



Catholic Diocese
of Cleveland



HOSPITALITY



ACADEMIC EXCELLENCE



BELONGING



ROOTED IN THE GOSPEL

OPEN HOUSE BEST PRACTICES

Before

- Ensure your building looks its best - clean, organized, free of clutter
- Recruit, train, and practice tours with student ambassadors
- Recruit, train, and review OH expectations with Faculty/Staff
- Create a tour pattern and stops that align with prospective parent and student interests
 - What do your students love most?
 - What are parents searching for in a school?
 - Showcase contemporary learning spaces - STEM Labs, Maker Spaces - your educational environment matters
 - Highlight what sets your school community apart from competitors
 - Focus on the value-added features - extracurricular activities, clubs, athletics, art, music, elective classes offered in sixth, seventh, and eighth grade, etc.
- Create a school profile and tuition assistance handout to be shared with prospective families
- If pre-registering families for Open House, send reminder emails/texts with Open House details and words of welcome

During

- Smile!
- From student tour guides to greeters, all should focus on getting to know prospective parents, their children, and their motivation for visiting
 - "We're so happy you came to visit! Where do you live?"
 - "What brings you to our school today?"
 - "What are you looking for in a school?"
 - "What do you (the prospective student) love to do?" e.g., play video games, sports, sing, draw, etc.
- Tour pace should be dictated by prospective parent and student interests
- Showcase student work, leadership, and accomplishments
- Collect prospective family contact information

After

- Coffee, cookies, refreshments
- Give each prospective student a piece of branded school swag
- Parent ambassador outreach to all families that visited. Pair parent ambassadors with prospective families based on the shared age/grade of their children
- Send a thank you for visiting email/text from your school
- Send a thank you post card written by each prospective family's student tour guide
- Add prospective families to your email distribution list regarding school news and events
- Invite prospective parents and students to subsequent school events based on their interests

For Consideration

- How could tours be structured around 2-3 engaging mini sessions facilitated by Faculty/Staff? e.g. Academic Programs, Extracurricular Enrichment, Faith & Service
 - Do tours really need to stop at and visit every classroom and space?