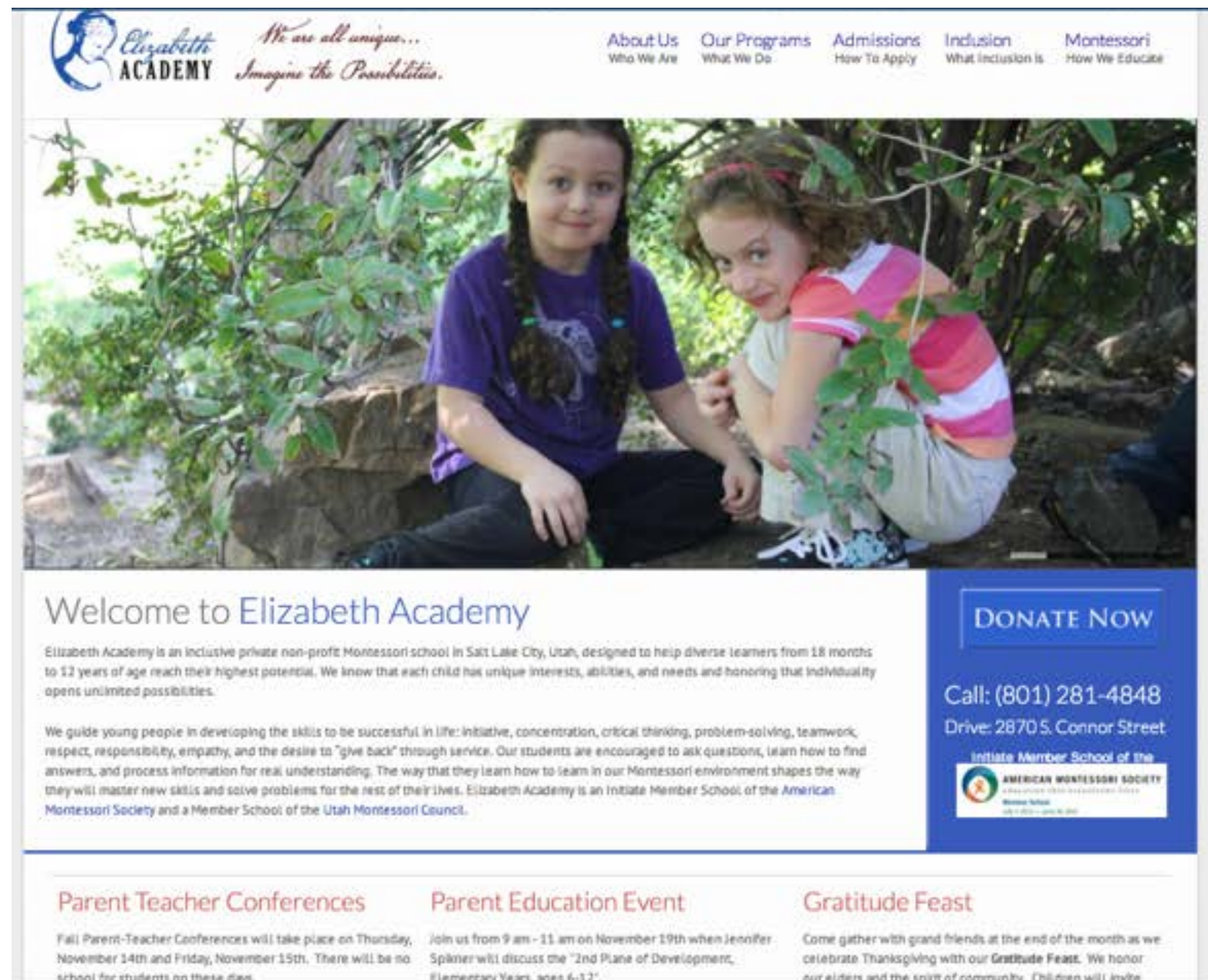
Responsive Layout

- Site will automatically resize to fit a variety of screens (large, laptop, mobile phone)
- Huge spike in growth of smart phones – mobile component is essential



Use powerful images to express your marketing objectives

- Succinct captions
- Easy to navigate drop-down menus
- Limit words
- Dynamic Content – keeps you high on search engines



Focus on key messaging related to your mission



*We are all unique...
Imagine the Possibilities.*

About Us
Who We Are

Our Programs
What We Do

Admissions
How To Apply

Inclusion
What Inclusion is

Montessori
How We Educate

Professional Montessori Teachers

We are committed to having qualified and experienced teachers. All of our lead teachers have Bachelor's degrees and many have Master's degrees. All of our lead teachers also have MACTE accredited Montessori credentials.

Read More



Focus of Front Page - Engaging Prospective Parents



*We are all unique...
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About Us
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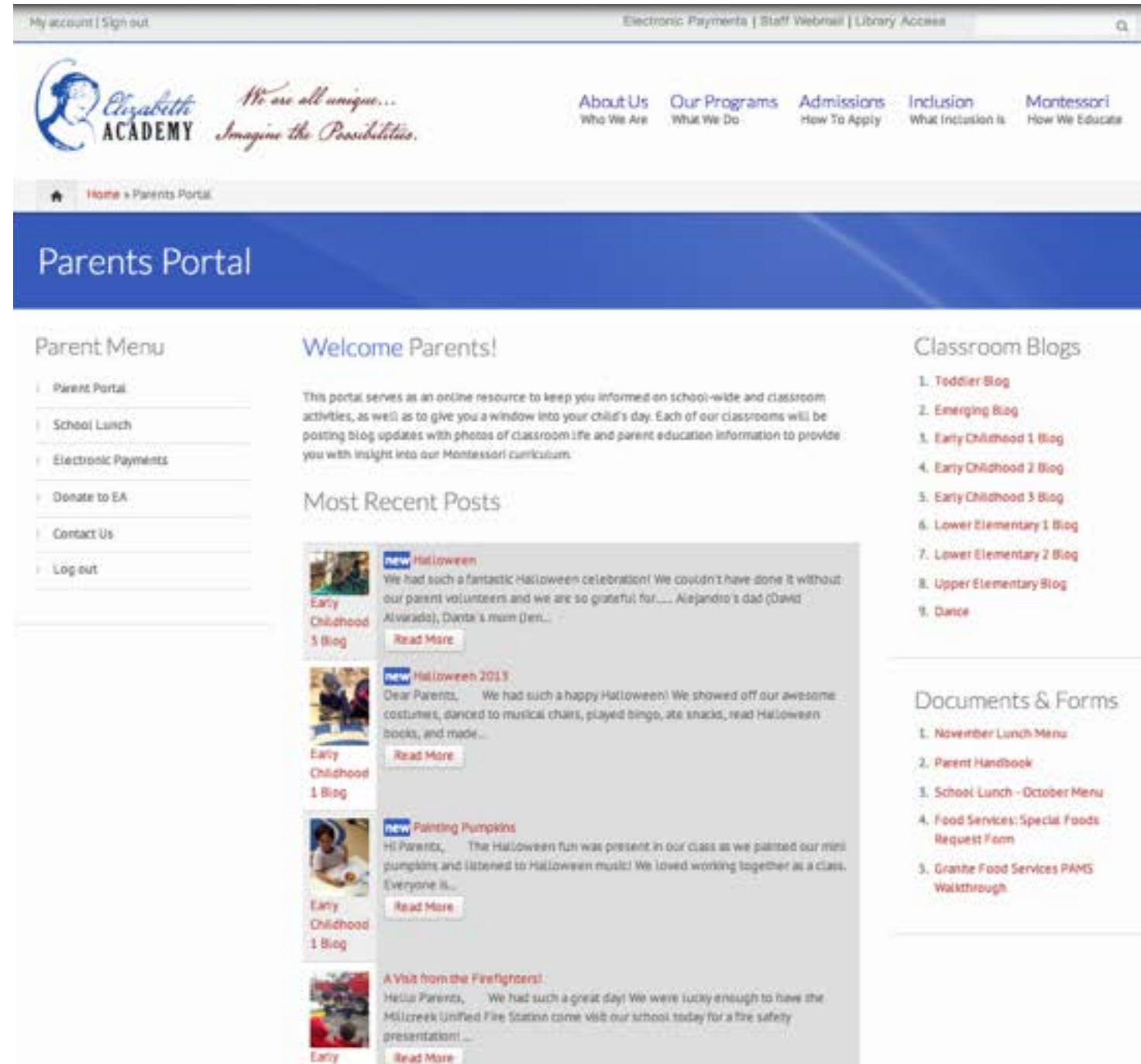
**Ages 18 months -
8th grade**

Developmentally appropriate and progressive
learning communities for Toddler, Emerging,
Early Childhood, Lower Elementary, Upper
Elementary and Middle School students.



Goals – Engage, Convert, or Retain Customers

- Pswd Protected Parent Portal or other site such as Montessori Compass – Blogs, calendars



Website Management

Simple and Professional

- Resident Expert should be able to manage
- If you need IT professional to manage, it is too complicated

Example – EA's migration from Joomla to Drupal

Why we made decision?

- Challenges of Joomla
- Benefits of Drupal

Types of Digital Media

Earned Media

- Search Engine Optimization (SEO)
- School Rating Sites
- Social Media - Facebook, YouTube, Twitter
- Viral Marketing
- Content Marketing

Types of Digital Media

Paid Media

- Paid search media
- Display advertisements

Web Maps News Images Videos More ▾ Search

About 1,480,000 results (0.39 seconds)

[The Montessori School - centermontessori.org](http://www.centermontessori.org/)

Ad www.centermontessori.org/ ▾

Classes For Children From 18 Months To 14 Years. Contact Us Today!

[Toddler Program](#) - [Primary School](#) - [Videos](#) - [Contact Us](#)

Owned Media

- Newsletter for Prospective Parents on parenting issues, sign up via website
- Newsletter and/or classroom updates for Current Parents

Search Engine Visibility

Earned Media

- Dynamic Content
- Keywords/tags
- Google Places for Business
- Bing Places for Business

Paid Options

- Pay per Click
- Sponsored ads



private montessori school utah

Web Images Maps Shopping More ▾ Search tools

About 342,000 results (0.30 seconds)

[Utah \(UT\) Montessori Private Schools | PrivateScho...](#)
[www.privateschoolreview.com](#) ▾ Utah ▾
View a directory of 20 **montessori private schools** in **Utah (UT)**. Find **school** information, photos and reviews.

[Elizabeth Academy | Montessori private school in S...](#)
[www.elizabethacademy.com/](#) ▾
Elizabeth Academy is an inclusive **private** non-profit **Montessori school** in Salt Lake City, **Utah**, designed to help diverse learners from 18 months to 12 years of ...

[Montessori Schools in Utah - Private Schools - Abou...](#)
[privateschool.about.com/cs/montessorindex/a/montessoriw_3.htm](#) ▾
Contact information for **Montessori schools** in **Utah**. Page 3.

[Home | Evergreen Montessori Academy | Providing A...](#)
[www.evergreen-montessori.com/](#) ▾
As the only member of the American **Montessori** Society in the state of **Utah**, we offer the ... Evergreen is a **private school** that offers education as it should be.
[Tuition Fees](#) - [Summer Programs](#) - [Calendar](#) - [Admissions](#)

[Best Salt Lake City, Utah Private Schools. Compare ...](#)
[private-schools.findthebest.com](#) ▾ Education ▾ Private Schools ▾ Utah ▾
Listings 1 - 20 of 40 - Find and compare **private schools** in Salt Lake City, **Utah** by grade levels, religious ... **Montessori** Community **School** of Salt Lake City.

Tracking your Digital Footprint

- Web Analytics
- Reputation Management



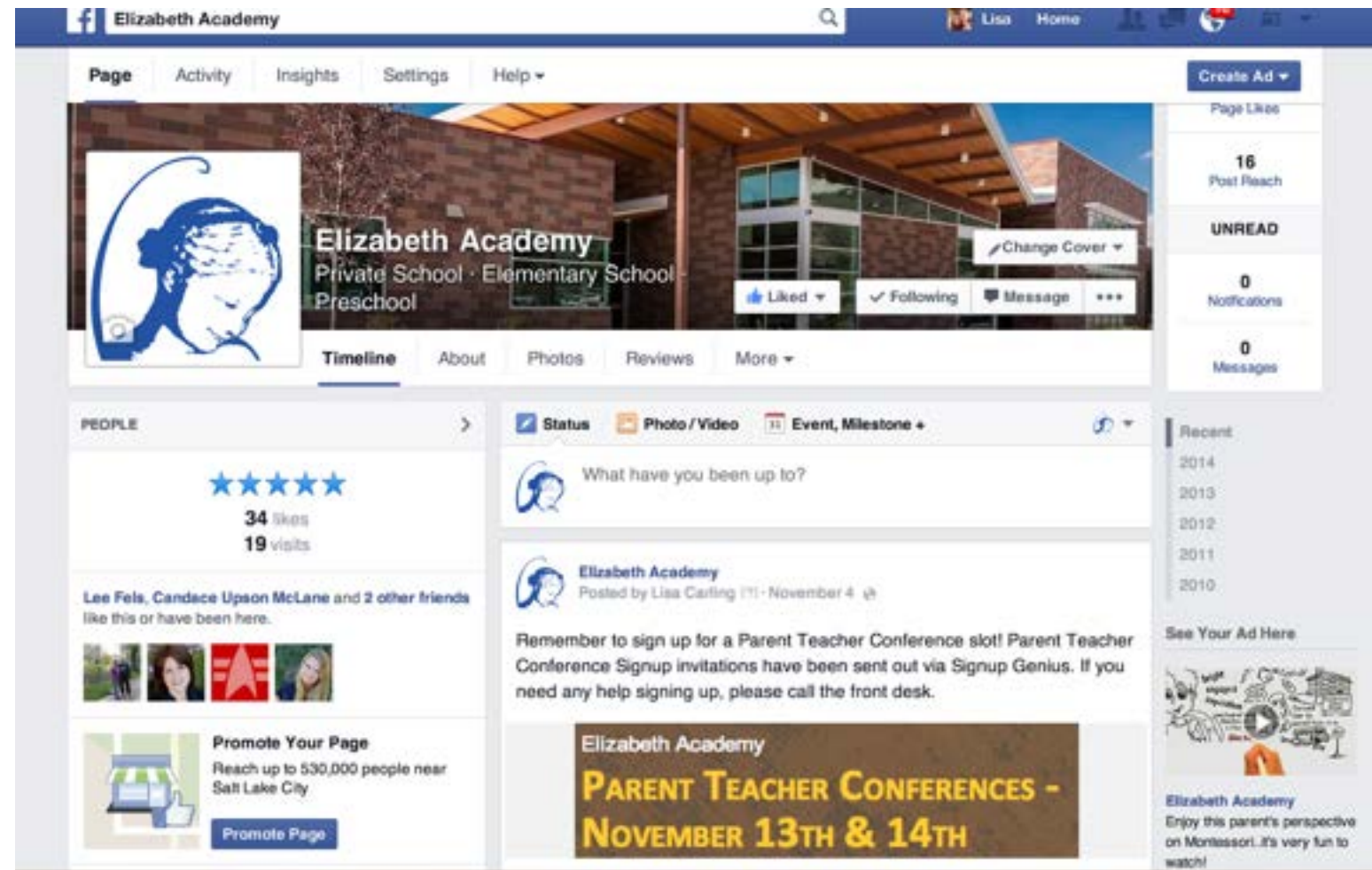
School Rating Sites

- Greatschools.org
- Privateschoolreview.com
- Publicschoolreview.com
- Schooldigger.com
- yelp.com



Facebook

- Great communications & parent education tool
- Consider posting a “purpose & disclaimer”
- Never identify a child by name
- Staff - do not “friend” current students, be conscious of what they post on personal sites



IT Infrastructure Design & Management

IT Infrastructure

- Focus on cost effectiveness over the long-term in making platform decisions
- Consider outsourcing and identify an internal “expert” to manage
- Do not overcomplicate the system

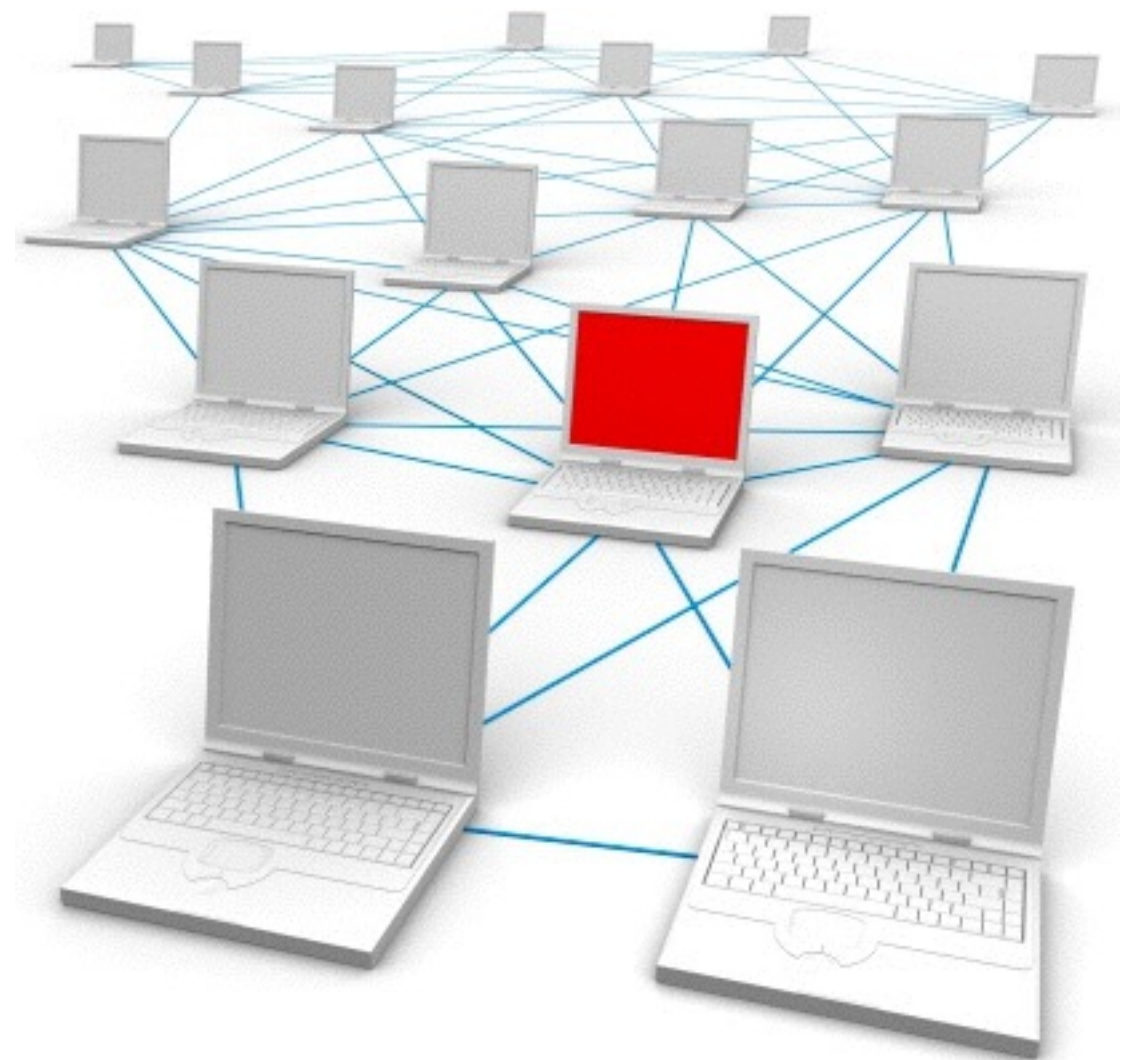
IT Infrastructure

- Beware of dinosaur upgrades
- Harness current technology to support (not replace!) Montessori curriculum
- IT infrastructure should support, not hinder school objectives



Long-term Cost Effectiveness in Platform Decisions

- Should we own or lease our IT equipment?
- What is IT lifespan a computer, a printer, a server, etc?
- Will it be worth any \$ at end of its IT lifespan?
- What is the reliability of each alternative?
- How much will I spend on maintenance?



Consider Outsourcing

Risks of an on-staff IT person

- Work (and job) creation
- IT infrastructure over-complication

IT Contractor Benefits

- On Call to respond to maintenance issues
- Focus is on up-time and major IT initiatives
- Can leverage learning from other school clients



Importance of an Onsite “Resident Expert”

- Can handle basic troubleshooting
- Can work with IT contractor to handle many other issues via phone
- Knows when to bring IT contractor on-site



Keep IT Simple



Simplification Examples

One server log-in per classroom instead of individual teacher log-ins

- Facilitates file sharing, makes protocols easier

Centralize printer stations instead of having a printer in individual classrooms

- Reduces ink costs (laser vs. inkjet)
- Reduces time troubleshooting individual printers
- Print to copy machine for black/white, lasers for color

Harness Technology Examples

iPad

- facilitate recordkeeping
- Take/upload photos to blog
- Becomes secondary computer for email, research, blog updates



Harness Technology Examples

Apple TV

- Play music from shared music file through iMac speaker or classroom projector
- Play DVDs on projectors
- Share Excel files via projector



Harness Technology Examples

Mail Chimp - Newsletters

- Email (Mail chimp - free) newsletter options



Sign-up Genius

- Parent Teacher Conferences
- Staff event sign-ups
- Parent event or volunteering sign-ups

Harness Technology Examples

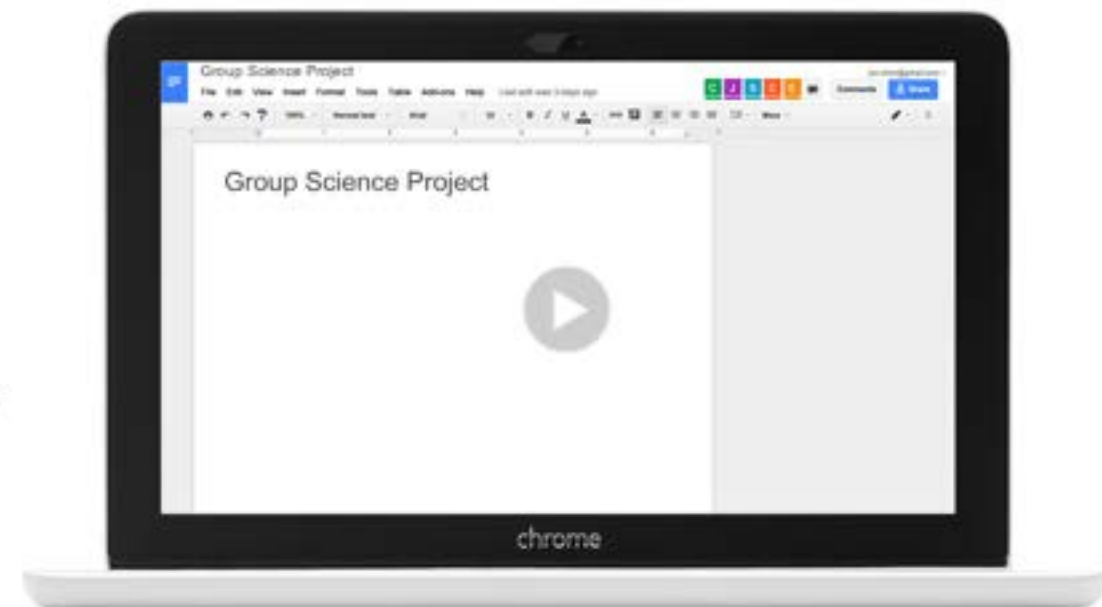
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Harnessing Technology to Support School Objectives Example

Objective: facilitate communication between parents and entire classroom teaching team

Solution: Set up one classroom email (i.e. lowerel@yourschool.com) that automatically forwards to all teachers in that classroom)

Maintain individual staff emails for communications among staff

Drop-down in email so teachers can send emails from individual account (to staff) or from classroom account (to parents)

Protocol for parent emails is to send from classroom account

Platform Decision Scenario

Dell vs. Mac

- Current infrastructure: 10 Dell desktop computers reaching end of useful life, 2 older Dell laptops, 1 Brother laser printer, 2 HP inkjet printers, 1 HP laser printer

Options:

1. Purchase new Dell desktops and laptops
 2. Purchase generic desktops/laptops and pay our IT contractor to customize
 3. Lease new Dell desktops and laptops
 4. Purchase new Apple desktops and laptops
 5. Lease new Apple desktops and laptops
- Reduces troubleshooting/down time

Platform Decision Scenario

Printer Options

- Continue with hybrid printer approach
 - Save money by not having to buy as many new printers
- Standardize on most reliable printer model
 - Saves on maintenance costs
 - Staff training is much easier
 - Reduces troubleshooting/down time
- Repurpose older printers (i.e. print checks using HP inkjet)

Reaching Operational Sustainability

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