


Parent Communication Cheat Sheet

Step Into Your Parents' Shoes: Speak to the Heart of Families



Concern → Hope → Gap → Your School → Parent's Language

1. Identify the Parent's Concern

- What keeps them up at night?
- Academic standards?
- Safety and environment?
- Strong values and moral formation?
- Frustrations with other schools?

2. Name Their Hope

- What do they want for their child?
- Strong academics for future success
- Christ-centered education
- Safe, nurturing environment

3. Map the Gap

- Where are they stuck?
- Child feels like just a number in a system
- Struggle to balance academics and moral growth

4. Position Your School

- How do you bridge the gap?
- Academic excellence + faith foundation
- Personal attention and smaller classes
- Support for family and child's growth

5. Speak Their Language

- Use parent-friendly phrases:
 - "Safe environment"
 - "Like family"
 - "Prepared for life"
 - "Strong values"