



MILTON
GOTTESMAN
JEWISH DAY SCHOOL
OF THE NATION'S CAPITAL

How to Create and Maintain an Extraordinary Ambassador Program

Sindy Udell, Director of Admission

Rachel Federowicz, Founding Ambassador Chair

Who We Are



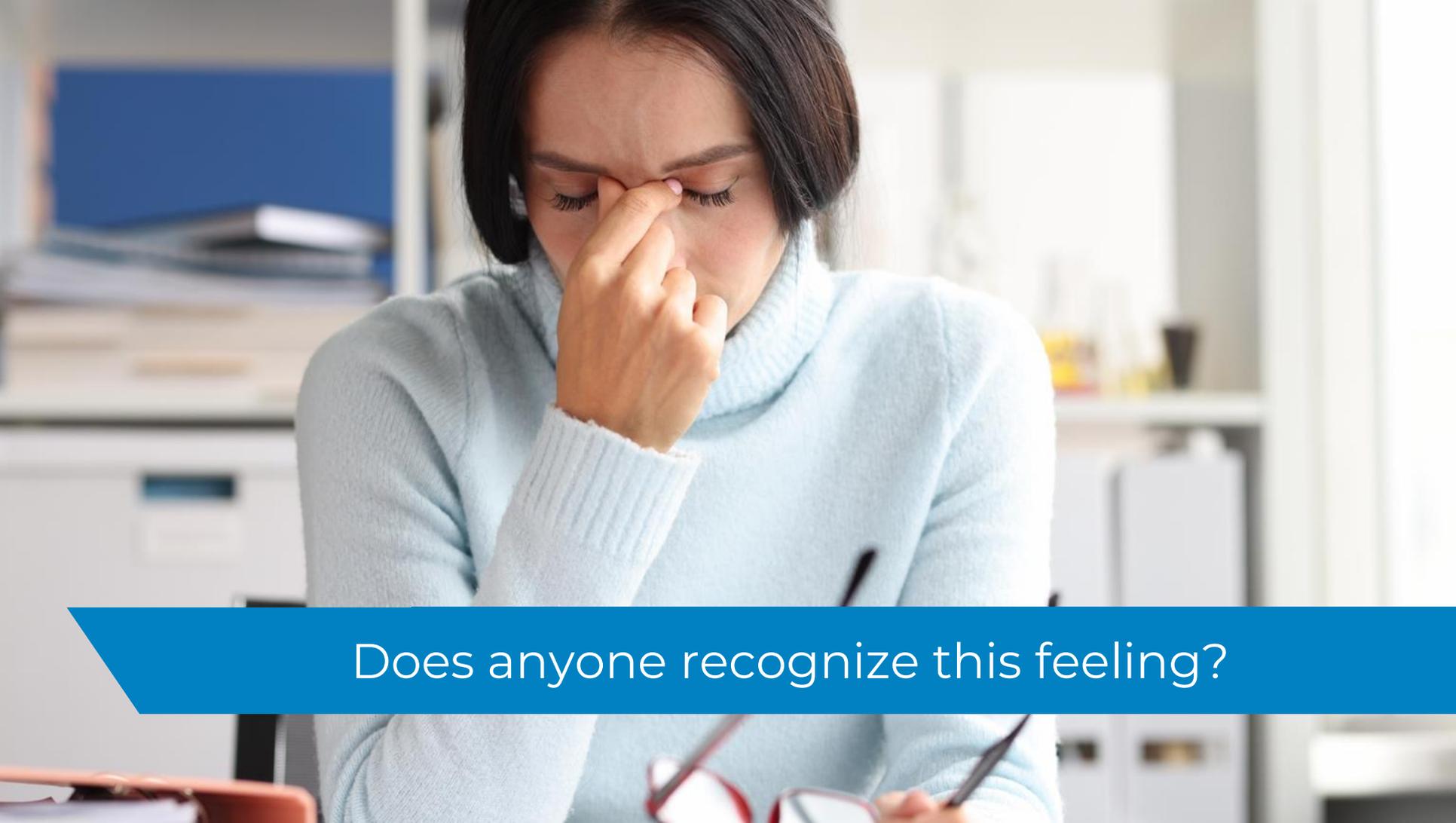
Sindy Udell

Director of Admission at Milton Gottesman Jewish Day School in Washington, DC. When I first came to Milton in 2003, we had 150 students. We are opening this year for 465 students. During my tenure at Milton, we opened a new campus and added a middle school. Prior to coming to Milton, I practiced law in both NYC and Washington, DC. I believe that much of the growth of Milton can be attributed to the ambassador program. My husband Ken Josovitz and I have two children who both graduated from Milton. One is finishing his United States Marine service and the other is living in Denver, Colorado. Sindy.Udell@miltongottesman.org



Rachel Federowicz

I graduated from Milton when it was called JPDS and was an elementary school guidance counselor before becoming a full time volunteer to many non-profit organizations. After undergraduate studies at New York University, I attended Columbia's Teachers College where I earned graduate degrees, an M.Ed. in School Counseling and an M.S. in Psychological Counseling. I was the Co-Creator and Chair of the Milton Gottesman Jewish Day School of the Nation's Capital Ambassador Program and am now the current Co-Chair of the Milton Parents Association. My husband, Pete Federowicz and I have two children who attend the Milton Gottesman Jewish Day School and live in Bethesda, Maryland. Rachilev@aol.com



Does anyone recognize this feeling?



While we can't give you more time in the day.
We can help you increase your reach and efficiency through a successful ambassador program.

We hope that you leave here today knowing the following:

- How to start an ambassador program if you don't have one.
- Ambassador Committees and roles of each one.
- How the ambassador program can help you reach your goals.



In the Beginning...

- Decided that we should have a formal ambassador program.
- Asked Rachel to be the Chair.
- Together we went to a class in Texas given through Prizmah: Center for Jewish Day Schools.
- Came back and got to work.



Our Approach

- Recruit 20 enthusiastic parents who love Milton!
- Create a deep connection between ambassadors, admission cycle, and admission department.
- Construct committees.
- Assign co-chairs of each committee.
- Meetings-6 a year that must be educational, social, and informative.
- Educate parents so that they can speak to prospective parents why they should send their children to Milton.
- Set meeting dates.
- Distribute a binder.



1

Assist and collaborate with the admission office to implement the school's recruitment and retention strategic plan.

2

Work within the internal and external school community to raise the reputation and visibility of Milton.

3

Make new friends and have fun.

Goals of the Ambassador Program

Ambassador Traits

MILTON

Committed to
MILTON'S mission
and core values

Positive, Friendly
& Outgoing

**Characteristics
of Ambassadors**

A genuine desire
to see the school
grow and thrive

Willing to work
collaboratively

Honest, Diplomatic
Responsible & Able to
Keep Confidences

Duties of an Ambassador

- Help build a database of prospective families.
- Host or participate in an information session.
- Serve as a speaker or communicator at an open house.
- Come to a PK and K Sunday applicant screening.
- Serve as a buddy family to a new or prospective family.
- Share positive stories on Facebook, Instagram, or reviews on Great Schools.
- Create positive internal buzz and assist with re-enrollment.
- Provide feedback to admission professionals regarding new contacts you have made, and prospective students or families you have met!
- Serve as a reference if parents have a question and want to reach out to another parent.
- Bring a friend or two to a MILTON open house or other event.
- Call, email, or write thank you notes to prospective families.
- Listen and respond positively to community chatter.

Committees

- Recruitment Committee
- Preschool/Synagogue Liaison Task Force
- Middle School Committee
- Buddy Family Committee
- Retention Committee



Recruitment Committee

This committee supports the admission cycle. Members help recruit families by attending and helping plan events such as open houses, tours, and STEM programs. This committee helps to assure that the admission programming is a superb experience for prospective families.

Goals for 2022-2023

- Assist Admissions staff in organizing Open Houses.
 - 4 Prek-1 (fall/winter)
 - 1 Middle School (fall)
- Assist Admissions staff in organizing 4 STEM Events.
- Assist with organizing accepted family activities.
 - Challah/shabbat delivery for new families
 - Accepted parent social
 - Newly admitted families party
- Help publicize events.
- Ensure there are adequate volunteers for each event.
- Follow up with parents after events.

Preschool / Synagogue Liaison Committee

This committee is made up of parents who have children in local feeder schools and their communities, or close relationships to feeder school directors. Members of this committee will work to expand the reach of the Milton recruitment cycle into these schools/synagogues and drive families towards Milton. They will invite parents to attend tours and open houses, Milton STEM events, virtual parlor meetings, or meetings with Milton's Director of Admission.

Goals for 2022-2023

- Organize Preschool Directors'/Educational Consultants' Lunch.
- Match each prospective family with a current family for one-on-one personal outreach (intro/welcome email, pre-application check-in email, congrats email once accepted).
 - Proactively assign ambassadors to each family using an excel spreadsheet (based on preschool or synagogue).
 - Reactively ask ambassadors to see if they know anyone on list for 2nd outreach.
- Advertise Open Houses, STEM events, etc. in your respective preschools, posting flyers, making phone calls or emailing.
- Each member organizes a coffee at their preschool for prospective families to learn about Milton .

Goals for 2022-2023

- Hold meeting with all families who signed up to be “Buddies” this year to set goals for the year.
- Buddy monthly email checks-ins
- *How’s the year going? Have you run into any issues we can help navigate?* (“Senior buddies” will serve as the liaison between “new families” and the school and report any red flag situations that the Admissions team should be aware of and can help address.)
- *Flag the following no-miss Milton-wide or grade-specific events happening this month* (“Senior buddies” will communicate and flag events for new families that they shouldn’t miss, i.e. Share the Nachas, Veteran’s Day program, Purim Ball, etc.)
- 1 one-on-one family-to-family meet up/activity between Sept - Dec
- 1 one-on-one family-to-family meet up/activity between Jan – March
- Attend First Day Coffee or call/email to check in on Day 1
- Utilize buddy Tracker
- Plan Fall school-wide buddy families launch event.
- Plan Spring school-wide buddy families event.

Buddy Family Committee

- Director of Admission puts all new students and their families with 2 buddy families. Committee chairs encourage families to contact one another.
- Help bolster Milton’s Buddy Program during a year when Milton is welcoming a record number of new families. Integrating all of these new families and helping them feel a part of Milton’s warm community requires an all-hands-on-deck approach, and the Buddies play an integral role in this effort.

Middle School Committee

The Middle School Committee has been instrumental in recruiting and retaining middle school families. Working with the Admission Office, will help (1) recruit new students from outside the school to our middle school, (2) inform current families about the program and encourage them to stay for middle school, and (3) build a sense of community among middle school parents and students.

Goals for 2022-2023

- Plan two events (one in the Fall & one in the Spring) that focus on community building and retention, with a special emphasis on 5th grade families.
- Attend Middle School open houses and assist the Admission Office with outreach conversations to potential new families and existing Milton families weighing their middle school options.

Recent events

- A virtual escape room
- A family and student hike
- A brunch and swim
- Kickball game

Retention Committee

Help create a community feeling among students and parents.

Plan events and coordinate them with the Milton Parents Association.

Example of events

- Fall Playdate for families in pre-k, kindergarten, and grade 1 (held at the zoo)
- Scavenger Hunt
- Parent bar meetup
- Parents paint night
- Park meet up with various planned activities.





The Meeting



1 Educational



3 Informative



2 Social



4 Productive

Examples of Speakers:

- Responsive Classroom Coordinator
- Curriculum-Director of Early Childhood and Director of Elementary School
- Instructional Leaders for Hebrew--Early Childhood, Elementary and Middle School
- Student Support Services-Learning specialists and Guidance Counselors
- Life After Milton and Middle School Curriculum-Director of Middle School
- Strategic Planning by the Board-Board Chair
- Head of School-New Initiatives



Educational

Must have a speaker who can provide information that ambassadors can share.



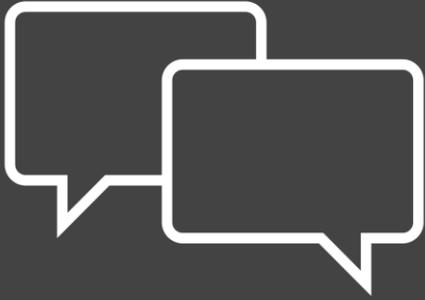
Social

- In person, serve dinner and wine—one meeting we had margaritas at my house.
- Give ambassadors time to chat and catch up.
- Icebreaker—helps ambassadors get to know one another
 - Favorite Netflix series
 - Which teacher would you like to have dinner with and why?
 - A memory from your kindergarten
 - Something wonderful from your child's school year.
 - Favorite ice cream flavor

- I always give an admission report—
impact of your hard work.
- Share lists of applicants and ask
ambassadors who they know-share
intelligence with admissions.
- Assign ambassadors names and
contact information of those who
came to open houses and have each
ambassador sign up to contact families
to see if they have questions.



Informative



Productive

- We always save time for committee work.
- Ambassadors break into committees to talk about upcoming projects.
- Admission staff circulate to answer questions.
- Each committee shares updates.

Example of Meeting Agenda



MILTON PARENT AMBASSADORS KICKOFF MEETING

- 6:30 pm **Arrival & Dinner**
- 6:45 pm **Welcome**
Sindy Udell, Director of Admissions
- 6:50 pm **Ambassadors Overview & Vision for the Year**
- Co-Chair Welcome
 - Get-to-Know-You Icebreaker
 - Sharing of Relevant Documents
 - Volunteer Sign Up
- Jacey Natanzon & Nicole Rosen (Current Chairs)
Sarah Horowitz & Miriam Lederer (Incoming Chairs)
- 7:20 pm **MPA Mission, Vision, Overlap and Alignment with Ambassadors**
Emily Berman & Rachel Federowicz, MPA Chairs
- 7:30 pm **Committee Breakout Meetings**
- 8:30 pm **Committee Updates**
Committee Chairs
- 8:45 pm **Closing**

The Binder

Informative and Contains

- How to answer difficult Questions
- A description of all Committees
- Admission Flowchart
- Ambassador Info Sheet
- Ambassador Referral form
- Fun Facts
- School Timeline
- Categories of Outreach
- What Parents are Saying
- Word of Mouth



Milton Admission and Ambassador Calendar

September						
Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

- Admission Deadline
- Admissions Event
- Ambassador Meeting
- Play Dates

- Parlor Meetings
- Social Event
- Milton Event
- Decision Day

October						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December						
Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May						
Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June						
Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Ambassador Meeting Dates

Sep 27	Ambassador Kickoff Dinner @ 6:30 pm
Oct 25	Ambassador Dinner/Meeting @ 7 pm
Dec 7	Ambassador Breakfast/Meeting @ 8:30 am
Jan 10	Ambassador Dinner/Meeting @ 7 pm
Mar 8	Ambassador Breakfast/Meeting @ 8:30 am
May 1	Ambassador Dinner/Meeting @ 7 pm
Jun 5	Ambassador Dinner/Meeting @ 7 pm

Parlor Meetings

Nov	Bethesda Parlor Meeting
Dec	Kemp Mill Parlor Meeting
Nov	Capitol Hill Parlor Meeting

Milton Events

Sep 5	Tea and Tissues
Sep 16	6th Grade Social @ 10am
Sep 23	7th Grade Social @ 6:30 pm
Oct 7	STEM event @ 10 am
Oct 14	South Campus Fall Play Date @ 10 am
Oct 19	Open House @ 9 am
Oct 21	Hebrew Story Hour @ 10 am
Oct 25	Director Tour/Lunch @ 11:00 am
Oct 28	Ohr Kodesh Playdate @ 10 am
Nov 4	STEM event @ 10 am
Nov 6	Bring a Friend to School Day
Nov 7	Consultant Tour/Lunch @ 11:30 am
Nov 9	Open House @ 9 am
Nov 14	Middle School Open House @ 9 am
Nov 28	Open House @ 7 pm
Nov 30	Sibling Application Deadline
Dec 9	Kindergarten Screening @ 9 am
Dec 11	Rabin Lecture
Dec 12	Middle School Open House @ 7 pm
Dec 14	Share the Nachas
Dec 16	Ohr Kodesh Playdate @ 10 am
Jan 4	Open House @ 9 am
Jan 6	Pre-K and K Screenings @ 9 am
Jan 7	People of the Book @ 7 pm
Jan 7	Application Deadline
Jan 13	Pre-K and K Screenings @ 9 am
Jan 15	Tuition Assistance Application Due
Jan 27	MPA PJ and Movie Night
Feb 5	Tuition Assistance Documents Due
Feb 21	Mom's Night Out
Mar 1	Decision Day
Mar 3	Ohr Kodesh Playdate @ 10 am
Mar 7	Dad's Night out
Mar 12	Get to Yes Party
Mar 15	Enrollment due for New Students
May 5	Ohr Kodesh Playdate @ 10 am
May 15	New Family Orientation @ 6:30 pm
May 29	Elementary School Orientation @ 7 pm

THREE CATEGORIES OF OUTREACH: WHICH SUITS YOU?

1. Social Media

Join the Milton Facebook page team!

Find opportunities to share your own positive experiences.

Speak up for Milton education.

Follow up and share Milton posts that resonate with you!

2. Opening your door

Welcome prospective families and to your home for a meal, snack, or a play date.

Host an informational session for Milton.

Milton staff is happy to help in any way.

3. Everyday Advocate

Promote Milton in your community by posting flyers at preschools, synagogues, kids' activities, pediatrician and dentist offices, coffee shops, workplaces, bulletin boards, and lobbies!

Wear Milton attire!! T-shirts, sweatshirts, and hats. And use our fabulous new Milton tote for groceries, sports gear, beach and pool trips, and more.

Display a Milton bumper magnet on your car!

Bring friends to school events.

Know our school story and share it!

MILTON AMBASSADOR REFERRAL FORM

1. Ambassador name: _____
2. Name of Prospective Parent(s): _____
3. Name/Ages of Children: _____
4. Current School(s) Child(ren) Attend: _____

5. Date of Contact: _____
6. Preferred Method of Contact: _____

7. Prospective Parent's Neighborhood and Synagogue: _____

8. Prospective Parent's Areas of Interest: _____

9. Prospective Parent's Areas of Concern: _____

10. To what other schools are they looking? _____

11. Question(s) Prospective Parent Asked: _____

JPDS-NC School Timeline

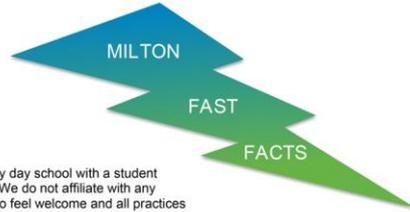
- **1988:** JPDS-NC is founded at Adas Israel Congregation.
- **1991:** More than 100 guests arrive in costume or black-tie for the first Purim Ball at Adas Israel Congregation.
- **1994:** JPDS-NC includes a Sixth Grade for the first time. The school population grows to 65 students.
- **1995:** The Sixth Grade New York City trip tradition begins.
- **1996:** PEP (Primary Enrichment Program) begins
- **1999:** JPDS-NC becomes an independent institution.
- **1999:** Team sports begin at JPDS-NC.
- **2000:** JPDS-NC moves to Linden Lane in Silver Spring, Maryland. We keep the "NC" even though we're not in DC.
- **2000:** JAS (JPDS-NC After School) begins.
- **2000:** JPDS-NC offers a school bus for the first time.
- **2000:** The Panda is introduced as the school's mascot during the first season of team sports at JPDS-NC.
- **2001:** The first JPDS-NC Spelling Bee takes place.
- **2002:** With the financial help of Dr. Robert and Kay Schattner, JPDS-NC purchases a building at 16th Street and Military Road NW to serve as our permanent home. This DC Jewish landmark originally housed the Hebrew Academy.
- **September 2003:** JPDS-NC moves back to the District to our new permanent home on 16th Street NW. Enrollment grows to 156 students.
- **September 2003:** JPDS-NC includes a Pre-Kindergarten for the first time.
- **June 2005:** Head of School, Susan Koss, retires.
- **July 2005:** A new Head of School, Naomi Reem, joins the JPDS-NC community. Enrollment grows to 198 students.
- **December 2005:** JPDS-NC dedicates the school library to honor the legacy of Yitzhak Rabin and inaugurates the annual Yitzhak Rabin Memorial Lecture. Rabin Lecture Series Speakers have included Supreme Court Justice Elena Kagan, Middle East Special Envoy George Mitchell, Ambassador Dennis Ross, Ambassador Dan Shapiro, Senator John McCain, Admiral Mike Mullens, NYT Columnist David Brooks, Author Jeffrey Goldberg, and more.
- **2007:** JPDS-NC receives accreditation from the Association of Independent Maryland and DC Schools (AIMS).
- **2008:** Nobel Laureate Elie Wiesel visits JPDS-NC and sings with the children.
- **2008:** The first JPDS-NC Geography Bee takes place.
- **2009:** Former National Security Advisor and Secretary of State Condoleeza Rice visits JPDS-NC and is questioned by a fourth grader about waterboarding.
- **2009:** JPDS-NC receives a \$5 million gift to renovate the JPDS-NC campus, develop green space for outdoor play, and augment our tuition assistance program.
- **2009:** JPDS-NC holds its first Dance-a-thon to raise money for Israel after the fires in Carmel.
- **2010:** Renovation of the school's building and grounds is completed.
- **2010:** JPDS-NC creates the first edition of the school *siddur* (prayerbook), *Siddur Ohavei Yisrael*.
- **2011:** Primary Parents launches its new website and merchandising program.
- **October 2011:** A site for a second campus at 16th Street and Decatur Street NW is purchased for \$3.9 million.
- **Fall 2012:** *We're off to see the Wizard...* More than 100 students participate in our first school play, *The Wizard of Oz*, which plays to an enthusiastic full house.
- **2012:** Third graders sing Hebrew songs and help plant a tree at the *Tu B'Shvat* celebration of the U.S. Department of Agriculture and the White House Council on Environmental Quality.
- **2012** Melissa Davis joins the school as Director of Early Childhood.
- **Summer 2013:** The South Campus building is restored and renovated for \$2.5 million over the course of 67 days.
- **September 2013:** The doors open at JPDS-NC's new South Campus. The new space enables JPDS-NC to expand the number of classes from two to three per grade. Enrollment grows to 319 students.
- **2013-2014:** JPDS-NC celebrates its 25th anniversary
- **July 2014:** JPDS-NC receives a three-year Headway Enrichment Grant from Legacy Heritage Fund. JPDS-NC is among a select few schools across the nation awarded this grant designed to help schools expand implementation of the best practices for education in the 21st century, including the Reggio Emilia philosophy, project-based learning, and expeditionary learning.
- **September 2014:** The first child of a JPDS-NC alumna to be enrolled at JPDS-NC
- **October 2014:** The Board of Trustees votes to move forward with creating a middle school.
- **October 2014:** The first JPDS-NC alumna to work at the school joins the JPDS-NC staff.
- **January 2014:** Construction work is completed on a new accessible playground on the South Campus.
- **September 2014:** Three first grade classes join the South Campus, leaving the North Campus to house second to sixth grades.
- **November 2014:** JPDS-NC is selected to serve as a demo school for Hebrew language education by *Ivrit B'Merkaz* (Hebrew at the Center).
- **April 2015:** JPDS-NC announces a transformational \$20 million gift by the Gottesman family and Ambassador Alfred Moses to expand Jewish education in Washington, DC, by creating a middle school and renovating the North Campus. The gift was made in honor of Milton Gottesman, a Jewish philanthropist who supported the school in its early years.
- **November 2015:** JPDS-NC launches a blog, [Stories of a Jewish Community Day School](#).
- **November 2015:** JPDS-NC receives an additional \$2 million from the Gottesman Fund to enhance renovations of the first and second floors of the North Campus.
- **January 2016:** JPDS-NC receives Advisory Neighborhood Commission (ANC) and Board of Zoning Adjustment (BZA) support for the expansion and renovation.
- **September 2016:** The school begins accepting applications for the middle school.
- **February 2016:** JPDS-NC appoints Lisa Schopf as the founding Middle School Director.
- **March 2016:** JPDS-NC names Arielle Derby as the Elementary School Director, effective July 2016.
- **June 2016:** Architects complete the initial design stage and move to the more detailed design development stage.
- **June 6, 2017:** The school breaks ground on the expansion and renovation and officially becomes the Milton Gottesman Jewish Day School of the Nation's Capital.
- **June 2017:** Construction begins on the North Campus renovation and expansion.
- **August 2017:** The school temporarily moves off-site to the "New North" Campus on Georgia Avenue in Silver Spring.
- **August 29, 2017:** The middle school program begins with the sixth grade class.
- **September 2018:** Doors open to the new Moses Family Middle School and renovated Elementary School at the North Campus.

Founded: 1988

Enrollment: 465

Average Class Size: 18

Student/Faculty ratio: 6:1



Affiliation: We are a pluralistic, community day school with a student body from diverse religious backgrounds. We do not affiliate with any branch of Judaism. All families are made to feel welcome and all practices are celebrated.

Grades: Pre-K (age 4) - grade 8. Please note that students must be 4 by September 1 to attend Pre-k and must be 5 by September 1 to attend Kindergarten.

Academic Hours: 8:30 am to 3:30pm; (2:15 pm on Friday)

Extended Day: Available on site until 6:30 pm Monday to Thursday, and until 6:00 pm on Friday. Extended Day is provided through Wonders Learning.

Bus Service throughout DC and Montgomery County

DC Stops include: Foggy Bottom, Washington Circle, Dupont Circle, Georgetown, Woodley Park, Adams Morgan, Columbia Heights, Tenley, Friendship Heights, Shepherd Park, Spring Valley, American University Park, Cleveland Park, Colonial Village, Chevy Chase DC.

Montgomery County Stops include: Chevy Chase, Woodside Park, Silver Spring, Rosemary Hills, Ohr Kodesh, Washington Avenue, Potomac, Wood Acres area in Bethesda, Beth El area, Wheaton, Kemp Mill, Four Corners, Fairview Park, Takoma Park.

*If we don't service an area, talk to us. We routinely add stops.

Tuition Assistance: It is the mission of Milton to provide a Jewish Day School education to all Jewish families who make it a priority. Approximately 50% of our students receive some sort of tuition assistance. The application is online and we will work with all families to make Milton an affordable option. Please refer any questions regarding tuition assistance to Sindy. Remind families not to be embarrassed or concerned. All information is held in strict confidence.

Where our Students Go after Milton:

Independent Schools include: Bullis, Charles E. Smith Jewish Day School, Edmund Burke School, Field School, GDS, Holton-Arms, Landon, Maret, Berman Hebrew Academy, The Potomac School, Sandy Spring Friends, Sidwell Friends, and Washington International

Public Schools: Walt Whitman High School, Blair High School, Bethesda-Chevy Chase High School, Northwood High School, Jackson-Reed High School, School Without Walls, Cardozo Education Campus; District of Columbia International School.

Where We Live: About 50% of our families live in the District of Columbia, 50% live in Maryland, and less than 1% live in Virginia.

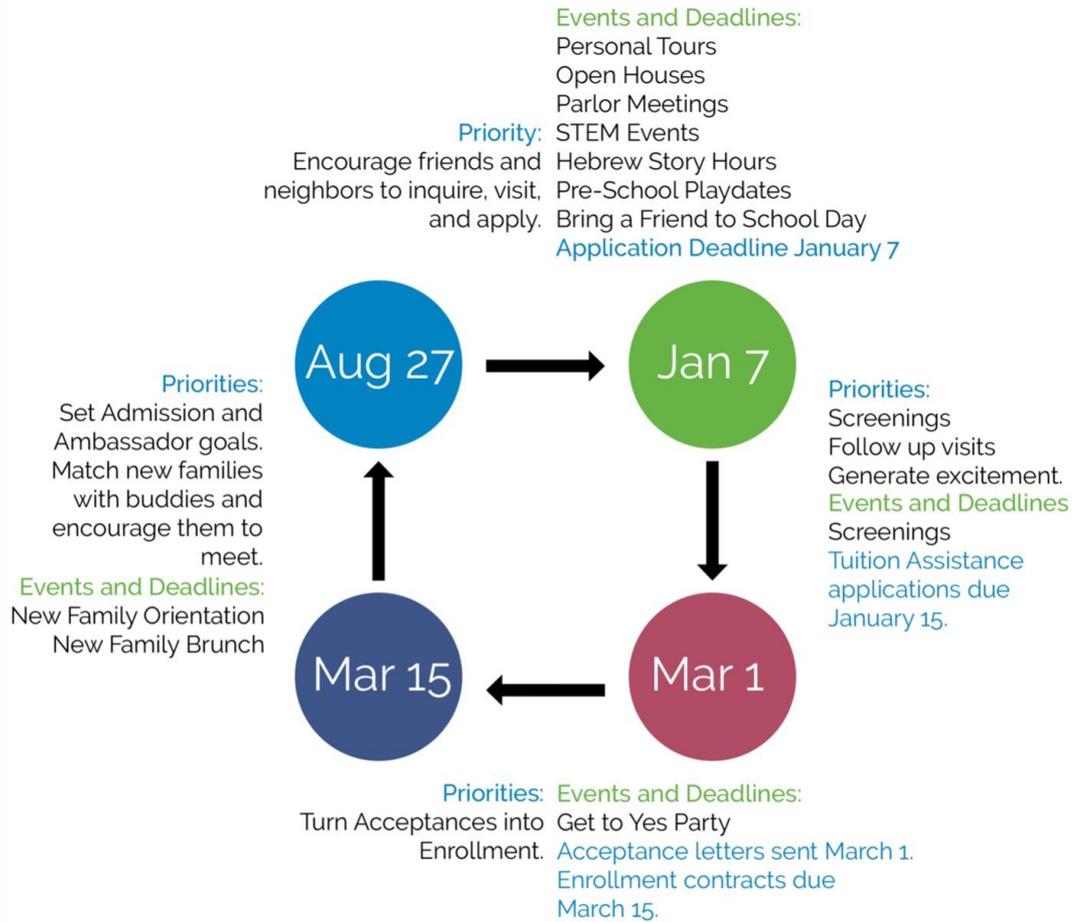
Synagogue Affiliations: About 20% of our families affiliate with an Orthodox synagogue, about 65% percent affiliate with a Conservative Synagogue, about 5% of our families affiliate with a Reform, Reconstructionist or Humanistic Synagogue, and about 10% of our families are unaffiliated.

IT'S ALL ABOUT WORD OF MOUTH



WORD OF MOUTH IS...	GOALS	WHAT IT TAKES
Most effective form of advertising	Increase Enrollment	Team effort
Majority of new recruits come from word of mouth	Reduce attrition	Talking about Milton positively
People trust other people's experiences	Continue the positive buzz	Posting Reviews on Great Schools, Urban Moms, and Yelp
Far more effective than print ads	Increase Jewish diversity	Post Open House dates on listservs
Social media	Provide accurate information	Share Milton Facebook posts
	Get the word out about our new name and Middle School	

Milton Admission Cycle





Year End

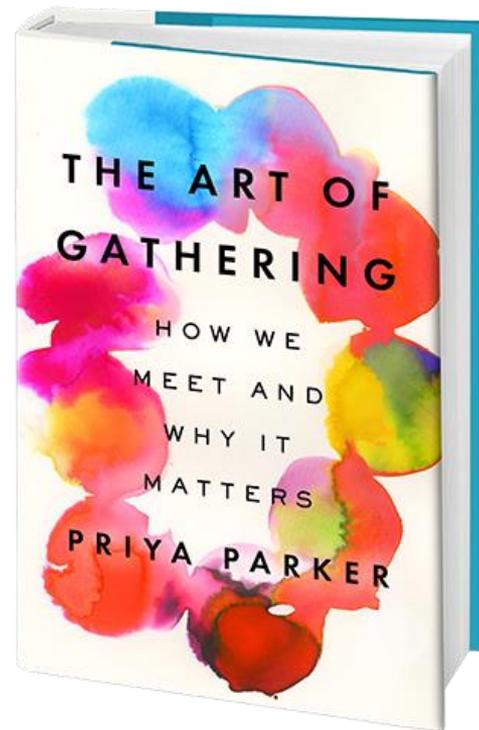
- Discuss a Succession Plan.
- Celebrate last meeting with champagne.
- Provide survey to each ambassador.
- Demonstrate appreciation.
- Survey questions
 1. Name
 2. Do you want to return to the ambassador program
 3. IF yes, what committee are you most interested in
 4. Which programs did you enjoy this year?
 5. Any suggestions for next year

New Initiative for 2022-23

Reading a Book Together

The Art of Gathering: How we Meet and Why it Matters, Priya Parker

- Points
- Chairperson
- Each meeting different chapters



Sindy Udell

Milton Gottesman Jewish Day School

202-291-5737 ext 2207

sindy.udell@miltongottesman.org

Rachel Federowicz

rachilev@aol.com

917 821-3240



Contact Information