

## WHAT IS THE PARENT AMBASSADOR PROGRAM?

Parent Ambassadors serve our community by connecting with, sharing, and assisting future students and families in the following ways:

- The Parent Ambassadors connect with **prospective families** to share their knowledge and enthusiasm for the outstanding Christian education available at Wheaton Academy.
- Upon enrollment, a **new family is assigned a Parent Ambassador**. The Parent Ambassador facilitates any onboarding, serves as a resource, and helps a family transition into a new school with ease.
- Parent Ambassadors reach out to newly enrolled students and families throughout the school year to **share vital information and help them integrate** into the school community.
- The Parent Ambassadors are meant to **provide an authentic perspective** of the academic programs, co-curricular opportunities, and enduring relationships among students and teachers.

## WHAT IS THE PURPOSE OF THE PARENT AMBASSADOR PROGRAM?

The purpose of the Parent Ambassador Program is to equip, support, and appreciate the great work parents already do to fortify enrollment at Wheaton Academy.

- **Word-of-mouth** referrals mobilize 75% of private school applicants. This program will train and empower Parent Ambassadors to create a strong network of potential future Warriors.
- The relationships established will continue as Parent Ambassadors provide a **path for immediate connection** into the community of Wheaton Academy once a family is enrolled.
- A Parent Ambassador **reinforces Wheaton Academy's mission** to nurture growth in students through relationships, excellence, and service to the glory of God.

## HOW WILL FAMILIES BENEFIT FROM THE PARENT AMBASSADOR PROGRAM?

Parent Ambassadors support **integrating new families** into the school community and culture with intention and purpose.

- The parent-to-parent connection is a strategic way of **providing customer service**, a channel to distribute key information and a way to **establish relationships** in our school.
- Parent Ambassadors are **advocates of our school** and provide an authentic perspective of the academic, spiritual, and emotional growth in their family.
- These activities contribute to **a vibrant community** and live out the mission of our school.
- The impact on enrollment through word-of-mouth referrals will lead to a **healthy admissions funnel and allow us to thrive as a school**.

## PARENT AMBASSADOR PROGRAM RESOURCES TO REVIEW:



MEET THE PARENT AMBASSADORS



PARENT AMBASSADOR 101



PARENT AMBASSADOR PODCAST