Pre-Event Planning Logistics

Day and date selection—weekday/weekend and season of the year
Try to avoid dates chosen by competitor schools
Time of day selection—a.m. or p.m. (limit event to two hours)
Identification of division(s) and/or grade level(s) you wish to highlight
Schedule and invite student and parent volunteers for training
Communicate your new Open House approach with all faculty/staff
Select high impact photos for a large screen, scrolling slide show
(feature all grades, all types of learning experiences, and all students)
Ensure adequate number of Viewbooks and/or admission packets
and craft a set of “next steps” to give to families as they leave
Coordinate refreshments for placement at ending gathering location
Identify and invite club sponsors/members; athletic team
coaches/players (in team uniforms), and parent ambassadors to
position themselves and related materials/displays in ending
gathering location

Campus Logistics

Identify an optimal campus location for sign and large group greeting
Identify an optimal campus ending location (to funnel guests at the
end of the two-hour event—you may opt for the same space for both)
Create a plan for directional signage from campus entrance, if
needed, and for a front campus banner and reminder signs at carpool
Notify building and grounds of planned Open House date
If hosting a p.m. event, ensure building and grounds personnel are
there to address lighting needs
Plan for seasonally appropriate campus beautification

Messaging Logistics

Make ad placement decisions and order signage
Consider designing a smaller dimension black and white ad to run on
multiple dates, starting one week prior to event to control cost and
increase exposure
Create messaging, design an invitation, and identify a date on which
you plan to invite current families to attend your Open House to
explore the next grade level (ask them to consider inviting a guest family)
Create numbered cards (Group 1, Group 2, Group 3, etc.; color code cards by division, if hosting a multi-division Open House)
Assign students to lead specific groups for specific divisions/grade levels
Create rotational maps for Student Ambassador tour guides (Group 1 visits, in order, classroom A, B, C, D; Group 2 visits, in order, classroom B, C, D, and A; Group 3 visits, in order, classroom C, D, A, B, etc.)
Plan a bell schedule and/or use PA system to signal when it’s time to rotate to the next demo experience

**Featured Teacher and Host Student Logistics**

Identify exemplar teachers to teach 10-minute demo lessons (by division level and/or grade level)—ensure each division offers at least two to three academic class demos and at least one extracurricular/”specials” area interactive demo
Invite and train Student Ambassadors to travel with small rotational tour groups
Ask each featured teacher to invite 4-6 of his/her own students to participate in interactive lesson demo (let parents know, too)
Ensure no lesson requires prior knowledge and that ample resources are available to support each lesson
Ask teachers to ensure the lessons they design have high visual impact from any location in the room

**Post-Event Logistics**

Thank all volunteers and attendees personally in the immediate days following your event
Schedule a post-event reflective session to capture key feedback that will help you create an even better experience next time
Survey participants, with a unique survey created for each constituent group (volunteers, teachers, prospective families, and current families)