

7 Ways to Boost Private School Retention

1. Foster Strong Relationships Between Students and Teachers

Schools should invest in professional development for teachers, focusing on building empathy, effective communication, and social-emotional learning. Teachers who understand the individual needs of their students will foster a sense of belonging that makes students want to remain at your school.

2. Enhance the Family-School Partnership

A strong family-school partnership increases your retention rate and strengthens parent commitment to the school. Regular communication, parent education workshops, volunteer opportunities, and feedback surveys will help parents feel more engaged and invested in the school community.

3. Leverage Technology for Better Engagement

Schools that adopt modern technology like Ravenna® not only improve the learning experience but also demonstrate their commitment to staying relevant in a digital age, which can help retain families who value an easy experience.

4. Provide Personalized Learning Paths

Personalized learning experiences can help students feel their school is invested in their individual growth, no matter the learning style or academic strengths. This could mean giving differentiated instruction, offering enrichment programs for gifted students, or providing supplemental support to students struggling in certain areas.

5. Offer Extracurricular Opportunities

Extracurricular activities play a significant role in a student's school experience, contributing to personal development and social bonding. Whether through sports, drama, music, academic clubs, or community service, extracurriculars help students build connections and develop a sense of pride in their school.

6. Ensure Academic Rigor and College Readiness

For many families, the ultimate goal of a private K-12 education is to prepare their children for success in higher education. Offering advanced courses, SAT/ACT prep, and college counseling services can be key to ensuring students feel set up for future success and growth.

7. Present Flexible Tuition Options

Offering options around how to pay tuition gives families the ability to pay what they need to on their terms. Whether through installments, early payment discounts, or convenient payment options, tuition assistance assures access to a rewarding education, regardless of financial status.

Keep Families Engaged for Long-Term Connections and Student Success

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